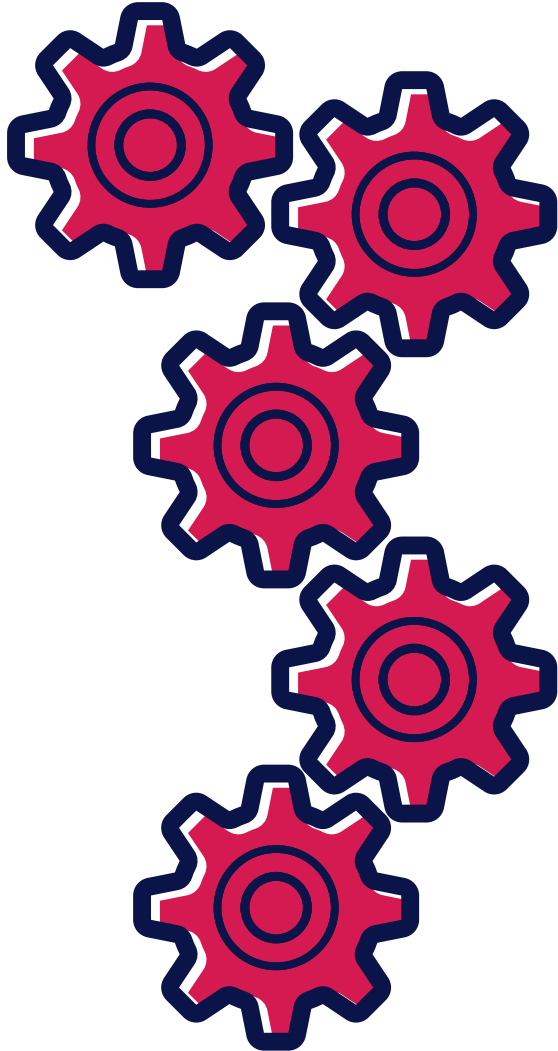# Porsche

Challenge:

To build a statistical model that will predict which prospects are most likely to purchase a Porsche by comparing current owners to non-owners.

What we did:
Acquisition Strategy

We took Porsche's prospect database and flagged current Porsche owners using a multitude of sources so as to include new and second hand buyers. This data was then enriched with demographic information surrounding each individual.

The data was scrutinised and a model developed which enabled us to score the prospects based on their likelihood of purchasing a Porsche.

The direct mail campaign was launched selecting the prospects with the highest scores. A random control cell allowed us to monitor results.

Outcome:

By selecting the top scoring prospects Metrix Data Science was able to significantly increase response generating a 32% increase in test drives when compared to the control.

32% Increase

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