

3 BENEFITS OF SEGMENTING YOUR

CUSTOMER BASE



RESEARCHES FOUND THAT SEGMENTATION HELPED BUSINESSES CREATE **2-5X MORE EFFECTIVE CONTENT**. (1)

THE PROCESS OF SEGMENTING YOUR CUSTOMER BASE MEANS DIVIDING PEOPLE INTO GROUPS BASED ON CERTAIN DEMOGRAPHICS AND CONSUMPTION BEHAVIOUR AND SENDING THEM TARGETED CONTENT RATHER THAN SHARING THE SAME FOR ALL YOUR AUDIENCE.



WHAT ARE THE MAIN BENEFITS OF SEGMENTING YOUR CUSTOMER BASE?

#1



HIGH CUSTOMER RETENTION

Businesses segment their customers into the frequent buyers and those who need extra attention. Targeted marketing campaigns are created in order to capture the interest of both of those groups, creating a high-value experience for them. This brings in new customers as well as retains the old ones.

HIGH ROI & CONVERSION RATE

The higher the customer acquisition and retention, the higher the revenue. McKinsey studied segmentation in the retail space and found that it accumulated benefits when it came to increasing returns on sales. (2)

#2



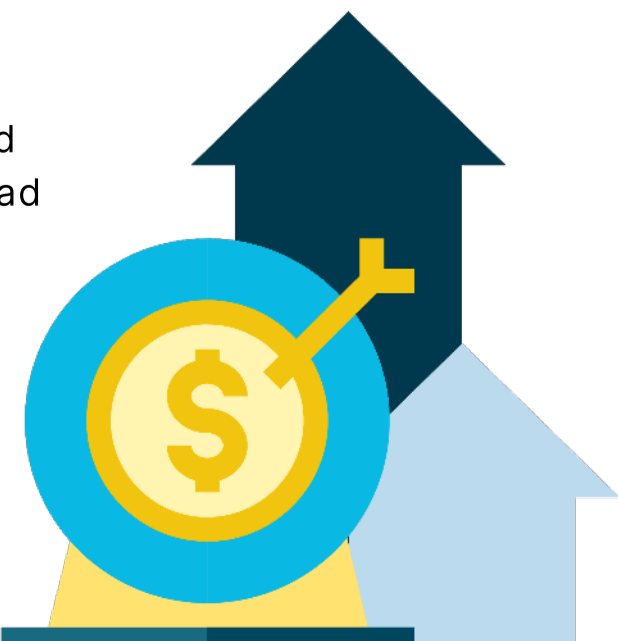
#3

EFFICIENCY IN MARKETING

By segmenting your customer base and sending them targeted messages, your customers actually take interest in what you have to tell them. Your push notifications, emails and in-app messages are then not considered as spam.

A survey from Mailchimp found that **segmented campaigns** had **open rates** that were

14% HIGHER THAN NON-SEGMENTED CAMPAIGNS.



THERE IS ALSO A 101% INCREASE IN CLICKS

over non-segmented campaigns, lower bounce rates and unsubscribes.(3)

Sources:

(1)<https://blog.hubspot.com/marketing/build-buyer-personas>

(2)<https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Marketing%20and%20Sales/Our%20Insights/EBook%20Big%20data%20analytics%20and%20the%20future%20of%20marketing%20sales/Big-Data-eBook.ashx>

(3)<https://mailchimp.com/resources/effects-of-list-segmentation-on-email-marketing-stats/>