Acxiom
Customer Case Study: Mosbygrey, LLC

Mosbygrey Exceeds Clients' Expectations Using Household-Level Targeting

Acxiom's Personicx® Lifestage Empowers Firm to Turn Information into Knowledge

From retailers to nonprofits to political campaigns, leading marketing firm Mosbygrey helps its clients gain a clear picture of their target audiences. While each client's goal may be unique, Mosbygrey takes a tried-and-true, highly effective approach with each one – helping them consistently meet and exceed their objectives.

A key part of the firm's proven process is segmentation analysis, whereby Mosbygrey professionals take client data, parse it into clusters, and provide analysis. Then, organizations use that knowledge to reach the right people with relevant messaging.

"We go well beyond segmenting data to interpret the information in a way that makes it actionable for our clients," said Steve Toler, Principal of Mosbygrey, LLC.

Over the years, Mosbygrey has used various data sources to support its segmentation analysis. However, not all provide the level of detail, depth and relevance that the firm needs to deliver optimal results for clients.

For example, a single neighborhood block may house newly married young professionals, a family with teens and recent empty-nesters. The current needs and desires of each residence vary greatly and can change at any time. For that reason, Mosbygrey needs up-to-date data drilled down to the household level.

Continuously Updated, Household-Level Data

Mosbygrey has long partnered with Acxiom for data that enables consumer segmentation on the household level. Acxiom's Personicx® Lifestage gives the firm a database of more than 200 million records, allowing the company to group clients' data into 70 different possible demographic and lifestyle clusters.

For the firm and its clients, that level of granularity – beyond being geographic or census driven – fuels more refined targeting. Just as critical, Acxiom keeps the data continuously current.

"What we find appealing about Personicx is that it's constantly being updated," Toler said. "Other sources are refreshed less frequently. Over the course of a year, a lot can change in terms of demographics and lifestyle such that the data is no longer accurate."

Customer
Mosbygrey, LLC

Key objectives
- Audience segmentation
- Customer acquisition

Solution
Acxiom's Personicx® Lifestage gives Mosbygrey continuously updated, household-level data, supporting the firm's unique segmentation analysis process.

Results
- More refined segmentation based on demographics and lifestyle clusters drives results and competitive advantage for Mosbygrey and its clients:
- An arts center saw a 90-day return on investment in a campaign.
- New stores performed above predicted levels after a retailer used segmentation to choose new locations.
- A private school found a new target group, resulting in more enrollments.
- A museum exceeded its fiscal targets by nearly 30 percent – representing nearly one million dollars.

More Efficient Use of Marketing Dollars, Manpower

Mosbygrey taps into Personicx Lifestage for all client projects involving segmentation analysis – effectively all client engagements. Pulling fresh data from Acxiom, the firm takes the client's database and appends those records with the appropriate Personicx Lifestage cluster codes, giving them targeted segments and insight to strategies and relevant lists.

From there, the Mosbygrey team analyzes the data to help clients determine the best marketing approach to meet their objectives. For clients, this level of segmentation means more efficient use of marketing dollars and manpower, more informed decisions about messaging and media usage, and higher response rates for campaigns for an overall better return on marketing investment.

This proven approach drives impressive results for Mosbygrey's diverse client base:

- **An arts center** – Mosbygrey helped the center define its trade area and order lists based on high-propensity targets, resulting in a 90-day return on investment.
- **A national retailer** – The retailer chose new store locations – and even changed store square footage - with guidance from a site selection model showing concentrations of potential customers and their profiles. Stores using the new model have performed above predicted levels.
- **A political campaign** – Using Personicx Lifestage for predictive modeling, the firm accurately projected the outcome of the final vote within a margin of less than 1% percent.
- **A private school** – When a private school engaged Mosbygrey to increase enrollment, the firm identified high-value new prospects in rural communities where students were being raised by grandparents – resulting in new enrollments.
- **A botanical garden** – When the organization thought it had exhausted the surrounding geographical area, the firm found new, promising potential members and visitors.

A Competitive Advantage for Mosbygrey – and Clients

Personicx Lifestage empowers Mosbygrey with the data to help its clients reduce costs, improve marketing efficiencies, increase revenue, make decisions faster and compete more effectively.

"Our clients may opt to do segmentation instead of focus groups," Toler said. "The clusters are so well described they can forego a lot of the other research. Personicx is such an effective tool that it takes the place of other methodologies."

For Mosbygrey, partnering with Acxiom likewise becomes a competitive advantage. When talking with a prospective client, the firm can demonstrate an example of segmentation with actual client data that has no names associated. And of course, a track record of solid client results speaks for itself.

"We look at our relationship with Acxiom as a partnership. It's a very essential part of our business and the successful results we're able to deliver for clients," Toler said..

Success Story: Museum Exceeds Targets by 30%

A museum struggled with getting members to renew in a timely manner, often requiring the nonprofit to spend its limited budget on multiple appeals. At the same time, the organization sought to improve conversion rates.

Using Personicx Lifestage, Mosbygrey analyzed the museum's member database and identified those capable of contributing at a higher level as well as members more likely to respond to specific types of appeals. The firm also suggested ways to enhance member letters to drive better response rates.

As a result, more segmented renewal letters to a refined list of targets produced immediate results and consistently generated an 80 percent response on the first request – providing immediate cash flow and reducing the museum's marketing costs. Additionally, the organization now personally contacts members more likely to upgrade to a higher level.

The membership and development staff not only met its annual fiscal target but exceeded it by nearly 30 percent – representing nearly $1 million in incremental revenue.