

# 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<sup>SM</sup>** 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

## Millennial males vs. US population

### Demographics



**\$69K**  
Avg. Income  
**95**



**40% are Married**  
**69**



**47% are Renters**  
**155**

### Conversion Preference



**40% Online Bidding**  
**155**



**47% Brick & Mortar**  
**127**

### Top Mosaic



**21% Singles & Starters**  
**391**

### Media Preferences



**67% Mobile Display**  
**225**



**64% Internet TV**  
**174**



**60% Internet Radio**  
**175**