

CASE STUDY

Verizon Finds Multicultural Customers

DirecTarget Used to Append Multicultural Insights for More Powerful Targeting



Background

Verizon Communications (NYSE:VZ) is one of the world's leading providers of wireline and wireless communications in the United States, with 133.8 million access line equivalents and approximately 29.6 million wireless customers, extending to more than 40 countries and more than \$67 billion in annual revenues.

The Business Issue

Verizon turned to Claritas for help in identifying and segmenting high opportunity multicultural audiences for a range of telecom products and services.

Using Verizon's client database and prospect lists, Claritas performed a data append using its DirecTarget® insights to enrich their data to understand which households had the highest likelihood of being a Verizon customer across their product lines.

After the data was appended, a detailed analysis was performed resulting in seven target groups. Each group was personified with information such as demographics, acculturation, lifestyle behaviors, media preferences, ethnicity, country of origin and language preference. These insights provided a deeper understanding of these potential consumers, enabling Verizon to create smarter campaigns with appropriate offers and more powerful messages in the language preferred.

The Solution

DirecTarget® provided the database enrichment needed to identify Verizon's best opportunities, and develop marketing strategies to target prospects that are most likely to be their next, best customer.

According to Verizon, "Claritas has a unique combination of strengths: focused understanding of multicultural direct marketing, innovative technology expertise, and a highly responsive 'can-do' attitude."



"Verizon needed highly predictive insights to accurately segment multicultural customers and enable more effective communications in language for their telecom products and services."

To target multicultural audiences more effectively, please contact your Claritas representative at 800.234.5973 or visit www.claritas.com

