

Case Study

Retailer

OBJECTIVE: Client wanted help directing local marketing decisions to better reflect each store's needs given a diverse customer base

- Goal was to impact decisions regarding décor, in-store signage, & inventory mix

SOLUTION: Experian summarized customer demographic & lifestyle attributes by store, weighting top customers to reflect higher spend

RESULTS: Cluster nationwide stores into 5 segments with following strategy

- **Core Market:** Baseline store strategy, average customer attributes
- **Lower-Tier Core:** Emphasize affordable merchandise, perhaps open box items
- **Pacific Coast Elite:** Emphasize luxury merchandise & online shopping integration
- **Inland Affluent:** Emphasize luxury with focus on in-store experience
- **Fringe:** Customer demographics recommend an emphasize on clearance merchandise

