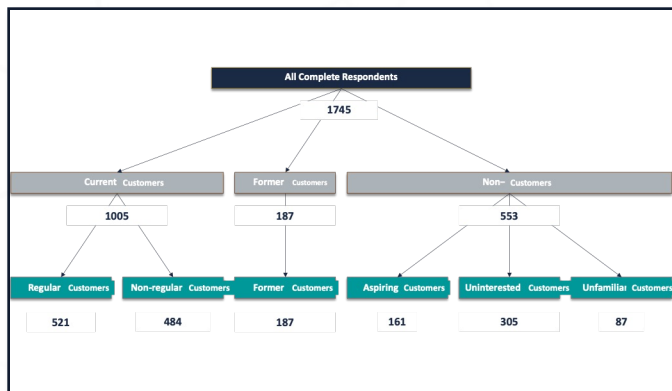


Grew customer engagement by 20% for a national outdoor consumer-based business via localized and targeted initiatives

CONSUMER

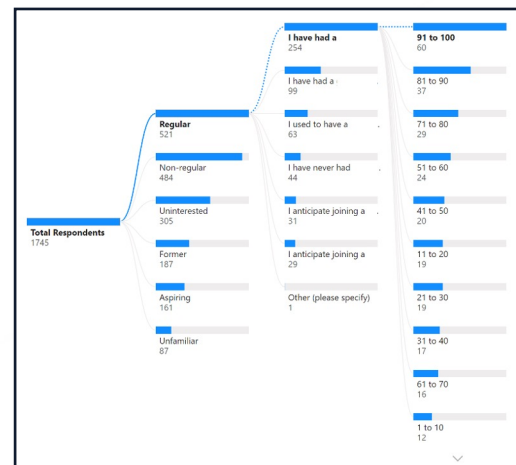
Situation

- Worked with a leading outdoor consumer-based business seeking to increase customer engagement and sales
- Client wanted to grow customer demand
- Aimed at understanding customer segments through psychographic, behavioral, and demographic characteristics



Actions

- Conducted extensive market research to explore opportunity regarding:
 - Increase brand access
 - Segment inclusion
 - Varied customer journeys/ adoption and use
- Leveraged tiered-segmentation analysis to outline distinct approaches for ~18 personas
- Identify ways to interface with customer
 - Digital marketing / technology
 - Service delivery



Results

- Provided recommendations for meeting nationwide
- Updated and detailed client's segmentation perception
- Developed targeted initiatives to grow participation by 20%

