

CUSTOMER SEGMENTATION

HOW OUR SEGMENTATION ANALYSIS HELPS YOU THRIVE

You may have an extraordinary product or service, but if you're not getting it directly to the people who need it, your venture will struggle to stay afloat. Whether you're launching a new product or brand or whether you're building on an existing one, knowing what kind of people you're targeting and how to reach them is vital for success.

Performing a market analysis and/or customer segment analysis is key for focusing your marketing efforts on the most promising groups of likely customers and clients.

EPINION's segmentation analysis allows marketers to address and engage with each customer in the most effective way. We do this by using existing data on customers (and prospects) as well as qualitative insights and survey data.

SEGMENT YOUR TARGET MARKETS EFFICIENTLY

A market analysis and customer segmentation analysis enables you to identify groups of customers with a high degree of accuracy based on demographic, behavioural and other indicators.

EPINION typically starts of the process in close cooperation with you by using your existing knowledge about the market and customers to create hypotheses in regards to the target group's behaviour, needs, attitudes and general characteristics.

This is followed by a qualitative phase, e.g. using mobile ethnography or personal interviews to get in-depth knowledge directly from your customers. These two qualitative phases are crucial in creating a successful customer segmentation as they provide the needed inspiration from the real world in order to create meaningful segmentation questions for the survey.

The quantitative segmentation then forms the basis for the final identification of your segments. Data collection is typically done via CAWI or CAPI surveys with between 3000 and 10.000 interviews depending on your needs. Thereby Epinion typically uses 50-70 questions, which are related to your target groups behavior, attitudes and needs, e.g. in regards to a specific product or category, but it typically also includes general characteristics (e.g. demographics).

In order to be able to use your segmentation in future studies EPINION will furthermore provide you with a set of questions that make it possible for you to narrow down your segments in future studies and databases.

REPORTING

EPINION's reports bring your segments to live in order to create the best basis for future strategic decisions. The results are communicated in an easy-to-understand, but extensive, report that includes portraits and story telling around your segments. Workshops then ensure that you get the maximum insight from your segmentation.

CONTACT US



Jens Krarup

Senior Manager
jk@epinionglobal.com
+45 53 74 32 05



Dorte Rübner Lauridsen

Manager
drl@epinionglobal.com
+45 61 97 49 04



Antonia Dedekind

Senior Consultant
ad@epinionglobal.com
+45 53 74 32 03