Case study
Credit Union

O B J E C T I V E : A credit union needed help prospecting, but given their industry, it was difficult to identify the ideal targets for prospecting.

S O L U T I O N : Experian's Custom Analytics team worked with the client to pinpoint the best attitudes and lifestyles of members using **MRI survey data:**

Target prospects were identified through questions like:

"Are you a USAA Member?" or *"Are you Member of any Veteran's Club?"* (target comprised **5.3%** of responders)
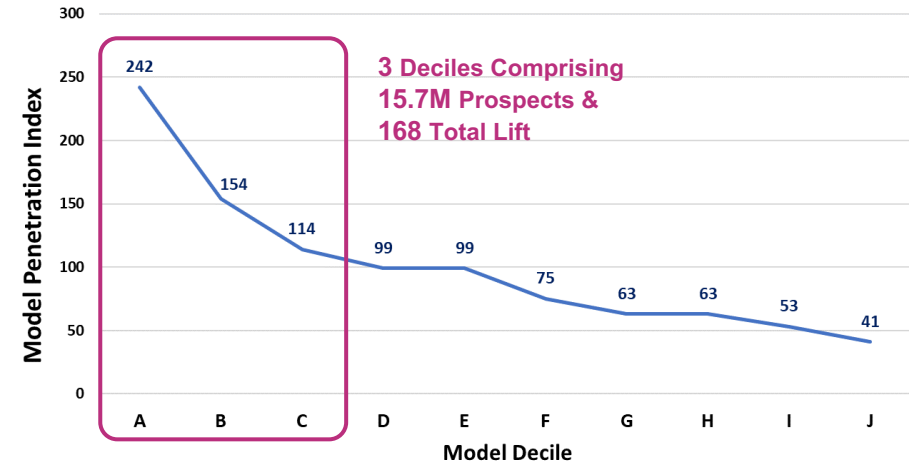
R E S U L T S : Developed a custom model using Experian's ConsumerView data

By targeting top **3 model deciles**, they reached **15.7 million** prospects with a **168 lift** compared to the average household

Household composition of top targets were homeowners earning over $75K and length of residence under 10 years

Given preferred channels of top targets, addressable TV campaigns were scoped and executed

Modeled Targets Vs ConsumerView Prospects

3 Deciles Comprising 15.7M Prospects & 168 Total Lift

Model Penetration Index values by Model Decile: A = 242, B = 154, C = 114, D = 99, E = 99, F = 75, G = 63, H = 63, I = 53, J = 41

Core Demographic Composition

64% Over $75K Income

79% Homeowners

LOR Under **10 years**

Preferred Contact Channels

79% Streaming TV

56% Mobile Display

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