

Case Study

Leading membership retailer

OBJECTIVE: A leading membership retailer wanted help understanding the importance of display advertising had on driving member acquisition

SOLUTION: Experian designed & executed a multi-channel campaign in coordination with their peak fall enrollment drive targeting likely members across:

- A. **Targeted Display Only** (1MM)
- B. **Direct Mail + Targeted Display** (300K)
- C. **Direct Mail Only** (1.6MM)
- D. **Control, Unexposed Target** (7MM)

RESULTS: Incremental performance was significantly higher for groups receiving targeted display:

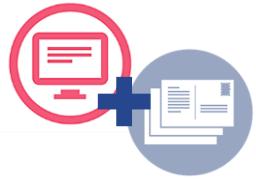
- **10.8%** Increase in acquisition from adding targeted display to DM (Groups B & C)
- **39.5%** Increase in acquisition from targeted display (Groups A & D)

IMPACT OF DISPLAY ON MEMBERSHIP



Display Only
1.08%

Membership
Increase



DM + Display
1.99%

Membership
Increase



DM Only
1.8%
Membership
Increase



Control
0.77%
Membership
Increase