

# Case study

## National home goods retailer

**OBJECTIVE:** A national home goods retailer was considering an online media platform to drive customer sales during the holiday season. Their chief concern lay in the need for a reliable and thorough measurement process.

**SOLUTION:** Experian's Custom Analytics team worked with the retailer to design & execute a campaign capturing:

- **Incremental Metrics: Sales, Visits, Buyers** and **Basket Size**
- **Reliable Baseline:** Ensure control group's and test audience's comparability by **Mosaic Group** and **Pre-Campaign Purchase Activity**

**RESULT:** Media campaign proved that keeping a brand top-of-mind during the busy holiday season leads to significant increases in conversions, sales & buyers.

- **\$8MM in incremental sales, 1.5% increase in buyers & visits**
  - All metrics proven **significant with 90% confidence**
  - **No significant differences** between test and control seen in pre-campaign sales or Mosaic

