

# International Touring Company Gains Knowledge About Prospects Most Likely to Purchase

## Situation

An international touring company specializing in escorted and hosted tours with nearly 80 years of experience. They offer more than 100 tours to all 7 continents in the world. The touring company offers more than \$1,000,000 in consumer protection from the U.S. Tour Operators Association and the National Tour Association. They are a consistently highly rated by Dun & Bradstreet.

## Marketing Objectives

To establish an overall picture of their customers, segment those customers by market penetration and determine the characteristic traits of their customers. Ultimately the knowledge gained would be used to seek prospects likely to become the touring company's customers.

## The Solution

The touring company's objectives called for Smart Targeting Tools – “a turnkey segmentation product that can be customized to meet specific client objectives.” Cooperatively developed by Experian, Simmons Market Research and Ruf Strategic Solutions Smart Households was used to distinguish the differences among current customer households. The Smart Neighborhoods tool was used to help gain a better understanding of their customers' unique behaviors, product usage patterns and demographics.

Ruf completed the analysis to meet these objectives utilizing Smart Household clustering technology on 15,256 customers. The first Smart Profile identified households with high propensity to become possible customers. Because the touring company was interested in identifying an overall picture of its customers, the profile report included information specific to the likelihood a cluster will become a customer over the average market area household.

The second Smart Profile segmented the general customers by market penetration. Because the client wanted to identify the households with

high propensity for its specific market, Ruf found a high percentage of the touring company's customers in a small percentage of potential households, allowing the client to focus its marketing efforts with a maximum return on investment.

Ruf completed a third objective by utilizing the Neighborhood Clustering technique. The third Smart Neighborhood profile presented the same customers at a 52 level neighborhood level summarizing the characteristics of a block group rather than a household level. The Neighborhood Cluster Description Report ranked the clusters and showed details of high and low propensity demographic, lifestyle, summarized credit and automotive characteristics which identify those characteristics indicative of the neighborhood cluster.

## The Benefits

The touring company now has the provisions necessary to make decisions about specific marketing tactics. Ruf Strategic Solutions and Experian Smart Targeting Tools enabled the client to identify and evaluate both current and prospective customers against several metrics to help guide their direct communications.

