

Segment Conversion Analysis Report - Connex



Overview

This Segment Conversion Analysis examines conversion rates from a sample of 15.9K prospects that converted to 1.04K customers.

The data used in this analysis is based on all the prospect leads received as either marketing opt-ins or abandoned carts in November 2019 that were then mailed a marketing postcard, and subsequently converted.

We appended Connex Household segments at the record level, then analyzed results by Cluster and by Conversion Index Decile.

Results and Recommendations

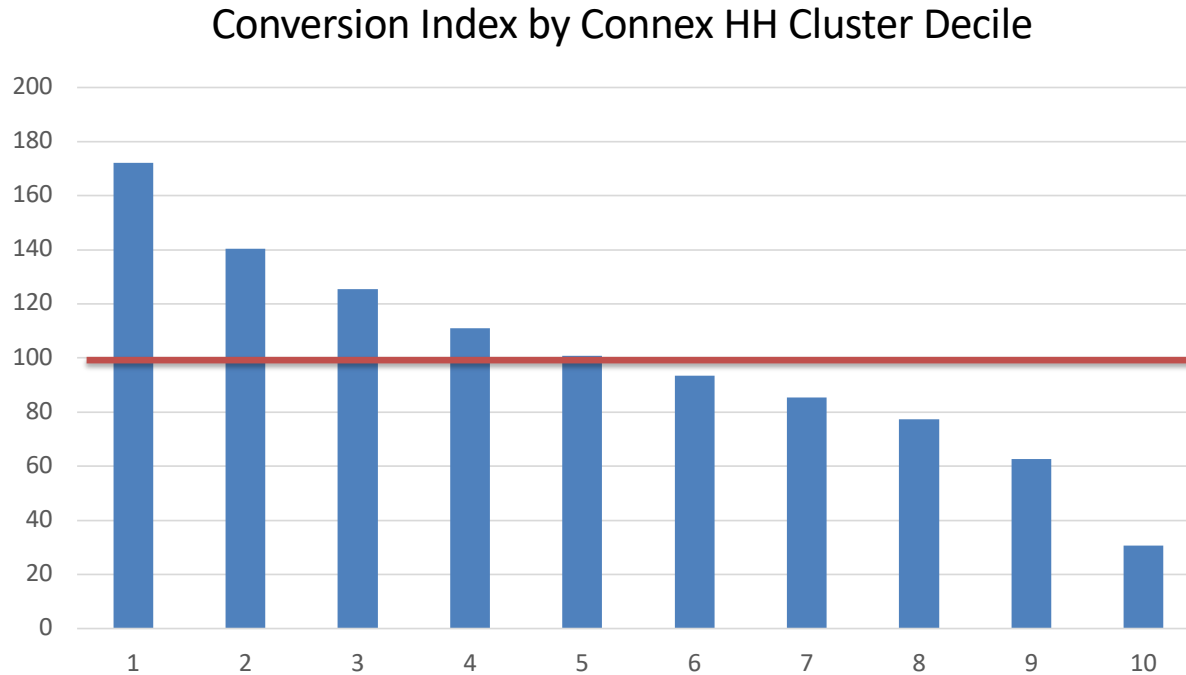
The Bottom 2 Connex Household Cluster deciles convert at half the rate of the Top 8 (2.3% vs. 5.6%) and have a conversion index of 47. Instead of reaching these clusters, focus on the top deciles whenever feasible

Index Decile (by prospect share)	Prospects	Customers	Conversion Rate	Customer Share %	Prospect Share %	Conversion Index
1	1,583	134	8.5%	17.1%	9.9%	172
2	1,622	112	6.9%	14.3%	10.2%	140
3	1,574	97	6.2%	12.4%	9.9%	125
4	1,666	91	5.5%	11.6%	10.5%	111
5	1,538	76	4.9%	9.7%	9.7%	101
6	1,631	75	4.6%	9.6%	10.2%	94
7	1,549	65	4.2%	8.3%	9.7%	85
8	1,577	60	3.8%	7.7%	9.9%	77
9	1,593	49	3.1%	6.3%	10.0%	63
10	1,594	24	1.5%	3.1%	10.0%	31
Total / Avg	15,927	783	4.9%	100.0%	100.0%	100

Index Decile (by prospect share)	Prospects	Customers	Conversion Rate	Customer Share %	Prospect Share %	Conversion Index
Top 8	12,740	710	5.6%	90.7%	80.0%	113
Bottom 2	3,187	73	2.3%	9.3%	20.0%	47
Total / Avg	15,927	783	4.9%	100.0%	100.0%	100

Conversion Index by Connex HH Cluster Decile

This chart illustrates the conversion index by decile



Top Performing Connex Household Clusters

These are the top performing Connex Household Clusters (Deciles 1 & 2).

