

Case study

Nationwide retailer

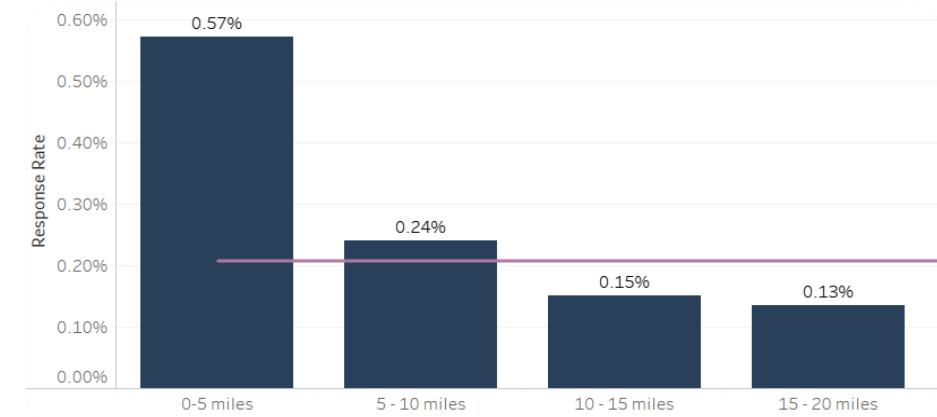
OBJECTIVE: Due to their shrinking marketing budget, a nationwide retailer needed help understanding and improving their direct mail campaign strategy.

SOLUTION: Experian's *Custom Analytics* team compiled an expansive dashboard of two dozen recent campaigns.

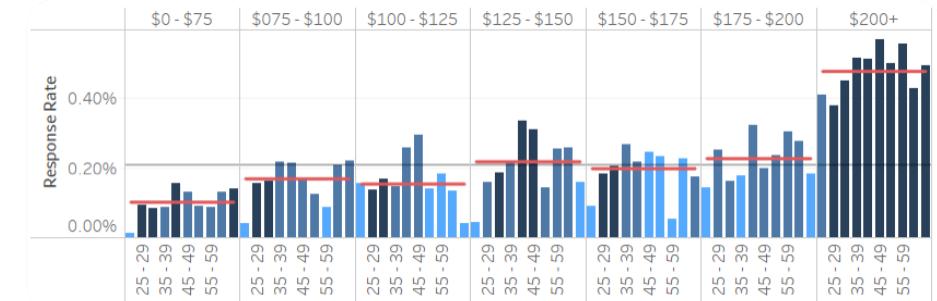
- **Dashboard** allowed retailer to understand and explore demographic composition of response rate across and within their regional markets.
- **Power Elite**, key Mosaic Group found to comprise **17%** of mailed audience and **47%** their response audience.

RESULT: Experian unearthed numerous insights and recommendations to better allow campaign selection designed to decrease mailing costs by **30%** while maintaining **92%** of sales

Response by Distance to Store



Income & Age Responder



Power Elite
17% Mailed Audience,
47% Response &
48% Revenue

