

CASE STUDY

DataLab successfully triples acquisition rate of new members for luxury travel direct marketing program while maintaining the target cost per member.



Luxury
Travel
Industry

Focused on
Wealthy
Travelers

Tripled
Size of Program

Maintained
Cost Per Sale

Objective:

An international private vacation club wanted to grow its marketable universe. The company needed to identify only those prospects that could afford the product, and had an affinity for travel.

DataLab's Approach:

DataLab took six months of past campaign experience and appended numerous data sets that have shown discriminatory power in this marketplace. This included not just classic ITA attributes such as home value and income, but more granular wealth indicators such as net worth, discretionary income and credit card payment information.

Using these data points, DataLab:

- Built a series of response and conversion models to help guide mail selections
- Identified a large swap-in data set of wealthy prospects who had not been previously part of the marketing universe (all sourced from DataLab's ITA database)

DataLab moved the client to a structured selection process that relied on both the models and wealthy prospects identified, and eliminated the reliance on purchasing vertical lists.

The Results:

DataLab successfully tripled the size of the program while maintaining the target cost per member. Lead flow into the sales center has set records month after month resulting in an above projection increase in new customers.



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TARGETING BETTER RESULTS