minubo
Smart Decisions. Every Day.

**Target the Right People With the Right Message:
Great Sales are all About Customer Segmentation**

Customer **Segmentation**

WHY

Today's customers are demanding: They expect brands and retailers to provide them with fully personalized communication. If they don't get the right message at the right time, they probably won't buy. Still, there hasn't been any system that allows easy yet flexible customer segmentation across all relevant data points – until now.

WHAT

minubo's customer segmentation allows CRM and marketing teams to easily segment custo-mers across all relevant data points: demographics, transactions and journey. Via easy-to-use data feeds, those segments can then be used in email and campaign management tools to sig-nificantly improve customer communication by delivering relevant content to everyone. Thus,

WHO

Basically, everyone can use minubo's customer segmentation: It's designed to be intuitive and easy to work with. Though, of course, CRM and marketing teams are the primary user groups for this feature.

HOW

As minubo's customer segmentation does not only provide filtering across basic demographic and email performance data like other systems do, but also across every customer's entire purchasing history, product preferences, journey data and the full set of related KPIs, CRM and marketing teams are now enabled to take personalized customer communication to the next level.
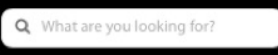
Churn Prevention

Reactivate valuable customers who are about to churn – with their favorite products, via their favorite marketing channel, right at their preferred shopping time.

Loyalty Programs

Monitor your most loyal customers and regularly provide them with of-ferings tailored to their preferences – in terms of category and variations as well as in terms of exclusiveness or granting of discounts.

Retention of New Customers

Engage first-time buyers at an early stage and retain them with the right content – based on their first purchase, journey history or data of similar cohorts or peer groups.

**Questions or Feedback?
Contact us!**

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minubo.com

Segmentations > Mountain Bike Buyers – Women

± Edit

Mountain Bike Buyers – Women

Rules

Filter by Customer Attributes

Gender equals F .

Filter by Order History

Time Between Jan 01, 2016 and Jun 30, 2016.

Product Category equals Mountain Bikes .

Gross Order Number is greater than or equal to 1.

minubo's customer segmentation is divided into three areas:

- Rules: Flexibly choose between dozens of segmentation criteria
- Summary: Get an overview of the segment you created
- Preview: View six samples of your selected customers – with links to their full profiles

Summary

Number of Customer	Avg Order Value (incl VAT, ex Discounts)	Return Rate by Quantity
979	€6,831	26.63 %

Preview

AW00011028
e Mail: jane.doe@gmail.com
Gender: F
Avg Order Value (incl VAT, ex Discounts): €7,194
Return Rate by Quantity: 20.00 %

AW00011030
e Mail: jane.doe@gmail.com
Gender: F
Avg Order Value (incl VAT, ex Discounts): €7,190
Return Rate by Quantity: 50.00 %

AW00011031
e Mail: jane.doe@gmail.com
Gender: F
Avg Order Value (incl VAT, ex Discounts): €7,198
Return Rate by Quantity: 16.67 %

AW00011032
e Mail: jane.doe@gmail.com
Gender: F
Avg Order Value (incl VAT, ex Discounts): €7,251
Return Rate by Quantity: 10.00 %

AW00011034
e Mail: jane.doe@gmail.com
Gender: F
Avg Order Value (incl VAT, ex Discounts): €7,213
Return Rate by Quantity: 0.00 %

AW00011035
e Mail: jane.doe@gmail.com
Gender: F
Avg Order Value (incl VAT, ex Discounts): €7,168
Return Rate by Quantity: 40.00 %

Product Impressions

✕ Cancel   💾 Save

Mountain Bike Buyers – Women

Hide segmentation from other users

Rules

Filter by Customer Attributes

| Gender | equals | F ✕ | ✕ |

Start typing to add a rule   +

Filter by Order History   🗑

| Time | Jan 01, 2016 | Jun 30, 2016 |

| Product Category | equals | Mountain Bikes ✕ |

| Gross Order Number | is greater than or equal to | 1 # |

Start typing to add a rule   +

Fully customizable filter criteria allow flexible segmentation across demographic data, transactional data as well as journey data.