360° segmentation
Supercharge targeting and marketing effectiveness

The context
Despite being a marketer’s tool for at least 30 years, traditional approaches to segmentation have had mixed results as a practical marketing tool. This is primarily due to their inability to influence consumer behaviours.

Our approach
To develop highly customised approaches that ensure that our clients deliver a more actionable and accurate 360° view of customers.

MARKETABILITY
- Clear, meaningful segments
- Differentiated by needs, attitudes & value

TARGETABILITY
- Great accuracy for classifying/scoring customer databases

CONTINUOUS REPLIICATION
- “Real and reliable” segments, that can be recreated in other behavioural data sets

To use best in class data integration techniques, such as machine learning, to build accurate predictive models. These integrate multiple data sources to make it easy to find, profile and maximise potential from the key targets.

The benefits
- More accurately predict segment membership despite complex and unstructured information and missing data
- Overlay segments onto Kantar TGI allowing alignment between media buying and targeting, improving efficiency and effectiveness
- Target relevant segments online and drive one to one data marketing programmes
- Enriching segments with social insights, adding greater depth and micro targeting relevancy

Case study: Global Mobile Phone Operator
Our client wanted to gain greater clarity on needs, attitudes and behavioural differences of their customers and prospects across five markets.

We created a macro-segmentation and targeting model with behavioural metrics from their internal CRM/billing databases. This maintained a common framework across all countries whilst recognising unique market nuances, and identified highly targetable segments for focused communication strategies.

This was combined with softer, attitudinal elements from surveys to improve the relevance and effectiveness of their marketing plans.

We achieved classification accuracy of up to 85% of 80M+ customers in the database that helped to inform a new marketing strategy. This covered optimised product development, KPI tracking, advertising campaigns, and high-level budgeting and resource allocation, all aligned with segment priorities.