

# DATABASE ANALYSIS CASE STUDY

## SPEND ADVERTISING DOLLARS WISELY WITH CUSTOMER DATA

### ► *Objective:*

After recently starting a loyalty program, this grocery client wanted to be able to see key findings on who their best customers are and where they're coming from.

### ► *Product:*

Database Analysis

### **MSPARK APPROACH:**

- Obtain client-provided customer list of over 35,000 records
- Perform a Lifestyle Segmentation Analysis to determine each of the 9 locations' trade area and who their best customers are
- Score trade area geography and create an actionable mailing solution to reach new and existing customers

### **FINDINGS FROM ANALYSIS:**

- In a trade area of over 342,000 households, the dealer had over 33,500 customers (9.8% customer penetration)
- Customers were primarily:
  - 35-45 age range
  - Lower to Middle Income
- Core Tapestry Segments: Heartland Communities & Rural Bypasses
- Select segments of customers more likely to spend more at their store were identified & targeted

### **RESULTS:**

- Impressed with the sophisticated analysis and action solutions, unprofitable geography was dropped and new core & developmental areas were picked up