

ATTRACTING NEW CUSTOMERS WITH TARGETED MULTI-CHANNEL MARKETING

a  distribion case study

OUR CLIENT

Our client, operator of exclusive private club and resort-style properties, consistently provides unrivaled amenities to complement diverse playing experiences for members and guests. They tailor each element of the golf and country club experience to a level of excellence targeted to exceed the expectations of guests of all ages.

THEIR GOALS

- Increase memberships at their exclusive private and public country clubs
- Find new customers in a targeted radius around specific clubs
- Reach customers with multiple messages to drive brand awareness and interest

THE SOLUTION

- Develop a targeted customer persona based on existing client demographic, geographic & psychographic traits
- Use Distribion's Prospect Finder to build a list of new potential customers based on these specific filters
- Develop and deploy a custom multi-channel marketing campaign to target each new contact by email, direct mail and desktop & mobile display advertising
- The campaign resulted in a **900% return on investment** for our client

THE SCIENCE BEHIND DISTRIBUTION'S PROSPECT FINDER

Building an ideal target audience based on existing customer data & predictive modeling.

1. Upload existing customer data
2. Enrich existing data with over 300 targeting attributes
3. Evaluate data based on geographic, demographic and psychographic categories
4. Target top matched contacts with a custom multi-channel marketing campaign
5. Effectively calculate your ROI with enhanced match-back validation technology

