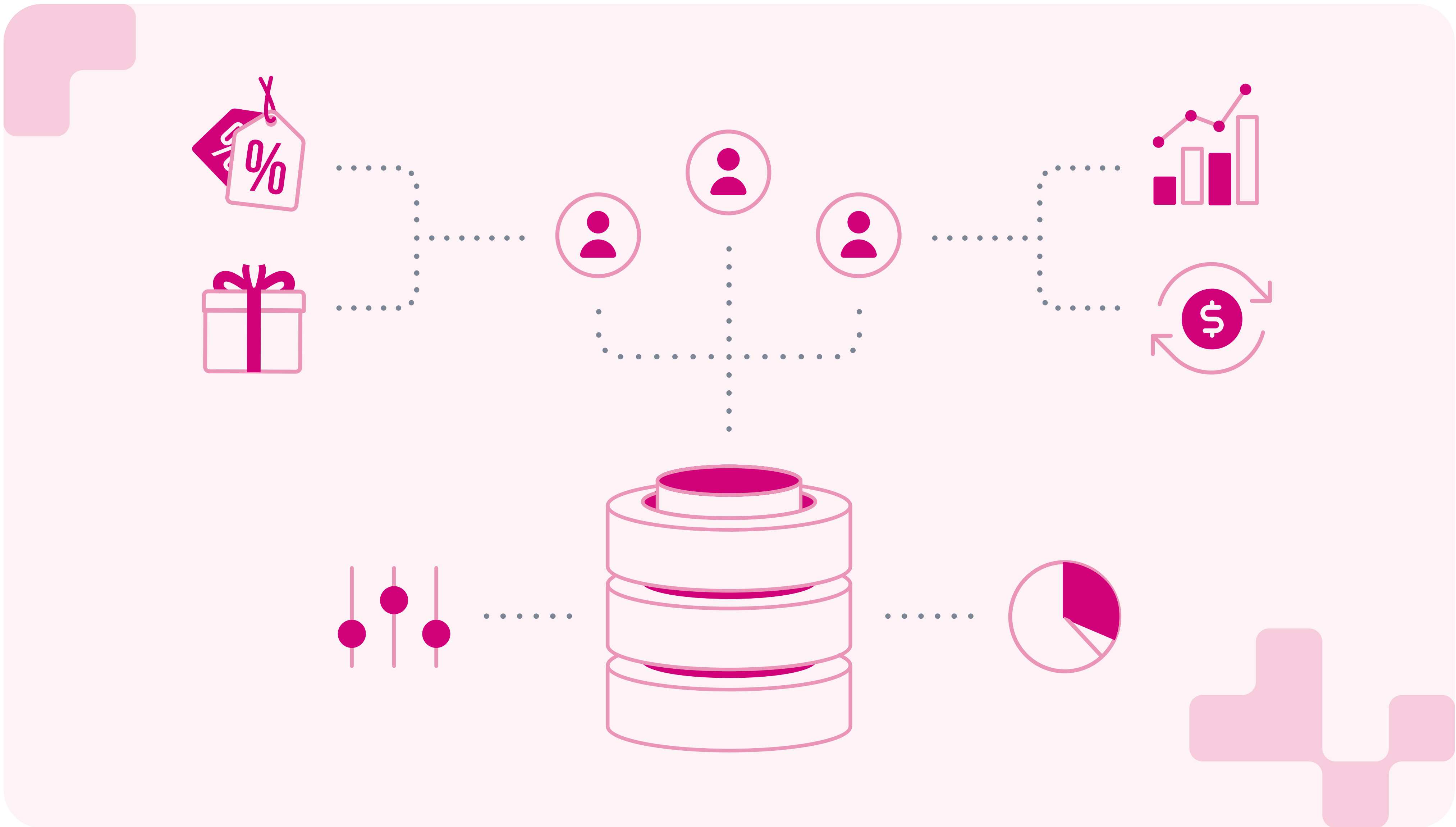


Designing high-impact customer segments

Use the below template to build personalized, customer-centric campaigns that work.



Segmentation template...

Initiative: Brief description of high level objective

Goal: Sentence outlining the specific and measurable goal or task at hand

Segments	Differentiators	Motivations	Attributes	Personalization
Customer group you're targeting and/or statement articulating how the segment is defined.	What differentiates them from other customer segments?	What's motivating them to act?	Which data points describe or highlight their attributes?	Options for personalizing the experience.

In practice...

Initiative: Second purchase engagement // new customers

Goal: Increase engagement among new customers to drive a second purchase within the first 30 days after first purchase.

Segments	Differentiators	Motivations	Attributes	Personalization
<div>New Product Finders</div> <div>Defined by: First purchase date is within 30 days ago AND purchased product SKUs were added within the last 60 days</div>	<div>Primarily interested in new products</div>	<div>Users want to impress family and friends with the latest style or gadget</div>	<div>New user flag</div> <div>Referring channels</div> <div>Search keyword</div> <div>Conversion source</div> <div>Purchase history</div>	<div>Prioritize dynamic email and SMS communications with new products</div> <div>Dynamic homepage promoting new products</div> <div>Custom ad audience and content promoting new products</div>
<div>Single-Minded Shoppers</div> <div>Defined by: First purchase date is within 30 days ago AND has at least 3 sessions browsing [X product or product category]</div>	<div>Primarily focused on single product or product category</div>	<div>Users want to save time by quickly finding and purchasing a known product</div>	<div>Category affinity</div> <div>Price point affinity</div> <div>Last product or category viewed</div> <div>Coupon redemption rate</div> <div>Email engagement</div> <div>SMS engagement</div> <div>UTM tags</div>	<div>Dynamic email and SMS communication based on product affinity</div> <div>Replenishment campaigns when supply is perceived to be low</div> <div>Dynamic homepage promoting add-on or related products based on previous purchases</div> <div>Ad content promoting add-on or related products based on previous purchases</div>

Your turn...

Initiative:

Goal:

Segments	Differentiators	Motivations	Attributes	Personalization

Level up your customer marketing with Simon Data

Get a customized demo to learn how Simon Data can help you:



Unify data from your cloud data warehouse and all your marketing and analytics tools to get customer 360° profiles.



Build sophisticated audiences in a no-code UI and sync those audiences to your marketing channels in real time.



Create the hyper-personalized campaigns you've always wanted to boost customer engagement, retention, and LTV.



Get onboarded in as little as 45 days so you can reach your marketing and revenue goals faster.

[Get a customized demo →](#)