Splash Analytics
Break Through The Surface

Who's buying our appliances?

The problem: A major appliance manufacturer that sells only through distributors was unsure of the demographic make-up of its ultimate customers within individual product brands. Because end users do not buy directly from the manufacturer, a true customer database did not exist.

The challenge: Collect customer data and build brand-specific customer profiles for five distinct brands.

Our solution: We used product registration cards the manufacturer collects from customers to "reverse engineer" brand-specific consumer profiles: We first consolidated the cards from disparate sources to compile customer name, product, and brand-level information. We then generated stratified samples by product category within each brand to ensure an even distribution by product category. Lastly, we added household-level demographic data and produced granular, brand-specific profiles.

The result: The brand-specific customer profiles generally matched the client's expectations, but the high-end brands were a surprise – one of them had a distinctly lower affluence profile than the client had anticipated. Geography also proved to be a stronger factor than the client had expected. Having access to accurate, brand-specific customer profiles now allows the client to more confidently target marketing and positioning for each brand to its customer demographics.