



Deft Research provides focused, applicable information to health product and marketing teams for more confident and productive project implementations.

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## CASE STUDY: LEVERAGING CUSTOMER DATA

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### The Challenge

A client wanted to do two things to improve its revenue and market share: migrate existing customers to a new and different product, and, attract more prospects to that same product.

### The Approach

Because the client was large and had drawn customers from literally every corner of its market, Deft suggested the client utilize internal customer data. The approach was to match internal customers to their Prizm Lifestyle Segments and then to analyze the customer data set by segment and current product.

### Results

The client obtained focused and applicable information that laid the basis for marketing action plans for the next two years.

- Deft provided an estimate of the size of the opportunity for the client. The client was able to use this to secure the resources needed to maximize their gain in both revenue and new customers.
- The client's customer and prospect populations were segmented into 5 groups with distinct characteristics and lifestyles. The client used these to develop separate direct mail pieces specifically designed to appeal to each of the groups.
- The client used the segmentation information to purchase targeted mailing lists for each of the 5 groups.
- The client captured 3,000 new customers in the next year with a marketing response rate that was four times higher than previous years. They also attracted 17,000 existing customers to the new product.