

CASE STUDY

# Industry Leader Leverages Data Analytics for Continually High-Performing Membership Acquisition Campaigns

26% Increase in Acquisition Rates



## BACKGROUND

Let's face it. Most mid-market brands don't have an internal data science team, nor do they have room in their budget for the latest data modeling technologies. And many marketing teams don't know what to do with their excessive amounts of customer data, particularly when it comes to predicting customer behavior. But data analytics disciplines continue to gain attention as must-haves for modern marketing.

This is where AccuData comes in. As your data science partner, you benefit from our skilled team's years of experience and insight. And whether you have never performed analytics or have already developed robust customer profiles, our "crawl, walk, run" approach to data analytics makes it easy for any marketing team to get started with AccuData's solutions.

This case study is an example of how our data science team has produced long-term results for a client's nationwide acquisition campaigns. The predictive response models and membership acquisition program developed and managed by AccuData have resulted in a 26% increase in acquisition rates.



### Client Profile

Leading Automotive Services Provider



### Industry

Automotive



### Location

Washington

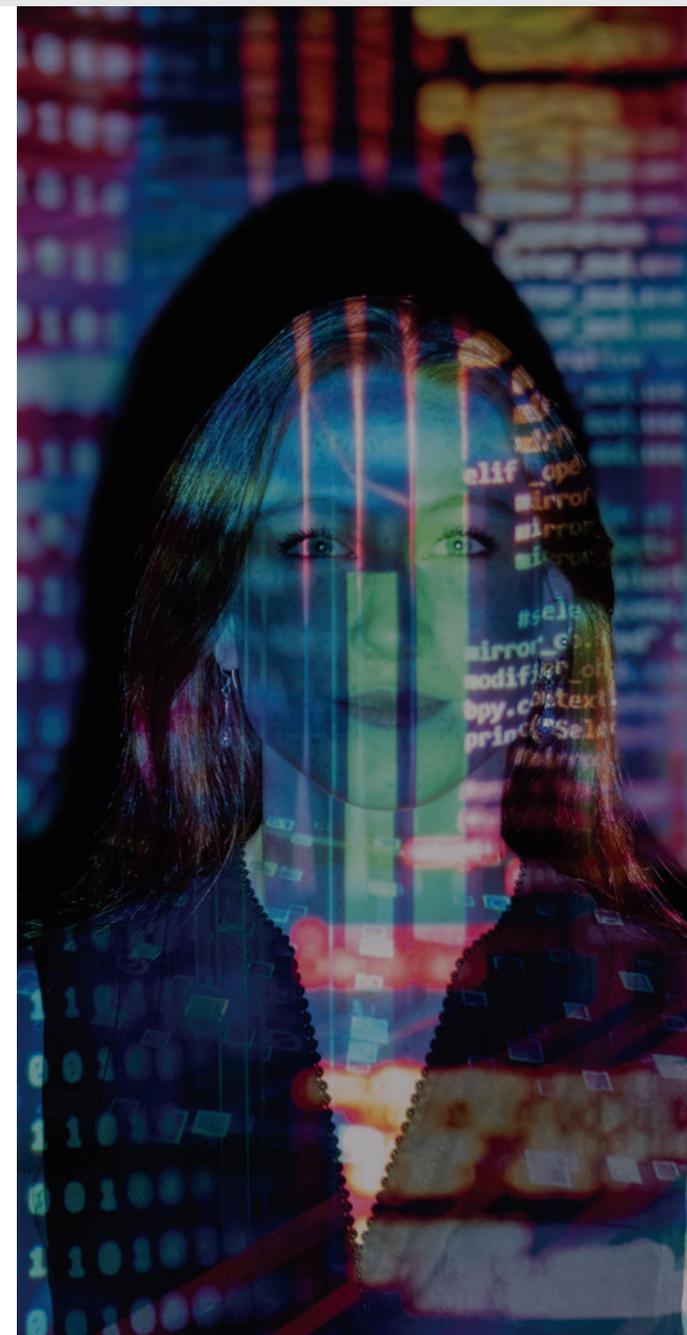


### Client Since

2017

## THE CHALLENGE

A nationally recognized automotive services provider sought to increase membership response rates in their respective markets. The organization partnered with AccuData to provide market intelligence, data analysis, and the management of a membership acquisition program utilizing a “crawl, walk, run” approach to sophisticated response modeling.





