

## Mom-Focused Targeting: Large National Retailer Redefines Customer Acquisition Marketing

**Challenge:** The need to increase online membership registrations on its website, to raise awareness and excitement about new warehouse club locations and to increase foot traffic and offline sales at new club locations.

**Solution:** Customer acquisition using newly defined core segments. Geo-fencing around three new markets; in addition used Acxiom Data Guru audience recommendations including:

- Age/gender/presence of children
- Acxiom predictive models
- GfK MRI attitudinal and brand affinities

**Results:** 75 new membership registrations during its two-week campaign and a click-through rate 2.5x higher than the industry standard, driving the highest level of awareness in the campaign.

Pinpoint best prospects



Increase foot traffic and  
offline sales

Augmented



with Acxiom data

Women continue to be the most informed shoppers, as they are actively engaging with the ads that are relevant to their daily lives

Two-week campaign



75 new membership  
registrations

Click-through rates



2.5x higher industry  
averages

### Pinpoint best prospects



Bank with airlines reward cards sees  
**64% reach** and 4,248 cards approved

### Augment with Acxiom data



National lifestyle publisher sees 25% increase in  
response rates with 200% ROI increase

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Use **Acxiom Digital Audiences** to actively engaging consumers  
with the ads relevant to their daily lives

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### Acxiom data outperforms



Global toy company sees 24% higher PTA  
(people taking action ) with Acxiom data vs.  
Facebook interest segments

### Click-through rates



Major automaker sees 4x click-through rate  
with a low cost per customer

Succeed with Acxiom Digital Audiences.

Email [dataguru@acxiom.com](mailto:dataguru@acxiom.com) and begin your journey to higher-performing campaigns.