Case study
Men’s retailer

**Problem:** Develop a marketing strategy for targeting millennials

**Solution:** Conducted a Media/Conversion Channel analysis focused on understanding channel receptivity of Millennials

- Experian’s Primary Research & TrueTouch℠ data proved the key differentiator

**Results:** Identified optimal Media/Conversion Channel(s) to target with future contact strategy

- TrueTouch provided insights on creating personalized content to drive brand engagement among Millennial males:
  - Preference for the following Media Channels:
    - Internet Radio, Mobile Display/Video, & Internet TV
  - Preference for the following Conversion Channels:
    - Online Bidding Marketplace, as well as Brick & Mortar

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**Demographics**

- $69K Avg. Income
- 40% are Married
- 47% are Renters

**Conversion Preference**

- 40% Online Bidding
- 47% Brick & Mortar

**Top Mosaic**

- 21% Singles & Starters

**Media Preferences**

- 67% Mobile Display
- 64% Internet TV
- 60% Internet Radio

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*All figures based on original case study, which is a snapshot in time*