

# Case study

## CPG

**OBJECTIVE:** A health supplement company was looking to identify segments within their ambassador program for better support and engagement

**SOLUTION:** Experian's expert, Custom Analytics team built out 5 tailored segments:

- **Young and Independent** – Younger lower income singles & starter households
- **Families with Ends to Meet** – Young & middle aged families with kids who enjoy coupons and fast food
- **Average American Families** – Suburban middle aged families with kids & moderate incomes
- **High End Families** – Middle aged with kids & high incomes; financially prepared big spenders who give to charities
- **Empty Nesters** – Older households with no kids, retiring soon & cooking at home

**RESULTS:** Client applied segmentation at registration for effective communication and engagement of future ambassadors.

- **Customizable Communications** – Combining the Purchase habits of with demographics across only preferred channels to aid retention

### Segmentation & Customized Reach

Skincare



Personal Care



Combos



Nutrition



Weight Management