Index Decile	Household Cluster Codes	Household Cluster Name	Prospects	Customers	Conversion Rate	Customer Share %	Prospect Share %	Conversion Index
1	C10	Single Savvy Savers	31	4	12.9%	0.5%	0.2%	262
	K03	Rustic Retired Renters	40	5	12.5%	0.6%	0.3%	254
	E06	Retirement Ready	72	8	11.1%	1.0%	0.5%	226
	C04	Sunny Suburbia	102	11	10.8%	1.4%	0.6%	219
	N07	Retired Repose	47	5	10.6%	0.6%	0.3%	216
	C14	Sittin' Pretty in the Suburbs	70	7	10.0%	0.9%	0.4%	203
	A08	Road to Retirement	178	16	9.0%	2.0%	1.1%	183
	K04	Cozy in the Country	179	14	7.8%	1.8%	1.1%	159
	B09	Prime Time	119	9	7.6%	1.1%	0.7%	154
	A11	Sweet Life in Suburbia	146	11	7.5%	1.4%	0.9%	153
	C06	Relaxation Maximization	54	4	7.4%	0.5%	0.3%	151
2	M03	Fortuitous Families	381	28	7.3%	3.6%	2.4%	149
	M01	Singular Focus	164	12	7.3%	1.5%	1.0%	149
	C11	Carpool Lane	371	27	7.3%	3.4%	2.3%	148
	G06	Family-Friendly	111	8	7.2%	1.0%	0.7%	147
	G08	Rest and Relaxation	71	5	7.0%	0.6%	0.4%	143
	H09	Rural Retirees	114	8	7.0%	1.0%	0.7%	143
	R02	Urban Underdogs	57	4	7.0%	0.5%	0.4%	143
	B04	Tweeners	301	21	7.0%	2.7%	1.9%	142
	J01	Rural Rigors	61	4	6.6%	0.5%	0.4%	133
	B13	Free At Last	168	11	6.5%	1.4%	1.1%	133
	Q04	Family Fortune	368	24	6.5%	3.1%	2.3%	133
	Q05	Singular Sensations	139	9	6.5%	1.1%	0.9%	132
	A04	Fun for the Whole Family	62	4	6.5%	0.5%	0.4%	131
H04	Small Town Struggles	155	10	6.5%	1.3%	1.0%	131	
E04	Stuck in the Middle	127	8	6.3%	1.0%	0.8%	128	

Connex Household Clusters by Conversion Index

These are the next best Connex Household Clusters (Deciles 3 & 4).

Index Decile	Household Cluster Code	Household Cluster Name	Prospects	Customers	Conversion Rate	Customer Share %	Prospect Share %	Conversion Index
3	H06	Small Town Sensibility	334	21	6.3%	2.7%	2.1%	128
	P03	Final Frontier	49	3	6.1%	0.4%	0.3%	125
	G11	Family First	234	14	6.0%	1.8%	1.5%	122
	G10	Parenthood the Sequel	219	13	5.9%	1.7%	1.4%	121
	B03	Single and Ready to Mingle	102	6	5.9%	0.8%	0.6%	120
	C13	Single Sophisticates	153	9	5.9%	1.1%	1.0%	120
	A10	Middle-Aged Middles	260	15	5.8%	1.9%	1.6%	117
	K05	Small Town Seniors	52	3	5.8%	0.4%	0.3%	117
	E01	Young and Hungry	87	5	5.7%	0.6%	0.5%	117
	A06	Family Focused	197	11	5.6%	1.4%	1.2%	114
	A09	Middle Class Mommies	182	10	5.5%	1.3%	1.1%	112
	L04	City Standards	73	4	5.5%	0.5%	0.5%	111
F08	Mamas and Papas	149	8	5.4%	1.0%	0.9%	109	
4	A03	Road-Weary Renters	56	3	5.4%	0.4%	0.4%	109
	P04	Kiddies in the City	94	5	5.3%	0.6%	0.6%	108
	B06	Boomerangers	210	11	5.2%	1.4%	1.3%	107
	E07	Frontline Families	153	8	5.2%	1.0%	1.0%	106
	G12	Suburban Satisfaction	153	8	5.2%	1.0%	1.0%	106
	K02	Single Moms Club	116	6	5.2%	0.8%	0.7%	105
	H08	Kids Country	275	14	5.1%	1.8%	1.7%	104
	H05	Rustic Reality	59	3	5.1%	0.4%	0.4%	103
	M04	Life in the Fam Lane	237	12	5.1%	1.5%	1.5%	103
	C08	Climbing the Ladder	20	1	5.0%	0.1%	0.1%	102
	B12	Small Town Suburbia	434	21	4.8%	2.7%	2.7%	98
	F09	American Dream	62	3	4.8%	0.4%	0.4%	98
	M02	Raring for Retirement	146	7	4.8%	0.9%	0.9%	98

Connex Household Clusters by Conversion Index

These are the next best Connex Household Clusters (Deciles 5 & 6).

