Case study
Regional credit union

OBJECTIVE: Regional credit union wanted to understand and leverage their recently-created, portfolio-based customer segments

SOLUTION: Experian’s Custom Analytics team explored each segment’s portfolio history, demographic composition and non-regulated credit data to recommend:

• **Personalized Marketing** – Designed an engagement strategy for each segment based off their TrueTouch preferences

• **Portfolio Growth** – Product penetration was studied to determine cross-sell opportunities for each segment

• **Acquisition Strategy** – Focus prospecting on the five highly penetrated Mosaic Groups among top customer segments

IMPACT: This personalization has been adopted and continues to expand with growth opportunities throughout their business

• Create new credit card products appealing to different segments

• Expand cross-selling by developing lookalike models