Arm Candy

CRM Audience Analysis

Assessment

Understanding your Audience

Leveraging the your CRM file, we conducted an audience analysis through our set of data partners.

Audience insights were generated to inform future marketing and media strategies.

100,005
CRM Size

75,161
Profiles Matched

10
Categories Analyzed

Demographics
Finance
Interest & Affinity
Devices
Dining
Travel
Social
TV
Retail & Brands
Auto

Partner Network

Leverage strategic partnerships

Arm Candy has strategic partnerships across a variety of data providers the help us paint a picture of our current audience that we can use to identify future marketing opportunities.
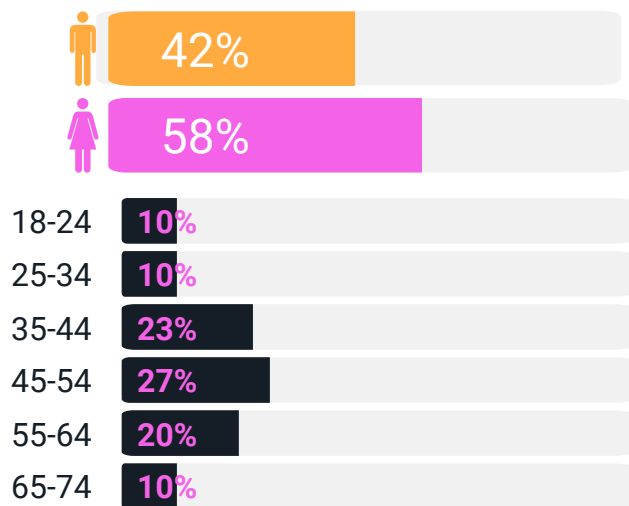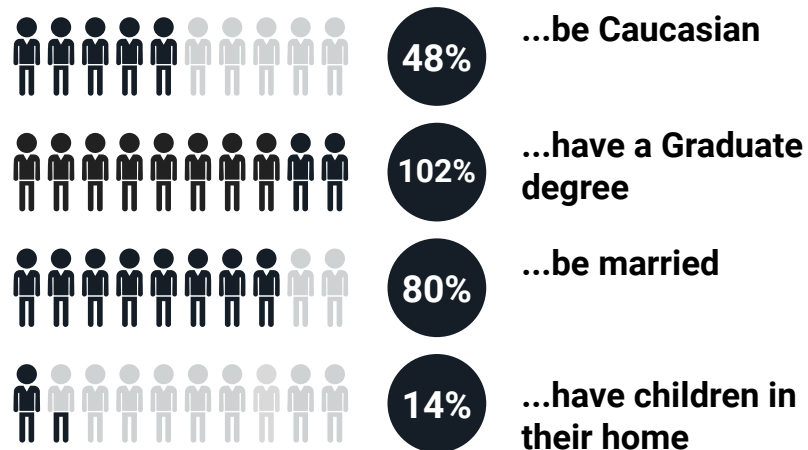
Opportunities

- This is an older, educated audience, with the majority of customers between the ages 35-54, and are 102% more likely to have a graduate degree
- They are accustomed to traveling for work, having 3 or more business related trips in the last 12 months, frequently renting vehicles, using American Express credit cards and enlisting in airline rewards membership programs.
- QSR like Chipotle and Jimmy Johns are their go-to restaurants, along with coffee shops. On the flip side, when they want a sit down meal they'll opt for fine dining.
- Mobile phones are likely used for work and work alone—they are less likely to play games or use apps used for shopping.
- Streaming video content is their default video consumption, with more customers considering themselves cord cutters than using a cable or satellite service.
- They have expensive taste, purchasing home goods and luxury vehicles. Although they may be considered high spenders, they are smart with their money, having college savings programs for their children and an inclination to pay cash for vehicles.

Demographics

Percent of Audience

42%

58%

18-24	10%
25-34	10%
35-44	23%
45-54	27%
55-64	20%
65-74	10%

More likely to...