Index Decile	Household Cluster Code	Household Cluster Name	Prospects	Customers	Conversion Rate	Customer Share %	Prospect Share %	Conversion Index
5	L03	Paycheck-to-Paycheck	63	3	4.8%	0.4%	0.4%	97
	Q02	Regal Retirees	147	7	4.8%	0.9%	0.9%	97
	C03	Aging Gracefully	190	9	4.7%	1.1%	1.2%	96
	E02	Making It Matriarchs	106	5	4.7%	0.6%	0.7%	96
	J03	Twilight Time	64	3	4.7%	0.4%	0.4%	95
	C05	Parents Without Partners	171	8	4.7%	1.0%	1.1%	95
	F05	Gettin' By	87	4	4.6%	0.5%	0.5%	94
	C07	Slowin' Their Roll	198	9	4.5%	1.1%	1.2%	92
	G01	Single Simplicity	66	3	4.5%	0.4%	0.4%	92
	G07	Home Alone	66	3	4.5%	0.4%	0.4%	92
	C12	Pinnacle of Success	332	15	4.5%	1.9%	2.1%	92
N10	Working Class Warriors	90	4	4.4%	0.5%	0.6%	90	
6	H07	Carefree in the Country	114	5	4.4%	0.6%	0.7%	89
	B08	Hearth and Home	529	23	4.3%	2.9%	3.3%	88
	G04	Mid-Life Matriarchs	189	8	4.2%	1.0%	1.2%	86
	K06	Aging Xers	119	5	4.2%	0.6%	0.7%	85
	D03	Success in the City	120	5	4.2%	0.6%	0.8%	85
	L01	Senior Struggles in the City	48	2	4.2%	0.3%	0.3%	85
	K07	Country Comfort	169	7	4.1%	0.9%	1.1%	84
	N03	Surviving in Suburbia	73	3	4.1%	0.4%	0.5%	84
	A01	Single Start-Ups	50	2	4.0%	0.3%	0.3%	81
	F01	Low Income Laborers	75	3	4.0%	0.4%	0.5%	81
	C15	Suburban Splendor	101	4	4.0%	0.5%	0.6%	81
	A05	Single in Suburbia	76	3	3.9%	0.4%	0.5%	80
H10	Small Town USA	228	9	3.9%	1.1%	1.4%	80	

Connex Household Clusters by Conversion Index

These are the next best Connex Household Clusters (Deciles 7 & 8).

Index Decile	Household Cluster Code	Household Cluster Name	Prospects	Customers	Conversion Rate	Customer Share %	Prospect Share %	Conversion Index
7	F06	La Familia	102	4	3.9%	0.5%	0.6%	80
	G02	Modest Means Mommies	128	5	3.9%	0.6%	0.8%	79
	J04	Farmhouse Families	154	6	3.9%	0.8%	1.0%	79
	J06	Peace and Plenty	129	5	3.9%	0.6%	0.8%	79
	H01	Overalls and Workboots	78	3	3.8%	0.4%	0.5%	78
	A07	Humble Homebodies	79	3	3.8%	0.4%	0.5%	77
	D02	Momagers	79	3	3.8%	0.4%	0.5%	77
	B02	Millennial Mommies	53	2	3.8%	0.3%	0.3%	77
	C09	Reaping the Reward	133	5	3.8%	0.6%	0.8%	76
	N09	Punch Card Parents	164	6	3.7%	0.8%	1.0%	74
	D05	Affluent Aficionados	55	2	3.6%	0.3%	0.3%	74
N06	True Blue	111	4	3.6%	0.5%	0.7%	73	
B05	Simply Retired	84	3	3.6%	0.4%	0.5%	73	
8	Q01	Suburban Surplus	228	8	3.5%	1.0%	1.4%	71
	B01	Small Town Singles	29	1	3.4%	0.1%	0.2%	70
	F02	She Works Hard for the Money	91	3	3.3%	0.4%	0.6%	67
	H03	Rural Roots	61	2	3.3%	0.3%	0.4%	67
	C01	Hittin' the Ground Running	31	1	3.2%	0.1%	0.2%	66
	E03	Retiring Retirees	128	4	3.1%	0.5%	0.8%	64
	P02	Workin' for a Livin'	64	2	3.1%	0.3%	0.4%	64
	R03	Underprivileged Urbanites	96	3	3.1%	0.4%	0.6%	64
	E08	Settled Singles	129	4	3.1%	0.5%	0.8%	63
	B11	Happy Homeowners	196	6	3.1%	0.8%	1.2%	62
	D01	Fast Trackers	100	3	3.0%	0.4%	0.6%	61
	G05	Handy Homeowners	106	3	2.8%	0.4%	0.7%	58
B10	Family Ties	36	1	2.8%	0.1%	0.2%	57	

Connex Household Clusters by Conversion Index

These are the worst performing Connex Household Clusters (Deciles 9 & 10).

