





# Why Customer Segmentation?

You can segment your customers based on any type or combination of data. This includes behavioural, demographic, geographic or even psychographic data like attitudes and values. This paves the way for you to:



## Optimise products and pricing

Better understand your customer segments to develop products, packages or pricing structures most suitable for their needs. Think concession pricing models or subscription options for frequent purchasers.



## Increase retention

Engage with your audience in more relevant ways to build loyalty. Or, easily identify those at risk of churn based on behaviours of customers who have churned previously and prioritise them for retention activities.



## Identify the ideal customer

Create a profile of your ideal customer based on common characteristics so you can focus on finding people who match these traits. You can then target lead generation activities to a matching audience segment.



## Improve conversion

Identify behaviour prospects display when they're likely to convert. Use these behaviours as trigger points for engagement, empower your sales team to focus their activities, or customise offers to improve conversion.



## Provide better recommendations

Take the guesswork out of which messages to send or recommendations to make. Identify the next best product or action to suggest based on the customer's behaviour and the behaviours of others just like them.

## Use Customer Segmentation to inform:



Retargeting



RFM modelling  
(recency, frequency, monetary)



Churn  
modelling



Marketing  
personalisation



Clustering

## Why Qrious?

We help New Zealand organisations gain a deeper understanding of their data and use it in more intelligent ways. Our team of data and analytics experts can help you use segmentation to better understand your customers so you can offer more relevant, useful experiences.

Learn how segmentation can benefit your organisation. Contact us today at [info@qrious.co.nz](mailto:info@qrious.co.nz)