

Case study

Major telecommunications

OBJECTIVE: A major telecommunications client was looking for help in identifying and targeting ideal prospects for marketing purposes

- **Ideal Prospect** – Represents higher than average activation along with low voluntary/involuntary cancelation
- Analyzed a cohort of new customers & their subsequent 12 month cancelations

FINDINGS: Mosaic differentiates by likelihood to activate & churn

- **Most wealthy** Mosaic groups have low likelihood of churn, but also low activation
- **Least wealthy** Mosaic groups are far more likely to activate, but much more likely to churn

RECOMMENDATION: Opportunity for a long-term relationship seen among upper middle Mosaic groups

- Mosaic groups like *Promising Families* & *Young City Solos* have low churn & high activation



Mosaic Prospect Analysis	Vol. Churn Index	Activation Index	Mobile Behavior
A: Power Elite	79	44	Low Churn & Low Customer Propensity
B: Flourishing Families	72	72	
C: Booming With Confidence	72	53	
D: Suburban Style	85	109	
E: Thriving Boomers	84	54	
F: Promising Families	84	103	Low Churn & Higher Customer Propensity
G: Young, City Solos	80	66	
H: Middle-Class Melting Pot	80	112	
I: Family Union	95	133	Low Churn Low Customer Propensity
J: Autumn Years	95	40	
K: Significant Singles	100	110	
L: Blue Sky Boomers	102	53	
M: Families In Motion	106	123	High Churn & High Customer Propensity
N: Pastoral Pride	120	96	
O: Singles And Starters	106	206	
P: Cultural Connections	118	195	
Q: Golden Year Guardians	123	25	
R: Aspirational Fusion	141	226	
S: Economic Challenges	130	131	
Ideal Prospects	Low	High	Represents Low Churn & High Activation