

5 Segmentation

What is segmentation?

Segmentation is the marketing practice of dividing a customer base into similar groups based psychographic or behavioural attributes. Segmentation allows a company to optimize product offerings, marketing and sales approaches to meet the specific requirements of defined segments. Applying segmentation allows companies to target groups more efficiently and allocate marketing resources effectively.

Why do I need segmentation?

A well-defined segmentation approach means you can better satisfy customers in a shorter time, because prospects are more likely to purchase, close faster, produce bigger deals, and remain more loyal. For marketing, well-defined segments mean more targeted messages and programs that resonate with buyers. The end result is higher response rates, better engagements, shorter conversion cycles, and, a better return on marketing investment.

What segmentation is NOT

Segmentation is not a specific customer list or a set of contacts. It's based on a cross section of all customers.

Segmentation – Basic techniques

- Align marketing and sales to identify the profile of your ideal customer.
- Identify the scope of your market to understand your customer base.
- Align sales and marketing to prioritize the most important segments.
- Create contact groups manually based on key segmentation markers.

Segmentation – Advanced techniques

- Perform a competitive analysis to understand your competition.
- Dynamically assign contact groups based on key demographic markers.
- Use personalization for key segments.
- Use email marketing to leverage segmentation.

Segmentation optimization

- Review personalization variants to provide the most relevant content to key segments.
- Review score of won and lost opportunities to verify they match key segments.
- Review leads with high scores that did not turn into opportunities. How could the scoring be improved?
- Review contacts online behavior to see if their actions are really demonstrating the best leads and are being reflected properly in the score.

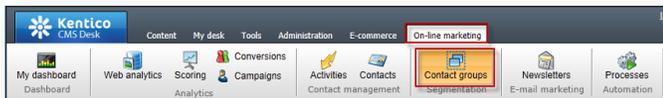
Top Resources

- Contact Groups Overview:
http://devnet.kentico.com/docs/onlinemarketingguide/cm_contact_groups_overview.htm
- Feature series: Content personalization:
<http://devnet.kentico.com/Videos/Feature-series/Feature-Series-Content-Personalization.aspx>

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Segmentation quick start

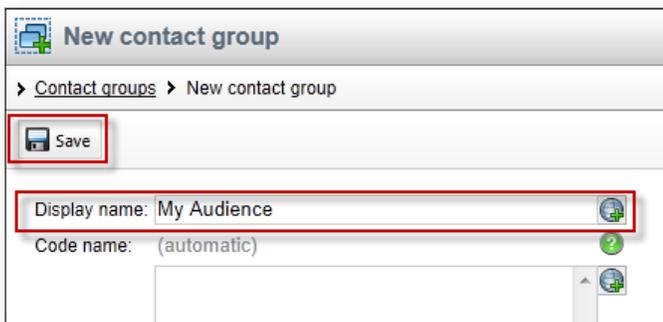
1. In **CMS Desk** select the **On-line marketing** tab and then click the **Contact groups** button as shown in the following screenshot.



2. In the Contact groups screen select **New contact group** link as shown in the following screenshot.



3. In the New contact group screen in the **Display name** field enter My Audience, in the **Code name** field enter **MyAudience** and then click the **Save** button as shown in the following screenshot.



Contacts



On this tab you can see a list of contacts assigned to the current contact group and can also assign contacts to the group.

Accounts



On this tab you can see a list of accounts assigned to the contact group and can also assign accounts to the group.

Dynamic conditions

