

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

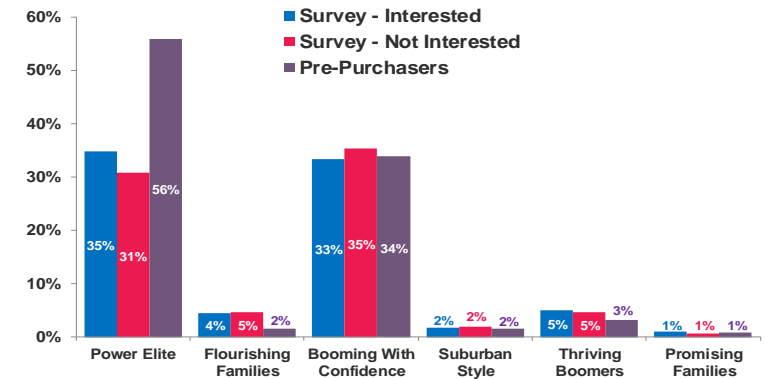
- New product line brought in more elite clientele than those involved in initial research

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

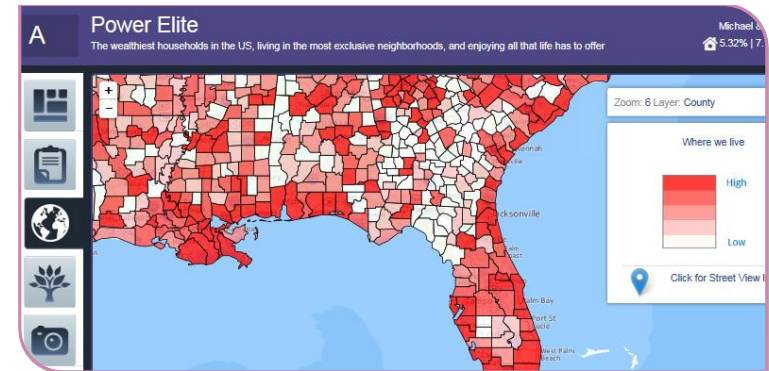
- Restrictions around income, age & interests were added to generate top prospects using Mosaic Types within *Power Elite*:
 - **Kids & Cabernet**, **American Royalty** & **Jet Set Urbanites**

Ideal Product Segments

Mosaic Groups (Household)



Interactive Mosaic Audience Portal



Top Power Elite Audiences

