

Case study

Large retailer

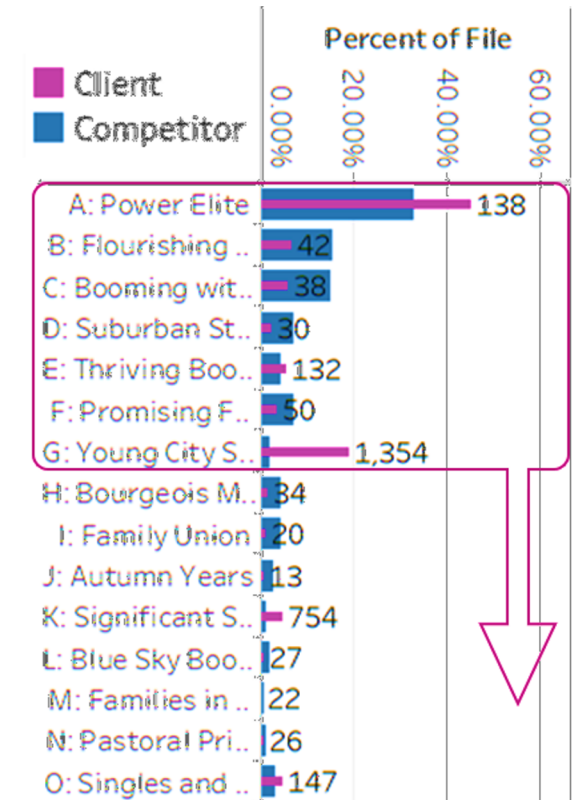
OBJECTIVE: Large retailer needed help understanding how a key customer group compared to their competitors

SOLUTION: Using Experian's Location Data, our *Custom Analytics* team created an interactive dashboard comparing client's customer base against the top competitor across an array of demographic and geographic characteristics.

- **Mosaic Groups** provided clear differentiation in life-stage, affluence and demographic composition of our client against its competitor traffic.
- **TrueTouch Segments** within these top *Mosaic Groups* provided distinct opportunities with ideal channels and decision making styles.
 - **Brand Loyalists**, willing to pay more for proven and reputable brands.
 - **In the Moment Shoppers**, appreciate a convenient purchase opportunity.

RESULT: Retailer learned who their ideal prospects were as well as how best to reach and tailor their communications. Using *Mosaic* and *TrueTouch* client refined their marketing and communication strategy.

Mosaic Distribution



Top TrueTouch Segments

