Case study
Travel Agency

O B J E C T I V E : A travel agency wanted help finding its clients a well rounded mix of vacationers throughout the year

S O L U T I O N : Our Custom Analytics team combined client data with Experian's location data to explore vacationers' composition and marketing preferences:

- **Location Data** – Past visitors were identified through applications on cellphones
  - Distinguished business from leisure travelers by visit duration & weekday
  - Appended travel related Experian data to understand travel & engagement preferences
  - Discovered differences in household composition for in-state versus out
- **Segmentation** – Built four tailored segments within their pre-selected leads
- **Prospect Model** – Built across all leads leveraging Experian & client data

R E S U L T S : Targeting strategy developed yielded *2.8 times* higher likely response

- **Engagement Strategy** – Top deciles for *Boomers* & *Elites* were targeted through preferred channels
  - **60%** of top decile prospects were found within these two segments & proved more response when contacted through a preferred channel

Model Tier	ConsumerView Prospects			
	Boomers	**Metro Elites**	**Families**	**Young Starters**
A B C	33%	27%	23%	17%
D E F	32%	17%	21%	30%
G H I J	23%	10%	14%	52%
All Prospects	28%	17%	18%	37%

Young Starters 20%
Boomers 29%
Metro Elites 26%
Families 25%

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