

White Star Media creates Geo-Targeted frequency plan to deliver impactful sales increase for DTC Wine Merchant

CHALLENGE

WSM was tasked with increasing sales across print and alternative media channels without increasing marketing spend.

STRATEGY

- Use Geo-Segmentation to increase frequency into highest performing ATZ Groups.
- Change creative messaging and upgrade insert format.
- Create club membership retention strategy to increase lifetime value.
- Knock out competition in highest performs ATZ groups.

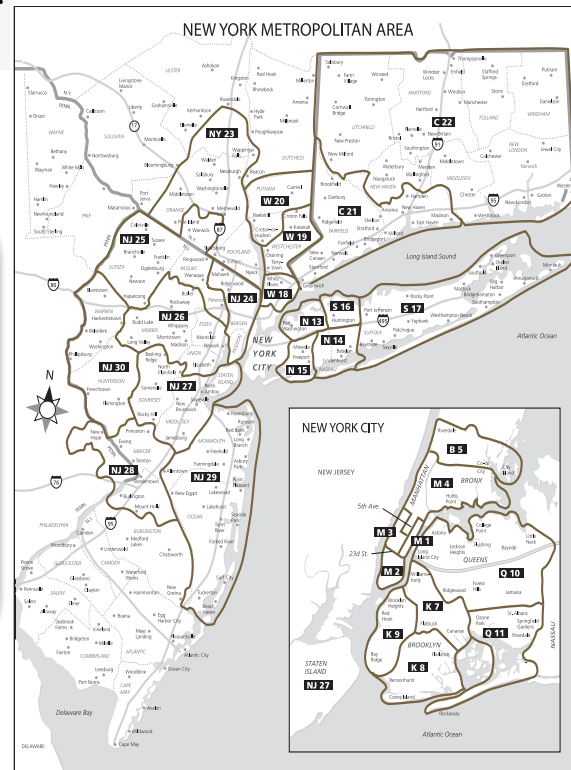
PROCESS

- ▶ Use customer file to create Sub Zip code-ATZ customer index rankings
- ▶ Develop (3) creative offers to test in perfect A/B/C format to establish control unit
- ▶ Renegotiate media costs to eliminate zip select premiums
- ▶ Increase frequency penetration by 4X in higher indexed ATZ's

RESULTS

Increased new customer sales by **40%** over first 6 months

Increased lifetime value for continuity by **20%** over 12 months and created scale across multiple insert channels



Distribution estimates and detailed maps for each zone are available from your client lead.