**Case Study**

**SITUATION**

AdveriCorp’s EVP of Sales has a meeting coming up with “*Chevlour: Advanced Hair Coloring for Women”*, a hair coloring brand of a large upscale cosmetics company. He has asked the Sales Engineering team to come up with “something interesting” that will demonstrate to the client that AdveriCorp can:

(1) Help inform the client’s understanding of the *Chevlour* brand consumer.

(2) Activate media that will allow *Chevlour* to drive sales.

A list of consumers who have recently purchased *Chevlour* has already been processed through AdveriCorp’s internal “Audience Insights” tool to produce a comparison of how prevalent those shoppers are across AdveriCorp’s audience segments versus AdveriCorp’s 257 million records of people in the U.S. From the attached spreadsheet, you must further process of these segments to accomplish the following tasks…

**TASKS**

(1) Generate a list from the 3rd Party Segments, of those have a **large enough sample to be meaningful**

(regardless of how relevant they are to the brand).

(2) How do the Chevlour Purchaser **age ranges compare** to the general population?

(3) Generate a short list of **Segments that would be interesting/relevant** to the client.

(4) Continuing from (1)(3), what are some segments that are interesting/relevant but **contradict the**

**Purchaser Profile**?

(5) What general conclusions can you draw about the consumer’s **Magazine reading habits**? Do they

**confirm or dispute** the below Purchaser Profile? Tell us **anything new**?

(6) Knowing that AdveriCorp can digitally target people in any of the Segments in the attached spreadsheet,generate a list of 3rd Party and/or Magazine **Segments that could be used to help craft an actionable** **digital advertising strategy** for the client.

**PURCHASER PROFILE** *(provided by client)*

*Chevlour Advanced Cleaner & Conditioner*

• Fashion forward.

• Quality and Luxury are key to her for her entire lifestyle.

• She is driven, ambitious, and has a work hard/play hard mentality.

• She looks to high end quality in fashion and beauty.

• She is experimental and edgy.

• She is eco-conscious into our Ad Cloud’s Identity Management Platform.

**IMPORTANT NOTES**

(1) Be prepared to **discuss HOW** you came up your answers **and WHY**. (This is just as important as the

answer itself.)

(2) You don’t need to create a polished presentation. Just make sure your answers are **clear enough to**

**discuss** during the interview.

(3) There are **no right or wrong** answers. Don’t expect an a-ha moment. You will be **evaluated** on the **Art**, the **Science**, and **knowing when to use which**.

(4) **Data is often dirty**. There may be **typos** in the segment names or **inconsistencies** in the numbers. Use your best **judgment** when interpreting segment data. Or clean it up yourself (noting where and why you adjusted the data).

**Column Definitions**

Field – Description - Example

segment\_id - Unique identifier for the segment -7730

source - Underlying source of the segment data - neustar

vertical - High-level group the segment belongs to within source - consumer

path - Category/subcategories the segment belongs to -

neustar -> AdAdvisor Consumer Audiences ->Demographics -> Individual- Age

segment - Name of the segment that is being compared Birth Year - 1995

definition - Description of the segment (if available) - This category contains individuals born in 1995.

compare\_n - # of records in Chevlour Purchasers Audience that are in the segment - 4072

compare\_pct - % of records in Chevlour Purchasers audience that are in the segment - 0.1088450794 *(=0.11%)*

*Note: compare\_n / compare\_pct=total # of records in Compare Audience. Should be the same*

*for all rows of the table*

base\_n - # of records in the measured AdveriCorp Universe (matched with [source]) that are in the segment - 11414

base\_pct - % of records in measured AdveriCorp Universe (matched with [source]) that are in the segment - 0.049371286 *(=0.05%)*

*Note: base\_n / base\_pct=total # of records in Base Audience. Should be the same for all rows*

*with the same [source].*