

Selling Smarter with Purchase Insights

A Tale of Two Millennial Travelers

Hopefully, we all agree that treating all millennials the same is not a good marketing strategy. So, who are your best millennial customers? The definition likely transcends age, ethnicity, geography and income, making accurate targeting a challenge.

We help clients find their best customers by combining Purchase Insights transactional data with demographics, attitudes and real behaviors to identify who is likely to buy from YOU, so you can sell smarter across all channels at scale. That way, a great target on paper doesn't turn back into treating all millennials the same when it comes time to reach your best customers.

Comparing Two Millennial Segments in More Detail – Likelihood to Take Cruise

To illustrate, let's take a look at two similar looking Millennial segments and their likelihood to take a cruise. Our segments, *Connected Bohemians* and *New Homesteaders*, both have a median age of 37 or younger, making at least half of their populations "Millennials."

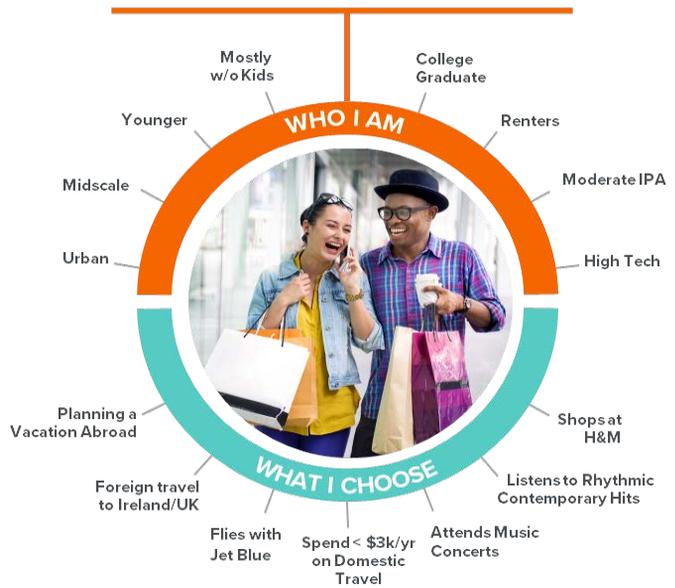
It's clear these targets with similar demographics are not really the same. Different parts of the country, family status, home ownership, income, technology use, and behaviors all separate these potential customers. More critically, when we compare actual cruise purchases from Purchase Insights, our non-cash transaction data from more than 70 million households, we see some very real differences.

New Homesteaders are **42% more likely** than all Purchase Insights households to travel on Carnival, and with 1.2MM households, there is ample opportunity to grow by optimizing campaigns to this group.

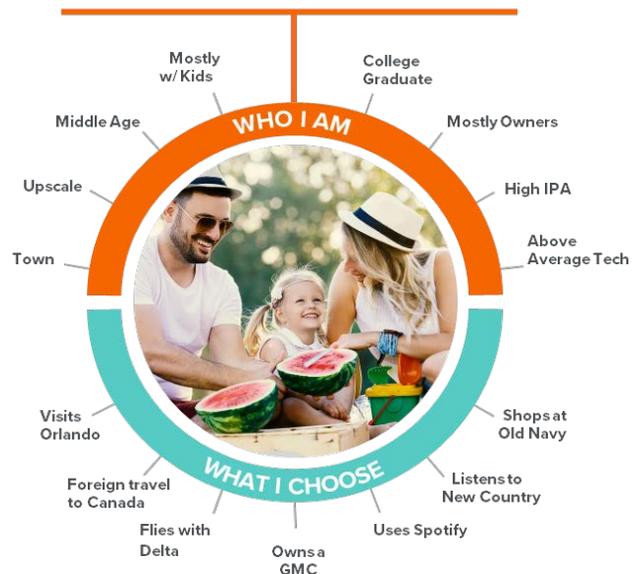
Meanwhile, *Connected Bohemians* are **63% less likely** than other Purchase Insights households to travel on Carnival, likely ruling them out as targets for the Carnival brand. In fact, *Connected Bohemians* are **54% less likely** to cruise on Disney Cruise Line, and are unlikely to be any brand's target customer.

Why the difference? Let's dig deeper into these two groups to understand how they travel.

