

Segmentation leads to improved communication with vacationers.

Personalized messaging becomes possible at the group level.



Goal

Consumers invest in vacation ownership for a multitude of reasons. To better understand how and where to communicate with more potential owners, a large hotel and resort vacation club company decided to partner with AnalyticsIQ to glean insights from a low hanging fruit – their current clients. With new insights, the travel company hoped to increase response rates and reduce the marketing spend waste.

Specifically, the advertiser wanted rich analytics to empower them to:

- Select specific offers that connected with different prospect types
- Optimize media channels and placements
- Hone messaging and creative by audience



Process

The travel company provided AnalyticsIQ with a sample file of their vacation club owners, flagged as owning either a luxury or an economy property. AnalyticsIQ then leveraged our Symphony consumer segmentation, comprised of 10 overarching groups and 90 micro-segments, to deep dive into the makeup of the property owners. By appending Symphony segments, the client was able to better understand specific lifestyle patterns, spending behaviors and communication preferences.

When evaluating the owner list by segment, profiles exposed specific insights for communicating with each unique group.

A sample of the client's customer profiles:

Symphony Segment: Successful and Steady

High income families that show brand loyalty and financial responsibility. Often enjoy time with family around their swimming pool or on a trip.

- Luxury Property Owner Propensity: 12.3X more likely
- Travel / In-market \$8.4K / 43%
- Income \$310K
- Channel Preference Email (Very High)

Symphony Segment: Mature Affluence

Wealthy, older Americans who are still quite frugal. Trying to take their wealth with them. Prefer traditional communications.

- Luxury Property Owner Propensity 5.4x more likely
- Travel / In-market \$0.5K / 38%
- Income \$107K
- Channel Preference Email (High)



Symphony Segment: The Brady Family

Large, young families with high incomes and good educations. Want to give their kids a great life so they spend above average on things for their family like travel, dining out, and apparel. Often share their experiences on Facebook.

- Luxury Property Owner Propensity 2.4x more likely
- Travel / In-market \$2.7K / 70%
- Income \$73K
- Channel Preference Direct Mail (Medium)
- Children 3.5
- Social Media Preference Facebook (95.3%)



Solution

The profiles created by AnalyticsIQ allowed the marketing team to customize communication and media strategies by targeted Symphony segments.

For example:

Symphony Segment: Successful and Steady

Tactic: Increase marketing spend

- Offer higher-end travel products and properties
- Market via email and Facebook
- Use upwardly mobile messaging and creative

Symphony Segment: Mature Affluence

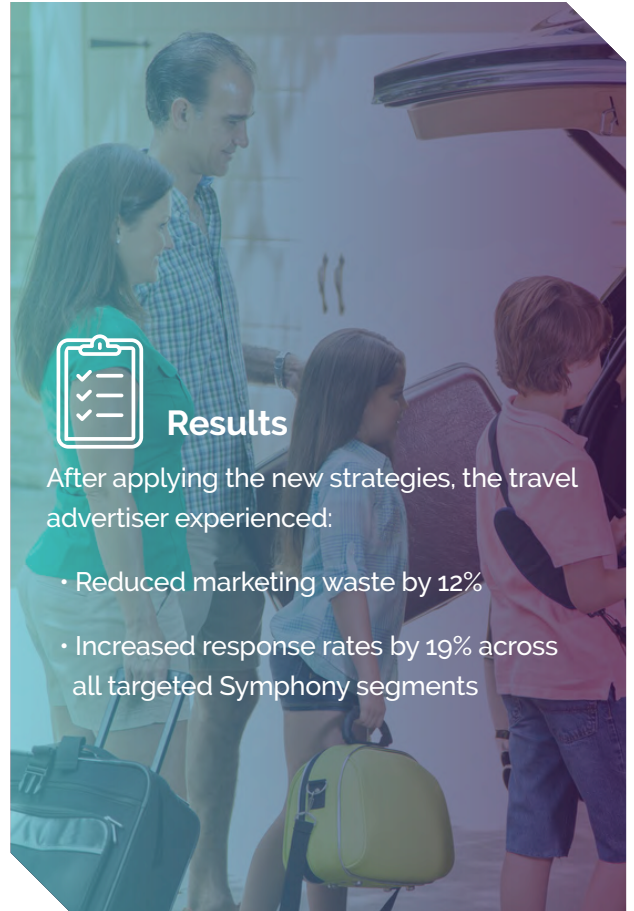
Tactic: Lower marketing spend

- Offer mid-priced travel products and properties
- Market via email, not social media
- Use value and retiree messaging

Symphony Segment: The Brady Family

Tactic: Increase marketing spend

- Offer lower-end travel products and properties
- Market via direct mail and Facebook
- Use family fun messaging and creative



Results

After applying the new strategies, the travel advertiser experienced:

- Reduced marketing waste by 12%
- Increased response rates by 19% across all targeted Symphony segments



Continued Success

Are you ready to experience winning results? Our flexible approach makes it easy. Whether you are looking to test, build custom models, understand lifetime value, or target prospects across channels, AnalyticsIQ can be your partner.

Contact us today at sales@analytics-iq.com.