

Four Segmentation Strategies for Customer Retention

As regulations in response to COVID-19 swiftly change and vary at the state-level, it's more important than ever for retail marketers to segment their customer list to provide relevant offers and messages.



1

Engage Pandemic Purchasers

Although shopping and retailers' revenues have dropped overall, there are still segments of the U.S. population that have not been as financially impacted by COVID-19 and/or are continuing to shop. Identify the customers that are continuing to support your brand and create an offer that encourages them to make additional purchase or increase their order value next time.

AUDIENCE SEGMENT

Identify the customers that have made at least one purchase in the last 8-weeks by segmenting by order history.

2

Avoid Surging Locations

There are still regions around the country that are experiencing surges in cases of COVID-19. You may want to consider suppressing these regions from your marketing messages to avoid potentially insensitive messaging that could hurt your brand.

AUDIENCE SEGMENT

Suppress customers that live in the most hard-hit locations. Use state, county or even zip-code data to create the segmentation.

Note: Johns Hopkins University keeps an updated list of the top 50 confirmed COVID-19 cases by county and can be used to identify surging locations. However, surging locations can change daily, so you will need to be agile enough to make changes on the fly to this segment.

3

Announce Store Openings

With each state government making its own decision on when and how to reopen, it's likely that your stores openings will also be staggered. When it's safe to open a store and all safety precautions have been put in place, there should be a targeted approach to announcing the opening. In addition to announcing the date and location of the store opening the message should communicate the precautions that are being taken for customer safety and the safety of store employees.

AUDIENCE SEGMENT

Identify and target customers within a specific radius of the stores that are opening by using zip-code data.

4

Increase Adoption of Curbside Pickup

Curbside pick-up is a safe, and often faster alternative to shipping products straight to customers. However, it's still a new concept to much of the population. In order to increase adoption of this benefit, develop a message that provides step-by-step directions on how to make and pick up a curbside order. You could even consider providing an incentive offer for their first curbside pickup.

AUDIENCE SEGMENT

Use historical order-type data and zip-code data to identify customers who have never placed a BOPIS order and are within a specific radius of a retail location offering curbside pickup.



Looking to improve your customer segmentation capabilities?

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About QuickPivot

QuickPivot is the premier customer data platform for brands looking to know, target and engage their customers. QuickPivot empowers marketers to make data-driven decisions and develop advanced cross-channel campaigns. The QuickPivot platform is backed up by a services team laser-focused on client success.

Learn more about the QuickPivot CDP at:

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