

Case study

Large time share company

OBJECTIVE: A large time share company wanted help distinguishing and targeting potential purchasers

SOLUTION: Experian's *Custom Analytics* team explored customer demographics, purchase and marketing history to build:

- **Value Segments** – Purchase history was used to classify customers into *High, Medium & Low* value segments.
 - *High value & Medium Value Segments* comprise 6% of customers, but account for majority of revenue
- **Effective Targeting** - Look-alike models were built targeting these top two segments yielding, **57% conversion among the top 3 deciles**

RESULT: Response was boosted further through utilization of Experian's *TrueTouch* data, identifying ideal channels of engagement by segment:

- **Direct Mail** – Only *High Value* segment reached due to cost
- **Digital & Email** – Both *High* & *Medium Value* segments

High Value Customer Model			
Score Tier	CV % by Tier	% Conversion	Model Lift
A	9%	22%	240
B	9%	18%	215
C	9%	16%	199
D	9%	12%	179
E	10%	10%	161
F	10%	7%	145
G	10%	5%	131
H	10%	4%	119
I	10%	3%	110
J	10%	2%	100

