

# Case study

## Travel agency

**OBJECTIVE:** A travel agency wanted help targeting likely visitors to their client's tourist destination

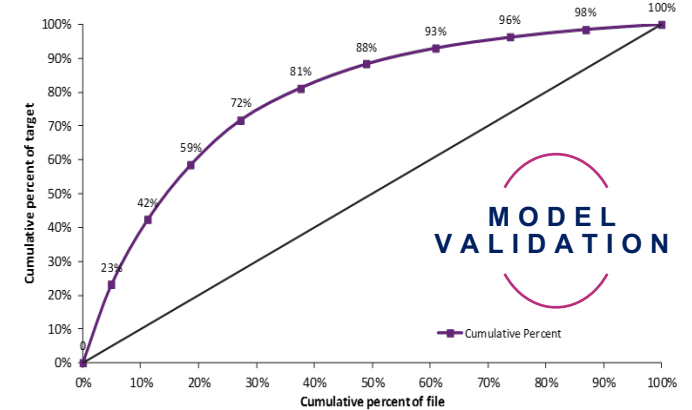
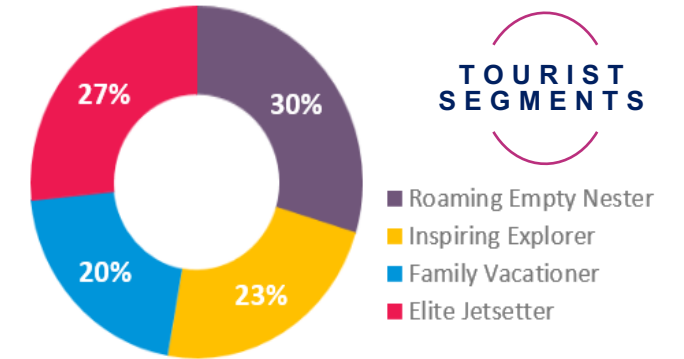
**SOLUTION:** Experian's Custom Analytics team identified four demographic segments following an analysis of visitor and Experian data assets:

- **Roaming Empty Nester:** Thriving boomers, aged 55 & up with average incomes \$90K
- **Inspiring Explorer:** Likely aged 35-64 with average income \$95K, preferring family restaurants and likely dog owners
- **Family Vacationer:** Family Union, Suburban Style Mosaic groups with kids in household & income around \$100K
- **Elite Jetsetter:** Flourishing Family, Power Elite Mosaic groups aged 45-64 with average income over \$200K

**RESULTS:** A likely to visit model allowed client prospecting to be easily managed through *Audience Engine*

- **Top Tier Prospects** – Top 3 model deciles received personalized messages based on respective tourist segment

### AUDIENCE ENGINE TARGETING



| Model Validation by Tourist Segment |                      |                    |                   |                 |
|-------------------------------------|----------------------|--------------------|-------------------|-----------------|
| Model Tier                          | Roaming Empty Nester | Inspiring Explorer | Family Vacationer | Elite Jetsetter |
| Top 3 Model Tiers                   | 66%                  | 69%                | 71%               | 77%             |
| Bottom 7 Model Tiers                | 34%                  | 31%                | 29%               | 23%             |
|                                     | 100%                 | 100%               | 100%              | 100%            |