

Consumer Segmentation Drives Successful Launch for Luxury Automaker

Acxiom model helps automaker exceed sales goals

Acxiom client

A luxury import manufacturer preparing for a national rollout of a new product.

Challenge

A luxury import auto manufacturer was planning the launch of a new, top-of-the-line product, which included a national rollout event with a mailing to prospective buyers to drive event traffic and hopefully increase the buy rate.

Acxiom solution

Three sources of information were necessary to identify likely responders and make the national launch a success: hand-raisers, in-house customer data and prospect names. Acxiom built a model using the names of recent buyers of the specific vehicle, enhanced with InfoBase® demographics and Personix® life-stage clustering, to create a list of prospects. Mailings were sent to consumers the model identified as likely to respond, as well as to hand-raisers and in-house customers who might be interested in upgrading their current vehicle.

Acxiom approach

To reduce wasted marketing and sales efforts, Acxiom used InfoBase data — the largest, most accurate collection of U.S. consumer data available in one source — to cleanse and enhance in-house records of recent buyers of specific vehicles. To increase the likelihood of response, Acxiom then used Personix household-level segmentation to match consumer life stages with buying preferences and behavior.

Results

Ultimately, the event exceeded sales goals for the new product launch. In three of the four geographic regions where the event was held, Acxiom's model-driven prospect data outperformed the in-house customer data. The result? An impressive 59 percent to 65 percent lift in the performance of the purchaser index score. The ability to understand and communicate using life-stage segmentation at the household level allowed the auto manufacturer to speak to people in their own language through their marketing efforts.

"Acxiom was able to help the client exceed all sales goals by building a prospect-recognizing model using its InfoBase and Personix information," said Barbara Nelson, analytic and segmentation products manager, Acxiom. "Along with sophisticated analysis, Acxiom ensured this national launch would be a success."

Customer

Luxury import manufacturer

Key objectives

- Consumer insight and strategy
- Data analytics/modeling
- Audience segmentation
- Message and offer personalization
- Data quality/hygiene

Solution

The Acxiom model used customer records of recent buyers of the specific vehicle enhanced with Acxiom's InfoBase demographics and Acxiom's Personix life-stage clustering solution to create a list of prospects.

Results

- The solution outperformed the client's in-house data in three of four geographic areas where the launch event was held.
- The client achieved a 59-65 percent lift in purchaser index score performance.
- The client exceeded all sales goals for the event.

Want to know more?

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