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

- 18% Active pop
- $250 Avg. Value
- 500 Days Tenure
- 2.5 Log-ins Mths

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