

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

Execute a cross platform marketing campaign with dual remnant and programmatic buying strategy for high demo targets.

- 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



INCREASED NEW CUSTOMER SALES BY 40%