

ENFORMION CASE STUDY

Ringling Up Returns

How a Leading Retail Supplier Fueled Growth

A prominent retail supplier partnered with Enformion to decode the purchasing behavior of non-fuel customers across key ZIP codes. By enriching first-party data with consumer analytics, Enformion identified the specific demographic and spending trends necessary to refine marketing precision and boost ROI.

Client:

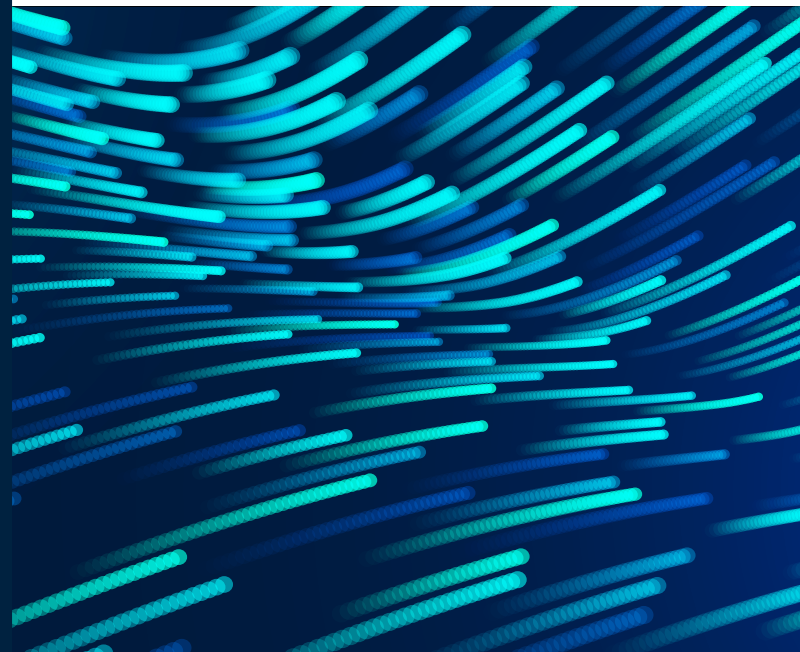
Leading Retail Supplier

Industry:

Retail

Key Outcome:

Data-driven customer segmentation and increased sales



The Challenge: Blind Spots at the Register

The supplier lacked a clear picture of the individuals purchasing non-fuel products at their convenience stores. To improve campaign performance, they needed to solve two primary problems:



Identity Gaps:

Transforming basic contact info (names/phones) into rich profiles.



Geographic Variance:




Understanding how spending habits fluctuated across different ZIP codes.



The Solution:

Cashing In on Data Enrichment & Segmentation

Enformion deployed a multi-layered analytics strategy to transform raw first-party data into actionable intelligence:







-  **Data Enrichment:** Enhanced the client's customer data with behavioral and demographic insights to develop a comprehensive view of the shopper.
-  **Socio-Economic Segmentation:** Categorized customers by marital status, education, and credit tiers to identify high-value segments.
-  **Behavioral Trends:** Linked specific demographic densities within ZIP codes to average transaction values.

The Result:

High-Value Shopper Profiles Drive Increased Sales

The analysis revealed clear "power shopper" profiles, allowing the retail supplier to shift from broad outreach to targeted, high-conversion campaigns.

Key Spending Correlates:

-  **Marital Status:** ZIP codes where more than half of residents were married saw significantly higher average spending.
-  **Education:** Spending spiked in ZIP codes where more than 8% of residents held graduate degrees.
-  **Age Density:** Average spending increased in areas where less than 5% of the population was 25 years or younger.
-  **Core Age Target:** Customers aged 25–40 represented the highest overall propensity for non-gas spending.
-  **Credit Health:** Consumers in the 600–699 credit score range emerged as a primary target for mid-to-large purchases.
-  **Gender:** Male customers more frequently drove larger basket sizes.

Conclusion

By leveraging these insights, the retail supplier optimized its promotional spend, personalized the shopping experience, and saw a measurable lift in customer engagement and total sales.