## THE SOLUTION

As with all new client projects, AccuData first took a deep dive into the organization's member data to develop its Ideal Member Profiles. This involved comparing the client's membership base on demographic and psychographic traits to the general population of consumers in the same geographic territories. This helped our team quickly establish a baseline.

Next, AccuData developed a marketing audience of prospective customers that fit the client's ideal member profiles by creating a predictive response model. To build the algorithm, the data was appended with an expanded list of elements, including buying activities, real estate information, and lifestyle attributes. Now a predictive response model was born, and the client had an expanded, but extremely targeted, universe of prospects to work with.

Delving further into the known response and purchase habits of the identified prospects, consumers who were classified as having the highest chance of responding were targeted via direct mail and email. As the campaign was executed and new members began registering, they were matched to the direct mail and email campaign promotion history files for direct campaign attribution.

Once the campaign was well established and producing steady results, AccuData continued to monitor the outcomes to predict customer behavior in each market and suggest additional tactics to increase the program's reach. "New Mover" data was added as a new audience segment, which enabled AccuData to expand the prospect marketing universe with each campaign.



## MAINTAINING MOMENTUM

Establishing the initial customer profiles and identifying a prospect universe of high responders is considered the easy part of a long-term data analytics program. Once this universe has been repeatedly targeted over time, the next measure of success is maintaining growth and expanding the universe even further.

When the client's program had been running for approximately one year, AccuData started looking at mail bias to identify consumer segments that were being unintentionally omitted or overlooked. The member acquisition predictive models were rebuilt, and the team was able to continue driving measurable results.

The New Mover data program also continued to prove its worth. Because newly relocated individuals spend nearly ten times more than general consumers within the first six months of their move, this is an extremely lucrative prospect market.

After a second successful year, the AccuData team noticed a new trend. Initially, the client's target audience included 45- to 65-year-olds. As the New Mover segment expanded the membership base over time, the AccuData team recognized that

the younger, 35- to 50-year-old segment was becoming a viable population. The response models were rebuilt again, and the program continued to yield excellent results, this time for a broader target age segment.

As the program continued to evolve, it became even more important for AccuData to find new prospective members. Leveraging our access to the nation's largest compiled consumer datasets and our exclusive multisource solution, our team was able to continually expand the client's marketing universe with fresh new prospects and avoid list fatigue.

The cycle of data analysis, refinement of the client's ideal member profiles, and fine-tuning of the response models has continued throughout the membership acquisition program, thereby leading to a steady increase in response rates for the client. Marketing tactics, including the addition of digital efforts, are continually adjusted accordingly to reach the greatest possible number of prospective customers.





## THE RESULTS

Developing a long-term direct marketing analytical strategy is often the most difficult test of a data science team. As the auto services provider's program continues into a fourth, successful year, AccuData continually strives to refine the program and expand its reach. Throughout this program, the client's membership acquisition rates have increased by 26%.

The in-depth campaign attribution used throughout the program has enabled the client to market smarter over time, all while avoiding the difficulty of hiring and employing an in-house data team.

The AccuData data science team's motto is "let the data tell the story and drive success". In the case of this client, the membership acquisition program continues to reap the rewards of AccuData's data analytics capabilities and solutions.



## WHAT MADE THIS PROJECT SUCCESSFUL

AccuData has perfected its Data Analytics solutions in the decade that we've been doing them. Our Data Science team benefits from our unparalleled access to consumer data and our proprietary solutions. The solutions mentioned below were leveraged throughout the course of this client's program.

### SnapShot

Take your marketing to the next level with SnapShot, AccuData's automated service that statistically profiles your best customers.

### AccuModel Marketing Analytics

Gain new insight into customer demographics and behaviors to market more effectively and efficiently.

### Targeted Data Solutions

Reach new customers with unrivaled access to the nation's best consumer and business data. We're backed by the power of more than 400 data providers.

### New Mover Data

Reach newly relocated consumers and new homeowners with access to multiple datasets housed by AccuData.

### SourcePLUS

Expand your marketing universe with AccuData's exclusive multi-source list technology; ideal for reaching a wider audience without sacrificing targeting selections.





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AccuData Integrated Marketing serves as an embedded data, insights, and performance team to agencies and brands across the U.S. Backed by the power of more than 400 data providers and 30 years of real-world marketing expertise, AccuData's dedicated team helps businesses acquire, retain and grow a profitable customer base by driving direct marketing success.

