

THE FITTING ROOM

CONSUMER MARKETING

CASE STUDY

innovative,
analytical
& disrupting.

case study

Company: AARP

Service(s): Data Analytics

About: AARP is a nonprofit, nonpartisan organization that empowers people to choose how they live as they age. AARP offers membership to persons 50+. (www.aarp.org)

Problem Statement: AARP wanted to add digital marketing to their current strategy for communicating with the 50+ community. These digital campaigns would support the print marketing efforts for the In-Person Learning and Movies for Grownups programs to increase attendance and marketing lower cost.

Approach: Test the performance of the print-only campaigns against the digital communications. Also, use past performance to create a propensity scoring model to predict the likelihood of future engagement.



case study

SOLUTION STATEMENT

AARP, the world's largest non-profit, generates over **\$12M annually** in membership renewals. As a contractor, I worked with the Data Analytics & Performance Management (DAPM) team to build targeted marketing and advertising campaigns for a database of over **38 million members**. Each month they selected 13 markets across the U.S. with different demographics and socio-economic status targeting.

- Create testing parameters within the database
- Consult the in-house business units on digital advertising and promotions of their In-Person Learning & Movies for Grownups programs. These national campaigns occurred monthly and required targeting based on different demographics.

As a result, DAPM team was able to efficiently report campaign and testing results to the business units and make recommendations for future campaigns.



THANK YOU!