

Case Study

High-end networking retailer

OBJECTIVE: A high-end networking retailer wanted help developing a marketing strategy for growing their millennial guests

SOLUTION: Conducted a market analysis focused around both their existing millennial guests as well as all ConsumerView millennials

RESULTS: Developed a short & long-term targeting strategy to succeed among this key customer group

- **Short-Term Strategy** – Identified audience pre-selects within key Mosaic segments for quick digital deployment
- **Long-Term Strategy** – Develop dual profile models for deployment across a variety of channels
 - Model existing Millennial customers
 - **Promising Families & Flourishing Families**
 - Model Millennials with high potential who fall outside of the existing brand footprint
 - **Singles & Starters**

CLIENT MILLENNIALS VS. US MILLENNIALS

DEMOGRAPHICS



67% have
children
116



60%
married
103



83%
homeowners
138

MEDIA PREFERENCES



50% Mobile
Display
175



73% Prefer
TV
136



71% Satellite
Radio
150

TOP MILLENNIAL PROSPECTS



**Promising
Families**

Client: 14%



**Flourishing
Families**

Client: 13%



**Singles &
Starters**

Client: 12%