

Segmentation

1. What questions does it answer?

How do I identify groups of customers with different needs and preferences?

How is my brand or product perceived differently from competitors?

How do I create more cost-efficient marketing activities that improve ROI?



2. Why do you need it?

To create new products that satisfy the needs of different consumers groups in the market.

To successfully position yourself against your competitors when entering a market or launching a product.

To understand preferences and trends so you can target your audience with the right marketing messages.

3. How does it work?

Understand Your Business Needs

Segmentation is half art, half science. Hence, a key part of the process is consultation and collaboration. First we identify your main business goals and how segments can be used.

Customize Your Solution

Next we identify the main variables required for a successful segmentation e.g. needs, behaviors, attitudes, demographics or any combination, depending on the business question.

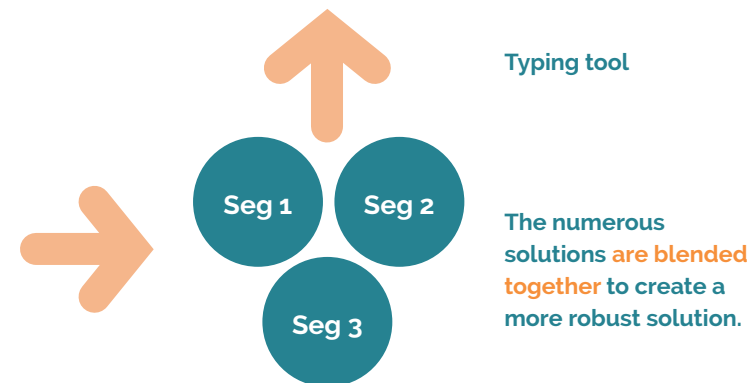
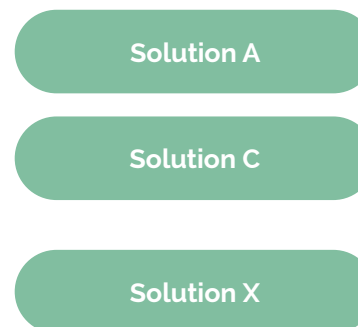
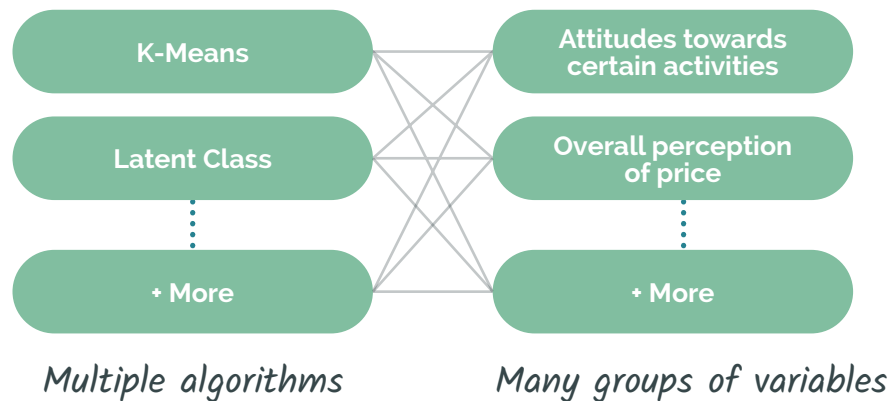
Utilize an Advanced Methodological Toolkit

SKIM ensemble segmentation algorithm then applies multiple machine learning approaches to all variables to create a robust, flexible, actionable solution.

Accurate Segment Prediction

A classification model is built to scale the segmentation results to bigger data sets. Either find the segments on your own data or define 'golden questions' to classify each segment with the highest accuracy.

SKIM Ensemble Approach



 **Identifiable**
Distinctly different on easily measurable variables

 **Manageable**
Not too many segments or too few

 **Actionable**
Actionable through marketing, advertising, and distribution efforts

Interested in segmentation?
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