



# Segmentation Analysis

## A New Answer to Best Profiling and Targeting Customers

### The Business Objective

Rather than trying to reach all potential customers with the same message, successful marketing campaigns hone in on specific segments of the customer base and tailor their message to more closely match the needs and attitudes of specific groups of customers

### The Problem

Segmentation analysis has long struggled to *both* differentiate attitudes, behaviors, needs, or interests *and* demographics.

If you segment by attitudes, behaviors, needs, or interests, you get nicely separated groups with fancy names and can tailor messages to each group, but you don't have clean demographic profiles by which you can reach them.

If you segment by demographics, it's easier to reach the groups, but you don't know enough about their attitudes, behaviors, etc, to be able to message to them.

### The Solution

A new segmentation approach has recently emerged that combines the strengths of both approaches.

Segments are identified in terms of demographic characteristics that help you best reach unique groups.

Segments are formed based on similarities in attitudes, behaviors, etc. so you can tailor your message to make it best "heard" by specific groups.

**With this new segmentation technique, you will know what to say and to whom your message should be directed.**

### Conclusion

Traditional attitudinal/behavioral segmentations identify meaningful groups, but targeting the market can be difficult. Alternatively, demographically-defined segments can be targeted but difficult to message. Our segmentation approach produces actionable segments that can be accurately reached. **There is a better way to conduct your segmentation project. Contact Nico Peruzzi, PhD at Outsource Research Consulting to finally get the segmentation results you have been wanting.**