

# Case Study

## National home service company

**OBJECTIVE:** Due to declining sales a national home services company wanted help redeveloping their acquisition strategy.

**SOLUTION:** Our Custom Analytic team developed key customer segments as well as a comprehensive targeting strategy:

- Distinct segments were created utilizing both RFM & demographic data:
  - *South Atlantic Seniors* & *Established Families*

Once defined, customer groups were then targeted by modeling each segment separately for retention and separately for acquisition:

- **Retention** – Prior *South Atlantic Senior* customers saw 60% of modeled targets within 30% of list (52% for Established Families).
- **Acquisition** – *South Atlantic Senior* prospects saw 57% of modeled targets captured within 30% of list (56% for Established Families).

**RECOMMENDED:** ROI from these targeting solutions would be further improved through tailoring the contact channel, creative treatment & list source

- *Established Families* – Direct Mail
- *South Atlantic Seniors* – Direct Mail, Online & Phone

### DISTINCT CUSTOMER GROUPS



**Established Families**  
237% Customer  
likelihood in top 30%

**South Atlantic Senior**  
243% Customer  
likelihood in top 30%



### CHANNEL IMPACT: South Atlantic Seniors



**Direct Mail Buy Rate**  
Estimated Change with BAU Quantity:  
0.68% to 0.83%



**Call Center Inbound Leads**  
Est. Change with BAU:  
0.49% to 0.59%