

Case study

Luxury travel company

OBJECTIVE: A luxury travel company wanted help identifying leads and evaluating early interest in their new product

SOLUTION: Compare a profile of early reservations against the audience anticipated from the client's previous research

FINDINGS: Analysis showed that early purchasers & did not align with the client's previous primary research

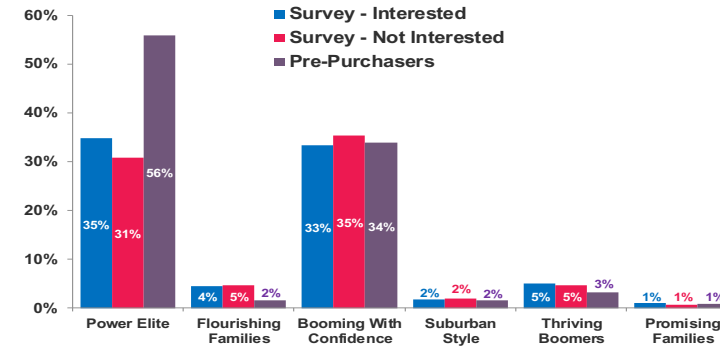
- New product line brought in more elite clientele than those involved in initial research

RECOMMENDATION: Using *Mosaic Audience Portal* we identified the best Mosaic sub-groups for targeting based on both primary research & early reservations

- Restrictions around income, age & interests were added to generate top prospects using Mosaic Types within *Power Elite*:
 - **Kids & Cabernet**, **American Royalty** & **Jet Set Urbanites**

IDEAL PRODUCT SEGMENTS

Mosaic Groups (Household)



Top Power Elite Audiences



Kids & Cabernet

1st



American Royalty

2nd



Jet Set Urbanites

3rd

Interactive Mosaic Audience Portal

