

Data Clique, LLC, leverages data-driven marketing through OmniActivation™

Data Clique partnered with Experian Marketing Services to give a national fitness chain an exercise in driving new memberships through identifying their best customers

The national chain of fitness stores wanted to improve upon and learn more from their marketing. Help from Data Clique told them they needed to understand their customers first - that's where Experian came in.

About Data Clique

Data Clique, a market research firm, combines sophisticated data blending, predictive analytics, geographic statistics and consumer lifestyle segmentation data to help businesses visualize and measure the impact of their marketing efforts. They use customer profiling, mapping, planning services and predictive modeling, as well as customized data requests to determine the effectiveness of advertising campaigns, helping their clients increase sales while significantly reducing marketing expenses. Data Clique provides state-of-the-art data analytics to businesses in terms that are easy to understand and implement.

Challenges to overcome

A national chain of fitness studios came to Data Clique with two hurdles to overcome. First, they had declining memberships. Second, they had no direction on how to best allocate their marketing spend. Data Clique partnered with Experian Marketing Services to learn more about the studios' customers, develop a targeted audience for direct mail and display advertising, and deliver reporting that demonstrated whether or not the campaigns were driving people into the gym.

“Our client's ability to have confidence in us is tied directly to the experience that Experian has.”

— Marty Gould, Founding Partner, Data Clique, LLC



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Data Clique and Experian: On a mission to improve marketing

Data Clique was looking to achieve three things on behalf of their client:

Objective #1: Build the right audience by learning what the fitness chain's best customers look like

Data Clique knew that defining the profile of the fitness chain's best customers was the first step in laying a solid foundation for the marketing strategy. Utilizing a combination of the fitness chain's CRM data and Experian's best-in-class 3rd party data was where they decided to start.

The Solution: Enhance the client's CRM file with Mosaic® USA consumer lifestyle segmentation

Data Clique was extremely familiar with Experian's Mosaic® segmentation system which classifies all U.S. households into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences, and habits. Its ability to segment consumers based on their demographic and lifestyle information and provide insight into those segments made it a natural fit for their client in this case.

The agency decided to map the fitness chain's customers to their Mosaic profile in order to uncover what their best customers looked like. In this case, many of the client's best gym members fell into Mosaic categories like 'Balance and Harmony' and 'Urban Ambition'. This meant many of the company's best customers, and more importantly potential members, were young, ambitious, city dwellers that had active lifestyles and valued improving all aspects of their lives – from jobs to gyms.

By leveraging geo information from Experian, Data Clique was also able to share with their client that some club locations were too far away from their best customers. This valuable information meant the client could now improve their targeting strategy, and even future business location planning.

A snapshot of the client's best prospects based on Experian's Mosaic® lifestyle segmentation:

Balance and Harmony (I33)

Family-centered, middle-class families in city-centric neighborhoods. Generally, in their 30s and 40s, these consumers are mostly married parents looking to live active lifestyles alongside their children.

Urban Ambition (O52)

Young professionals living in urban neighborhoods who are characterized best by their transient nature. They're always looking for a new, better job and better living accommodations.

Objective #2: Drive memberships through data-driven marketing

At the time they came to Data Clique, the fitness chain's direct mail strategy was simply focused on expanding their reach. They increased their mail footprint across a larger region in the hopes that casting a wider net would simply mean more memberships. But this strategy wasn't performing like they hoped.

Solution: Activate audiences for 1 to 1 targeting and drive gym enrollment

With Data Clique and Experian's analysis of the advertiser's best-performing markets, Data Clique recommended a different approach to the client; launch a smaller, more targeted campaign across more than one channel — both direct mail and digital display.

Data Clique convinced the chain to leverage the Mosaic segmentation and Experian Zip+4 address coding for a more targeted mailing in two struggling markets, Atlanta and Dallas. They also chose to supplement this mailing with display advertising leveraging Experian's OmniActivation™ Strategic Services team. The combination of offline and online marketing provided their client with a surround sound approach to targeting their best prospects and greater knowledge into just how they should balance their media mix.

Objective #3: Provide insightful reporting to detail marketing ROI

The national chain didn't feel like they were learning enough from their previous measurement provider. For instance, the fitness chain's prior reporting only tracked click-through rates and length of engagement on their digital ads. They had no visibility into how the marketing was affecting membership enrollment. Data Clique wanted to provide their client with reporting beyond impressions and clicks to help them learn more from their marketing.

Solution: Create closed-loop reports to measure campaign impact on new memberships

Experian matched direct mail and display advertising data with actual membership conversion data provided directly from the advertiser. The fitness chain was able to learn everything from which Mosaic segments and channels performed best, to which days of the week saw the highest spike in memberships.

Data Clique – Market Research Firm

Performance that packs a punch

Data Clique's data-driven approach resulted in a perfect partnership with Experian Marketing Services that helped the fitness chain achieve their offline and online marketing objectives.

The client was able to:

- Develop a deeper, more robust customer profile
- Revise their direct mail strategy utilizing a cleaner, more accurate, and highly targeted list
- Improve the campaign CPA, or cost per acquisition, and overall marketing ROI
- Attribute over 57% of their new monthly memberships to Data Clique and Experian cross-channel campaigns
- Plan better future locations based on customer intelligence and geo data
- Find a trustworthy partner in Data Clique and Experian based on data expertise and closed loop reporting capabilities

Over 57% of new monthly memberships were attributed to Data Clique and Experian cross-channel campaigns.

“The OmniActivation Strategic Services’ approach and closed loop analysis let us give the client an actual amount of conversions – the other agency couldn’t do that.”

— **Marty Gould**, Founding Partner, Data Clique, LLC

Do you want to experience the same business benefits by implementing an addressable, data-driven approach? Then it's time to take your marketing strategy across channels with Experian.

For more information, contact your local Experian Marketing Services sales representative or experianmarketingsolutions@experian.com.