48% ...be Caucasian

102% ...have a Graduate degree

80% ...be married
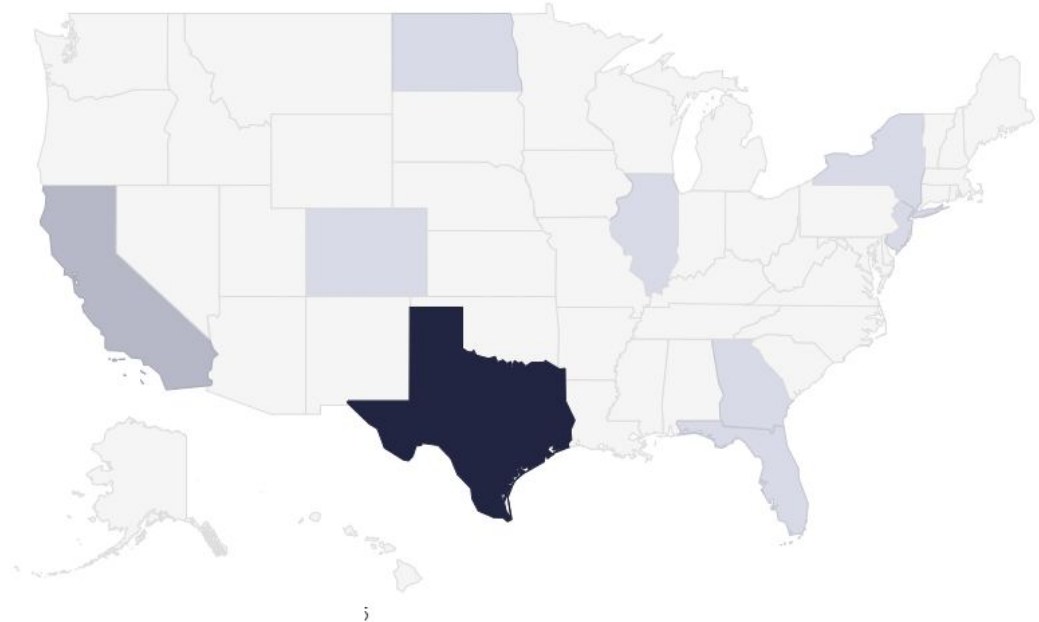
14% ...have children in their home
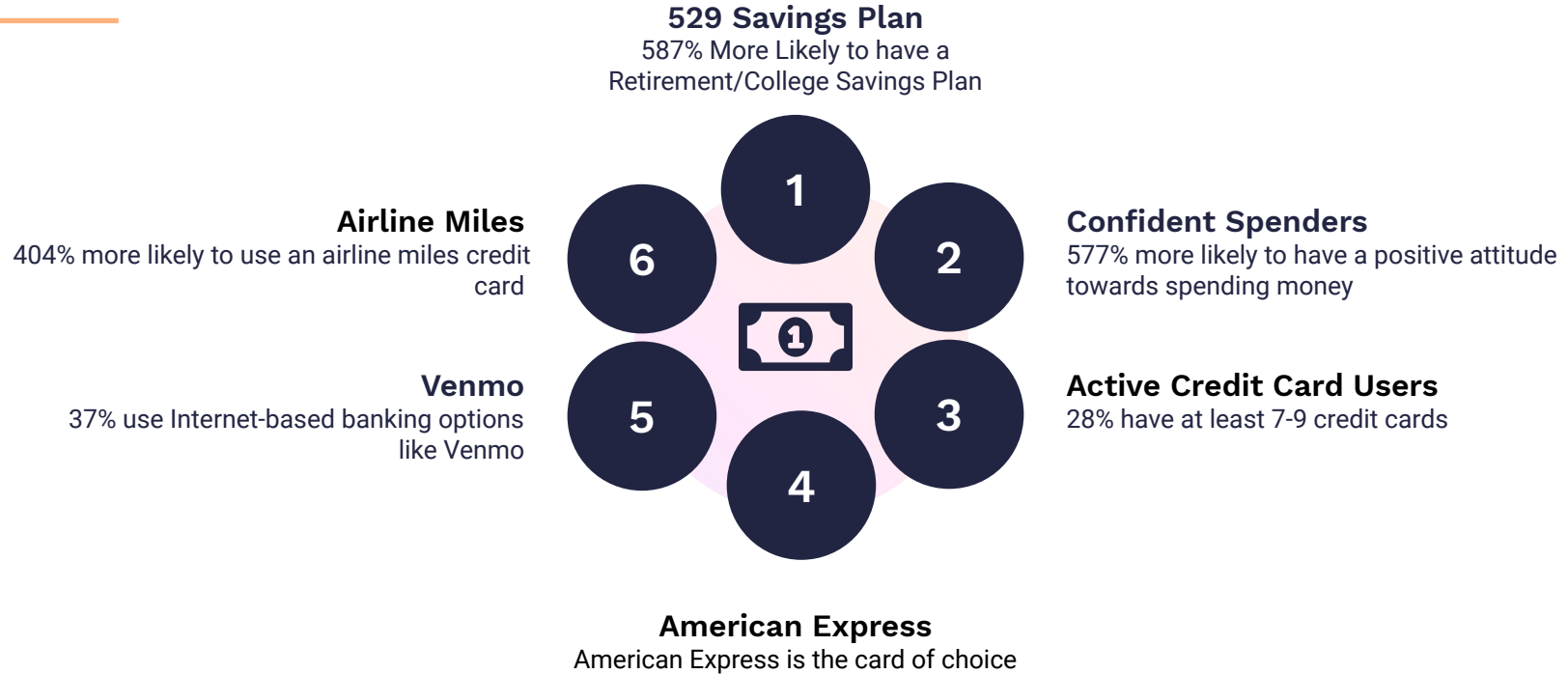
Demographics

