# Case Study
Online credit reporter

Objective: A major online credit reporter wanted help attracting, engaging, & explaining each member's relationship to their company

Solution: Extensively surveyed current & former members over phone, email, & online in order to segment them all across three dimensions independently:

- **Demographic** – Focused on wealth & HH composition
- **Behavioral** – Focused on member tenure & transactions
- **Attitudinal** – Focused on shopping preferences, tech aptitude, & media consumption

- This process affords the ability to describe one group of segments with any other *(behavioral by attitudinal is shown)*

- **Results:** The marketing tools we provided identified and expanded key high value segments like:

  - **High Value Loyals** – Acquired by expanding the acquisition budget beyond normal CPA levels given this group's high tenure & value

  - **High Value Cost Conscious** – Implemented a greater and constant communication plan to justify the benefits of membership
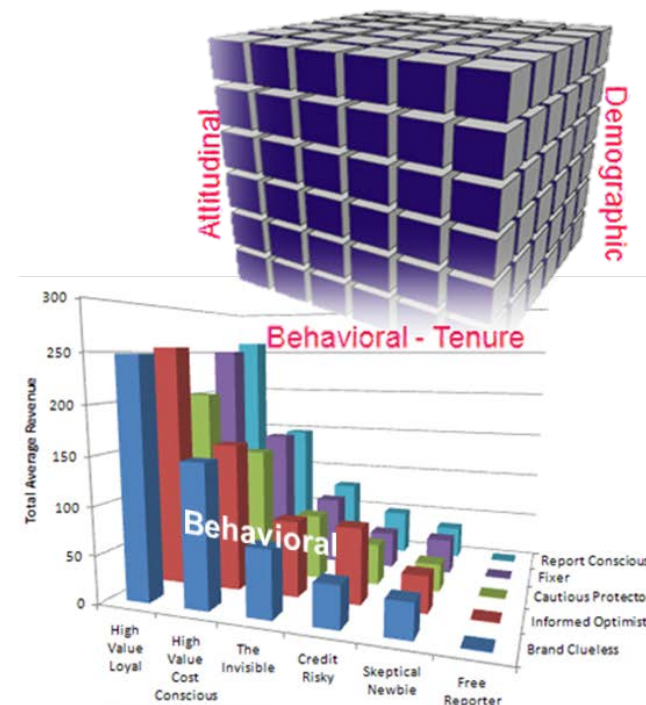
Loyals
- 18% Active pop
- $250 Avg. Value
- 500 Days Tenure
- 2.5 Log-ins Mths

Cost Conscious
- 18% Active pop
- $150 Avg. Value
- 300 Days Tenure
- 3 Log-ins Month

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