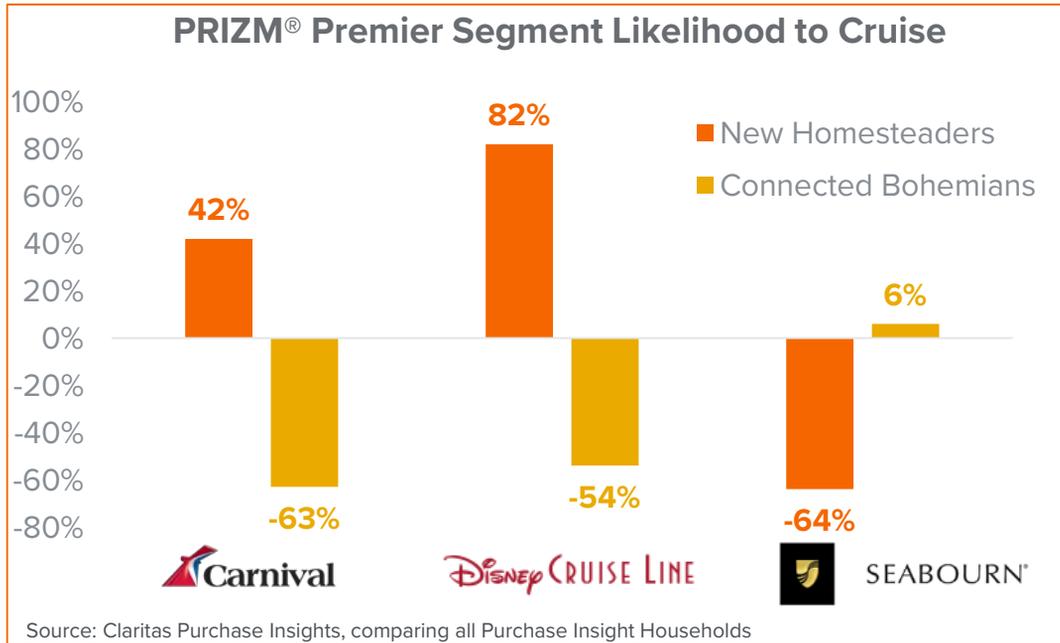
Connected Bohemians



New Homesteaders

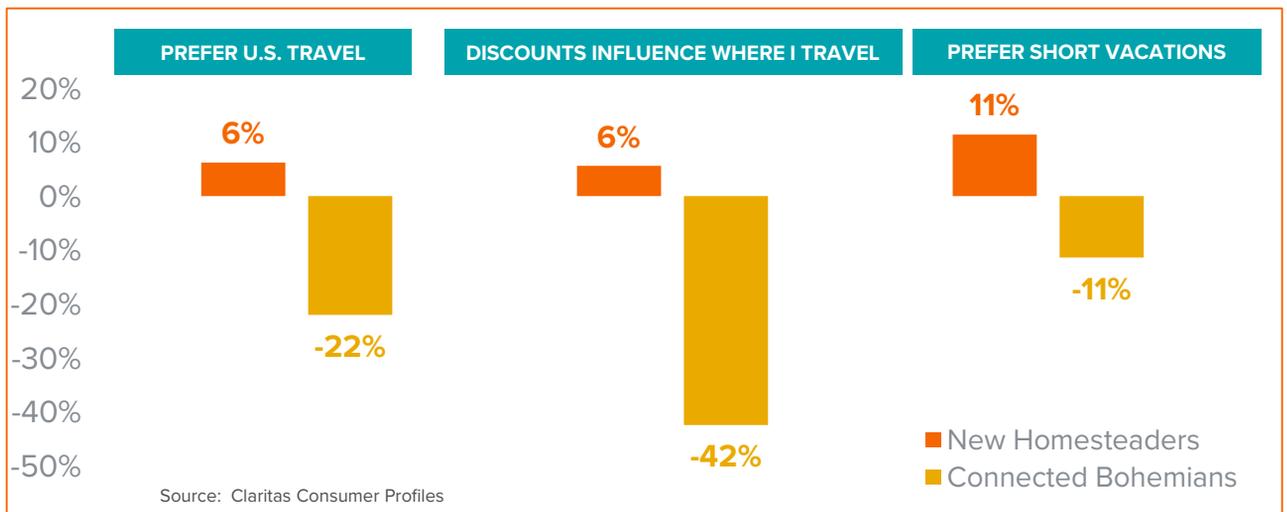


The Why Behind the Buy



We see *New Homesteader* consumers are **42% more likely** to cruise on Carnival, whereas *Connected Bohemians* are **63% less likely** to cruise with Carnival, and **54% less likely** to cruise with Disney Cruise Line compared to other Purchase Insight segments.

The power of a comprehensive customer view is that you can connect *who* a customer is with *what* they purchase and *why* they might choose certain products. *New Homesteaders* are more likely to pursue discounts on travel, take a short vacation, or repeat a vacation, in contrast to the *Connected Bohemians*. This means messaging choices such as “2-5 day cruise” or “best cruise deals” likely won’t resonate with *Connected Bohemians*. Ensuring you send the right ad to the right prospect is critical to selling smarter.



For more information about how you can find your best customers, please call **800-234-5973** or visit www.claritas.com.

