

Case study

High end financial institution

OBJECTIVE: A high end financial institution wanted help better understanding and communicating to its client base

SOLUTION: Experian's Custom Analytics team worked with them to explore and discover distinct customer personas

- Given the minimal size of this wealthy base a full landscape of data assets was leveraged to paint a complete picture of these customers:
 - Data Assets:** Client Investment metrics, Experian Demographics, Summarized Credit, Investor IQ as well as Wealth IQ
- Four unique personas were developed to define their client base
 - Metropolitan Seniors:** 26% of base and 32% of institution's portfolio
 - Non-Metro Boomers:** 19% of client base and 19% of portfolio

RESULTS: Through understanding and leveraging these personas, the institution was able to tailor marketing programs accordingly:

- Preferred Interaction** was defined for each through channel preferences & ideal broker relationship
- Acquisition** of this unique and minimal clientele was easily identified through modeling

PERSONA DEVELOPMENT



Clustered Personas



METROPOLITAN SENIORS

32% Of the Institution's Portfolio
\$6M Median Invested Assets
Ranked 1st In Avg Premium
Avg Age 70.5
45% Living in Top MSA & 0% Rural
Avg Length Residence 21 years



NON-METRO BOOMERS

19% Of Institution's Portfolio
\$1.1M Median Invested Assets
Ranked 2nd In Avg Premium
Avg Age 66
20% Rural & 6% In MSA
Avg Residence 13 years