

Autosport International Public

Challenge:

Autosport International host a racing car show that was suffering from depleting visitor volumes

Our challenge was to optimise their data, maximising the number of returnee visitors on a yearly basis

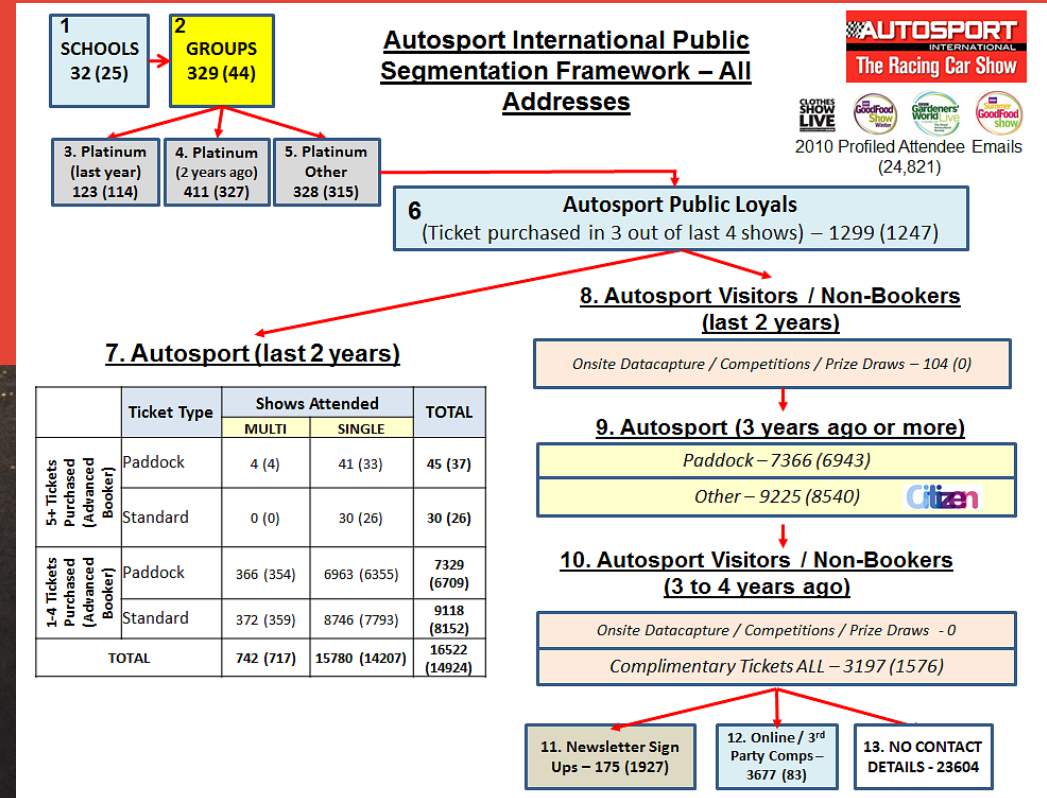


What we did:

Customer Segmentation

We constructed a hierarchical segmentation framework by looking at previous booking behaviour to drive the types of offers and frequency of communications each individual received.

An in-depth customer segmentation was developed to help with creative design. Each segment described a unique group of look-a-like prospects based on their previous booking behaviour and key demographic information.







102%
Uplift

Autosport International Public
VIP



VIP – Autosport International Public

%	Significant Variables	Segment Description
% of base		VIP – affluent, upmarket show attendees
	High Affluence	<i>The VIP segment differs from the general Autosport International Public show attendees in that they are more upmarket and affluent. 32% of the segment are female indicating the tickets may have been bought as presents, possibly for Christmas.</i>
	Income 40K+	<i>Age of the VIP group ranges from 18-24 and then 30-49. Attendees have more upmarket hobbies and interests such as Skiing and enjoying gourmet food and wine. They are likely to be interested in perusing the latest performance cars in the Pistonheads show, as well as relaxing in the VIP lounge. The segment is likely to consist of an older audience and possibly parents with teenage children.</i>
	Highly likely to have luxury/sports car	
	Reside Yorkshire, East, Midlands	
	Newspaper Readership - Quality	
	Live within 75 miles of show	
Hobbies / Interests		
	Snow / Ski	
	The National Trust	
	New Technology	
	Jogging / Exercise	
	Gourmet Food & Wine	
	Eating Out	
		 
		 
Top Citizen Segment		Autosport International Areas
	Baby Boomers	VIP Lounge 1
	Generation X	Coys Auction 2
	Winding Down	Pistonheads 3

Outcome:

Metrix Data Science developed a targeting strategy focussed around the segmentation framework, using the pen portraits to target prospects efficiently, and drive response.

All three direct mail campaigns saw an increase in response when compared to the previous year. On average, response rates increased by a whopping 1.15%, that's an uplift of 102%