



ANALYTICS



"I would recommend this service to anyone in tourism marketing, especially organizations that rely on public funding. This is one of the smartest decisions we ever made because the research guides all of our marketing decisions. It has been a tremendous tool to utilize with our stakeholders and city officials to illustrate that our methods are sound—and research-based. In Sedona, we haven't been as impacted by the economy as comparable destinations, and I believe our application of Madden Media's recommendations is the main reason."

JENNIFER WESSELHOFF, *President & CEO*
Sedona Chamber of Commerce

OBJECTIVE

Sedona Chamber of Commerce and their partners rely on affluent visitors with very specific niche interests to support their industry. With limited funds, maximizing their marketing budget to convert high-income travelers is always a high priority. Thus, highly targeting their direct mail campaigns and media buys is critical. To do so, they needed a better understanding of who their best prospects are and exactly where to find them.

SOLUTION

► STEP 1 DEMOGRAPHIC PROFILING

Sedona COC sent Madden Media their master database of leads. We performed an in-depth demographic and PRIZM® Segmentation analysis to "draw a picture" of the types of travel prospects Sedona had been successful in attracting—age, income, household composition, and employment, along with PRIZM® Segmentation to identify social and lifestyle attributes. We also identified desirable groups who were not as well represented in the database.

► STEP 2 MATCH TO NICHE TARGET BEHAVIORS

This consumer profiling allowed us to match up Sedona's niche destination drivers with their best prospects. We selected MRI variables corresponding to their strongest niches to create target travel types.

► STEP 3 LOCATION PROFILING

Sedona had previously defined their primary feeder markets, but weren't sure exactly where in those areas to find their best potential visitors/clients. With our location profiling software and expertise, we were able to pinpoint which specific zip codes within these feeder markets offered the greatest concentration of demographic and behavioral matches. Madden profiled the cities and mapped out the optimal zip codes for Sedona's marketing message.

RESULTS

The Chamber now has a complete understanding of its best prospects—where they are, what they look like demographically, and how they behave. Sedona COC has leveraged this knowledge to make smart marketing decisions from television advertising to direct mail and other print outreach.