Case study
National Cataloger

O B J E C T I V E : A national cataloger wanted help identifying top prospects for a holiday campaign that are both, likely to respond & pre-qualify for purchase

S O L U T I O N : Developed **two Prime Performance Models** (**PPM**) that combine to enable flexible & effective targeting

- Profile model that pre-qualifies ConsumerView prospects using recent holiday campaign data
- Response model that identifies those likely to respond among pre-qualified prospects

Top prospects identified were shown to be:

- Older living in areas with active credit profiles,
- Seasonal product buyers with interest in Home Décor

R E C O M M E N D A T I O N : Target top 3 tiers of profile model & top 5 in response model (**17%** of possible prospects) representing:

- **Over 70% of those pre-qualified, &**
- **Over 60% of responders**

PROFILE & RESPONSE MATRIX

Holiday Profile Model Lift by Tier
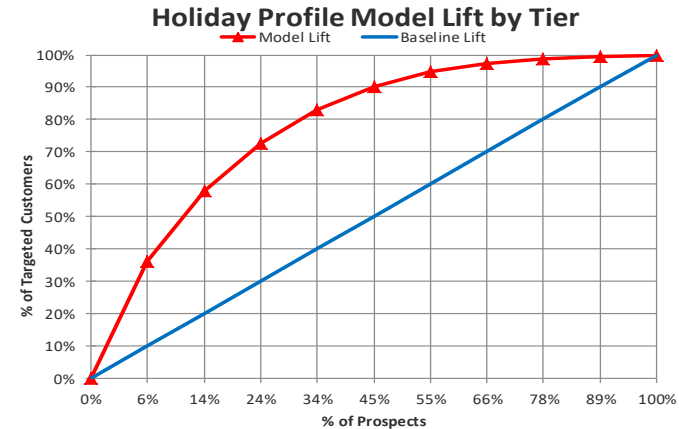
Holiday Profile Model			
Score Tier	Total Prospects	Pre-Qual for Mailing	Lift
A	4,284,777	1,258,977	361
B	4,134,255	767,335	296
C	4,447,215	516,135	243
D	4,078,252	358,732	210
E	4,265,477	257,317	183
F	4,414,018	159,858	159
G	4,274,601	92601	140
H	4,539,404	52364	124
I	4,183,649	26249	111
J	4,421,029	12709	100
Z	43,042,677	3,502,277	100

Holiday Response Model			
Score Tier	Pre-Qual for Mailing	Response	Lift
A	352,421	1,757	143
B	351,607	1,561	136
C	349,678	1,460	130
D	356,922	1,430	127
E	351,363	1,243	122
F	339,603	1,123	117
G	354,018	1082	113
H	355,984	914	108
I	343,599	869	104
J	347,082	734	100
Z	3,502,277	12,173	100

Model Matrix

Model Matrix		Holiday Profile Model									
		A	B	C	D	E	F	G	H	I	J
Holiday Response Model	A	*Recommended Selection*									
	B										
	C	*Represents 12 MM CV Prospects*									
	D										
	E										
	F										
	G										
	H										
	I										
	J										

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