Location

This audience is primarily comprised of people living in Texas, and specifically Dallas, Texas.

Top USA Regions

1. Texas, United States
2. California, United States
3. Illinois, United States
4. Georgia, United States
5. Florida, United States
6. New York, United States
7. Dallas, Texas, United States
8. New Jersey, United States
9. North Carolina, United States
10. Colorado, United States

Finance

529 Savings Plan
587% More Likely to have a
Retirement/College Savings Plan

1

Airline Miles
404% more likely to use an airline miles credit
card

6

Confident Spenders
577% more likely to have a positive attitude
towards spending money

2

Venmo
37% use Internet-based banking options
like Venmo

5

Active Credit Card Users
28% have at least 7-9 credit cards

3

4

American Express
American Express is the card of choice

Dining

More likely to prefer...

793%	Fine Dining
399%	Starbucks
91%	Coffee Shops
89%	Chicken QSR
65%	Pizza
383%	Chipotle
52%	Burgers
448%	Jimmy Johns

Popular Brands

Banana Republic

Michael Kors

Stella Artois

Cetaphil

Perrier
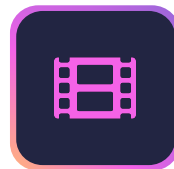
Nordstrom

Apple

Interest & Affinity

39%
Play tennis in their free time

42%
Are fitness enthusiasts, hitting the gym as a leisure activity

478%
More likely to prefer Cinemark as their their venue of choice

481%
More likely to be a beach vacation lover

38%
Buy luxury home goods for homes over 3000+ square feet

