

Targeting look-alike customers

Lifestyle data can be the source of valuable look-alike customers, as one of Melbourne's leading marketing agencies has discovered.



COVER STORY

Simon Richards (SR) is one of Australia's largest direct marketing agencies, offering a wide range of agency, brand planning, digital marketing, data modelling and database management services.

In its drive to produce top results for its customers, SR tests a number of consumer prospect lists and is always keen to try new profiling techniques.

During a recent campaign for the Mercedes-Benz CLK-Class, SR decided to try a new profiling technique with First Direct Solutions. The aim was to find new customers for the prestigious car manufacturer and at the same time get a better understanding of the characteristics of a Mercedes-Benz driver.

First Direct Solutions ran an internal profile and matched 12,000 Mercedes-Benz drivers to the Lifestyle database. These were people who owned a Mercedes-Benz and had also responded to the Australian Lifestyle Survey.

"This profile provided a picture of what the 'typical' Mercedes-Benz driver looked like and also scored our database into a prospect ranking," explains First Direct Solutions Account Manager Jane Robertson.

SR was able to show Mercedes-Benz the profile of their existing customers and use it to accurately identify look-alike records.

"By using look-alike records we could really demonstrate to Mercedes-Benz the value of this approach," says Stuart Jaffray, Client Services Director, SR.

"They immediately saw that it provided additional intelligence on their customers as well as a highly targeted database."

A direct mail pack inviting look-alikes to test-drive a CLK-Class was sent out. "The results from the look-alike prospects exceeded our expectations," says Stuart. "It provided the best conversion from mail to sale that we have ever had from a cold prospect list for Mercedes-Benz."

With these good results in hand, SR will be testing and using the data in the future and has completed another profiling exercise for one of its other clients.

This mail pack for Mercedes-Benz invited look-alike prospects to test drive the new CLK-Class. "It provided the best conversion from mail to sale that we had ever had from a prospect list for Mercedes-Benz," says Stuart Jaffray of Simon Richards.