Index Decile	Household Cluster Code	Household Cluster Name	Prospects	Customers	Conversion Rate	Customer Share %	Prospect Share %	Conversion Index
9	J05	Heartland Homes	109	3	2.8%	0.4%	0.7%	56
	N04	Cash-Strapped Seniors	74	2	2.7%	0.3%	0.5%	55
	Q03	Posh Professionals	38	1	2.6%	0.1%	0.2%	54
	F07	Daily Grind	77	2	2.6%	0.3%	0.5%	53
	J02	Heartland Hardships	81	2	2.5%	0.3%	0.5%	50
	A02	Hard-Working Mamas	82	2	2.4%	0.3%	0.5%	50
	H02	Making Ends Meet	137	3	2.2%	0.4%	0.9%	45
	K08	Relaxed to the Max	143	3	2.1%	0.4%	0.9%	43
	C02	Mama's In Charge	51	1	2.0%	0.1%	0.3%	40
	N05	Middle-Aged Matrons	103	2	1.9%	0.3%	0.6%	39
	R04	One Day at a Time	104	2	1.9%	0.3%	0.7%	39
10	D04	Renaissance Retirees	111	2	1.8%	0.3%	0.7%	37
	G03	Suburban Sunsetters	57	1	1.8%	0.1%	0.4%	36
	G09	Sublime Suburbia	118	2	1.7%	0.3%	0.7%	34
	L02	Unassuming Urbanites	59	1	1.7%	0.1%	0.4%	34
	F03	Fixed Income	72	1	1.4%	0.1%	0.5%	28
	N08	Middle-Aged Mavericks	77	1	1.3%	0.1%	0.5%	26
	E05	Home Sweet Home	114	1	0.9%	0.1%	0.7%	18
	B07	Reaching for Retirement	16	0	0.0%	0.0%	0.1%	0
	K01	Single Serenity	38	0	0.0%	0.0%	0.2%	0
	N01	Suburban Challenges	59	0	0.0%	0.0%	0.4%	0
	N02	Foundering Families	43	0	0.0%	0.0%	0.3%	0
	P01	Rooms for Improvement	44	0	0.0%	0.0%	0.3%	0
	P05	Everyday Earners	52	0	0.0%	0.0%	0.3%	0
R01	City Survivors	33	0	0.0%	0.0%	0.2%	0	
R05	Livin Large	0	0	0.0%	0.0%	0.0%	0	

Connex Family Clusters by Conversion Index

Family Clusters provide an alternative, especially if sample size is low.

Family Cluster Code	Family Cluster Name	Prospects	Customers	Conversion Rate	Customer Share %	Prospect Share %	Conversion Index
M	Fast-Lane Families	982	62	6.3%	7.4%	5.7%	130
C	Success in the Suburbs	2165	127	5.9%	15.1%	12.5%	121
A	Only Just Begun	1482	86	5.8%	10.2%	8.5%	120
Q	Lux and Leisure	974	52	5.3%	6.2%	5.6%	110
H	Modest Homemakers	1642	83	5.1%	9.9%	9.5%	104
B	Small Town Satisfaction	2423	118	4.9%	14.0%	13.9%	100
K	Comfy Country Livin'	950	45	4.7%	5.3%	5.5%	98
E	Average Joes	1022	48	4.7%	5.7%	5.9%	97
G	Keeping It Simple	1652	75	4.5%	8.9%	9.5%	94
L	Big City Burdens	278	12	4.3%	1.4%	1.6%	89
J	Farmland Values	651	26	4.0%	3.1%	3.7%	82
F	Laborer Pains	946	37	3.9%	4.4%	5.4%	81
D	Road to Success	562	20	3.6%	2.4%	3.2%	73
R	Urban Struggles	337	11	3.3%	1.3%	1.9%	67
N	Blue Collar Blues	940	30	3.2%	3.6%	5.4%	66
P	Low-Rent Singles	368	10	2.7%	1.2%	2.1%	56
		17374	842	4.8%	100.0%	100.0%	100
	Top 13 Family Clusters	15729	791	5.0%	93.9%	90.5%	104
	Bottom 3 Family Clusters	1645	51	3.1%	6.1%	9.5%	64
	Top 10 Family Clusters	13570	708	5.2%	84.1%	78.1%	108
	Bottom 6 Family Clusters	3804	134	3.5%	15.9%	21.9%	73