266%
More likely to be interested in museums and art galleries

App Usage

200%

More likely to prefer Apple Pay as electronic payment of choice

-13%

Less likely to play games on their mobile phone

85%

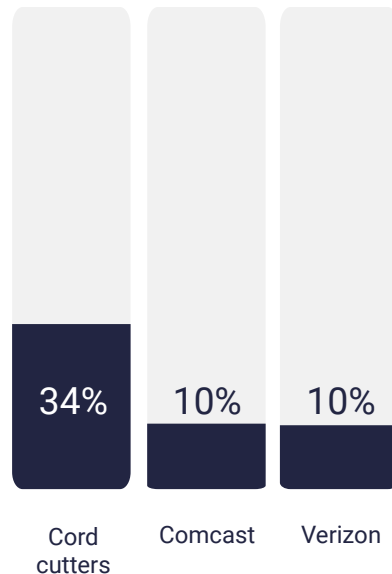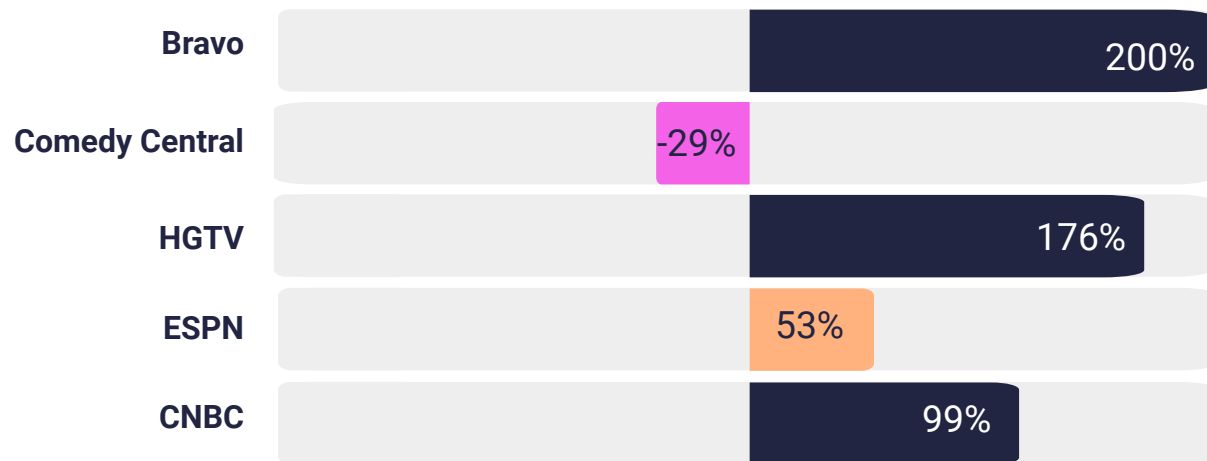More likely to use finance apps

-15%

Less likely to use mobile shopping apps

TV

34% of the audience are cord cutters and are 439% more likely to use Amazon Prime Video

Percent more likely to use...

34%	10%	10%
Cord cutters	Comcast	Verizon

TV Networks

More likely to watch...

Network	Value
Bravo	200%
Comedy Central	-29%
HGTV	176%
ESPN	53%
CNBC	99%

Primetime TV Shows

More likely to watch...

152% Blackish	**247%** Bob's Burgers
266% New Girl	**160%** Saturday Night Live
172% The Good Place	**128%** This Is Us
64% The Voice	**155%** Chicago Fire

Social Media

LinkedIn
Social Media Channel of Choice

Percent more likely to use...

Facebook	Instagram	Twitter	Pinterest	LinkedIn	Snapchat
18%	11%	51%	70%	186%	20%
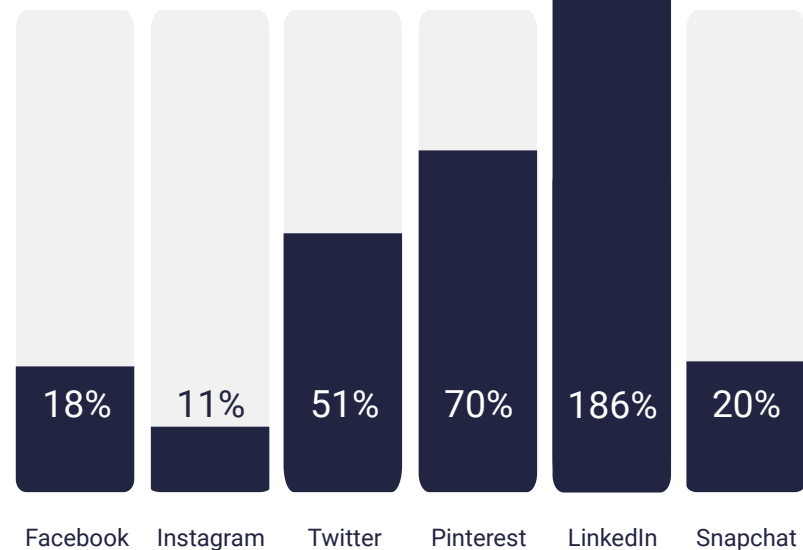
Travel

225%
MORE LIKELY TO BE HIGH SPENDER

795%
MORE LIKELY TO FLY SOUTHWEST

164%
MORE LIKELY TO GOLF ON VACATION

Auto

Preferred Brands

Audi, BMW, Jaguar, Mercedes Benz

23%

Pay in Cash

Are more likely to pay for a vehicle in cash

670%

Luxury SUV

More likely to drive a luxury SUV

66%

Pay Cash

Likely to pay cash for their new luxury vehicle

Thank you.