

CASE STUDY

MoneyGram Reaches the Right Audiences

Claritas Provides a Roadmap for Growth in Capturing & Servicing Multicultural Consumers



The Business

MoneyGram International is one of the world's leading money transfer companies, enabling consumers who are not fully served by traditional financial institutions to meet their financial needs. MoneyGram offers money transfer services worldwide through a global network of 334,000 agent locations—including retailers, international post offices and financial institutions—in 200 countries and territories.

The Challenge

In the business of global money transfer or remittance, multicultural marketing isn't a supplemental program—it's the key area for achieving growth. That's why MoneyGram International takes a highly sophisticated, targeted approach to understanding the diversity of its customer base, comprised of U.S. residents originating from more than 200 different countries. Due to its global reach, MoneyGram faces a unique challenge: it must **understand the nuances of customers from hundreds of different cultures, mapped and projected with a hyper-local degree of intelligence.**

As a result, MoneyGram doesn't deal in broad terms with its multicultural marketing efforts. Instead of looking at populations by language or ethnicity, it's essential that MoneyGram examines trends by country of origin and native culture. "The entire U.S. multicultural marketing opportunity is an ever-changing world, and that's the world that we deal with," said Hal Gronfein, MoneyGram's Vice President of Marketing for the United States and Canada. "We don't just talk about reaching Hispanics or Latinos—we talk about reaching people from Mexico, Guatemala, Brazil and Venezuela. Our ability to understand those nuances greatly impacts the success of our business."

With 334,000 locations around the world, it demands not only a system that can break out demographics by country, but one that can project and map those nuances across very small levels of geography.

To understand the demographic complexity around its locations and key markets, Gronfein's team historically—and manually—compiled a wide variety of data points individually from sources such as the U.S. Census, cross-referencing those figures with its own proprietary data to have a clearer picture into the variety of ethnic population concentrations and potential business opportunities. The end result was a time consuming, inefficient way to market to very granular multicultural audience segments.

The Solution

Claritas provided robust multicultural, lifestyle, media and economic data within a dynamic mapping analytics platform to project relevant insights on MoneyGram's highly diverse customer base.



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—HAL GRONFEIN, VP OF MARKETING,
MONEYGRAM



Claritas helped the MoneyGram team identify and reach the right customers by focusing on:

- **Identifying new sales opportunities** faster and more efficiently
- **Increasing sales volumes** in targeted stores
- **Improving operational efficiencies** by allocating sales and marketing resources where they would make the biggest impact

Providing the Right Roadmap for Global Growth

The company understood that it needed a technology that could aggregate, correlate and map all of its disparate data sources more effectively in one place.

“When we looked at tools that claimed to have similar projections, we found that those figures were actually using Claritas as a reference,” said Gronfein. The level of detail that Claritas provided, both for present data and future projections, allowed his team to quickly analyze and visualize the data in a variety of ways.

Gronfein’s team now has a full picture of the cultural, linguistic and ethnic nuances of the U.S. populations coming from the 200 countries that MoneyGram serves, delivered in a web browser that’s easy for his team to adapt and use effectively. It provides easy access into factors such as population concentrations, spending habits, future growth potential, all delivered and mapped at the DMA, ZIP Code and even Block Groups levels of geography. This allows the company’s sales team to target the right opportunities and deliver campaigns more effectively. “What Claritas does is help us **validate where the real opportunity is**,” said Gronfein. “Claritas’ data, tools and insights provide us what we need to **create a roadmap for placing the right agents and locations in the right places.**”

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On the marketing side, Claritas provides the insights to help guide the right messages to the right people, allowing MoneyGram to conduct targeted campaigns with messages that resonate with their unique audiences.

One example is the MoneyGram Nations Cup, a local soccer tournament in the Greater Dallas Area where foreign-born U.S. residents compete on behalf of their home countries.

Using Claritas to supplement these campaigns helps the department get the most out of its marketing spend. “Our philosophy is to make every nickel work like a dollar,” said Gronfein. “Claritas helps us save money on targeting so we can spend it somewhere else.”



The Result



The end result is a sophisticated technology that makes MoneyGram’s multicultural marketing program run with a high degree of efficiency and ROI. “Marketers today need to use the information generated by quantitative tools,” concluded Gronfein. “**Claritas has had an immediate impact, and the longer we’re using it, the greater our return on investment becomes.**”



For more information, contact your Claritas representative at 800.234.5973 or visit www.claritas.com

