



# Creating the Ultimate Agile 360 Segmentation to Drive Engagement and Growth

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March 2023

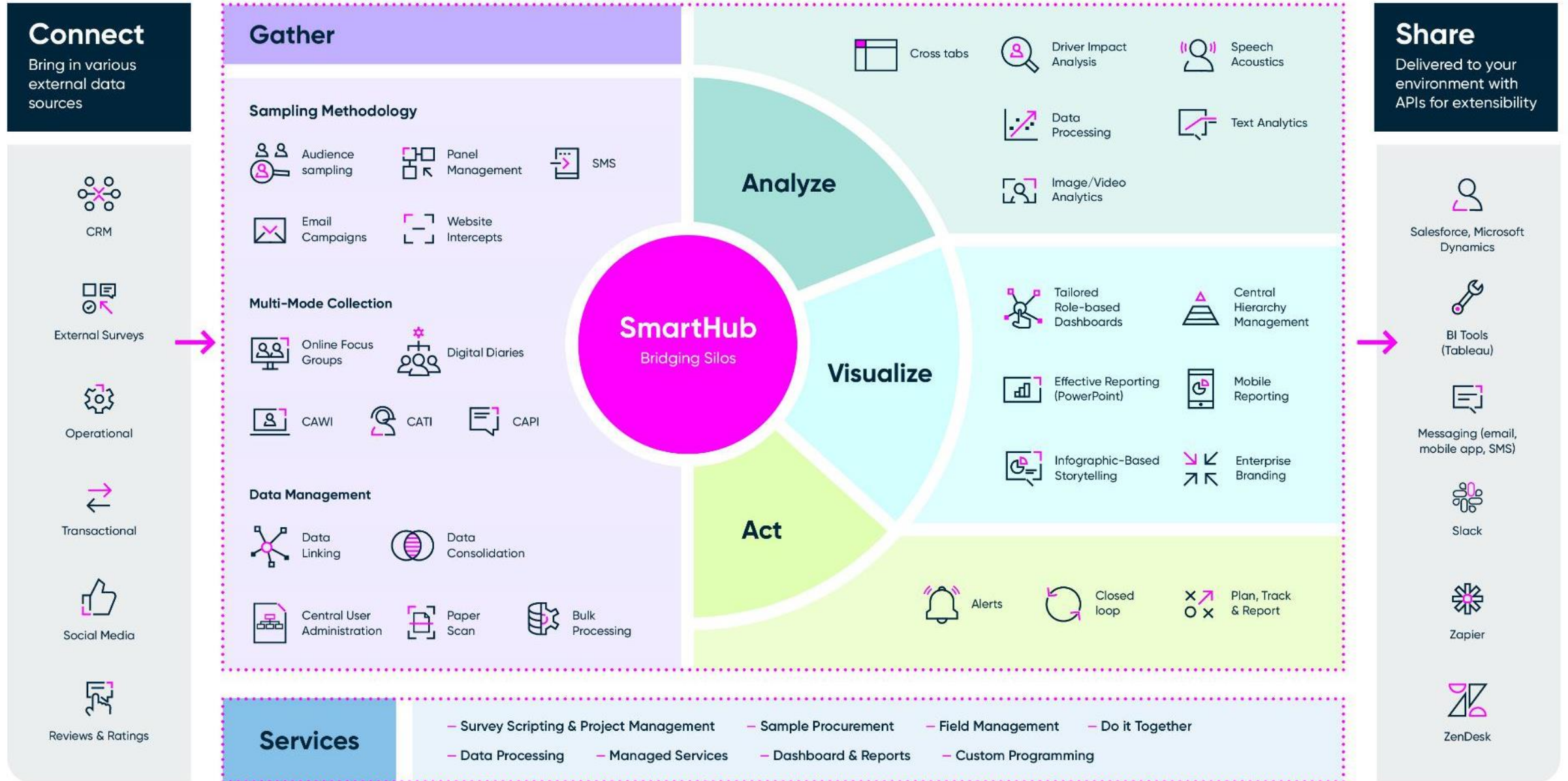
# The Future is Human

At Forsta we begin with the premise that behind every data point is a person, a real human being.

We believe that you need to get closer to these real people, to fully understand their experiences, better respond to their needs, make better decisions, and build genuine lasting relationships with them.



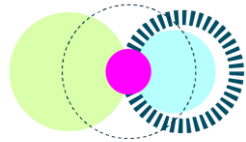
# Forsta HX Platform



# Forsta's HX Methodology:

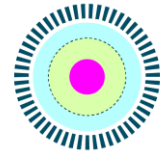
In pursuit of a full picture of the Human Experience

## Gather



Collect data you need from any touchpoint or channel.

## Analyze



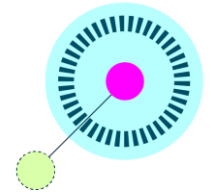
Insights brought to life as broad patterns and detailed stories.

## Visualize



Deliver data as a complete and compelling story.

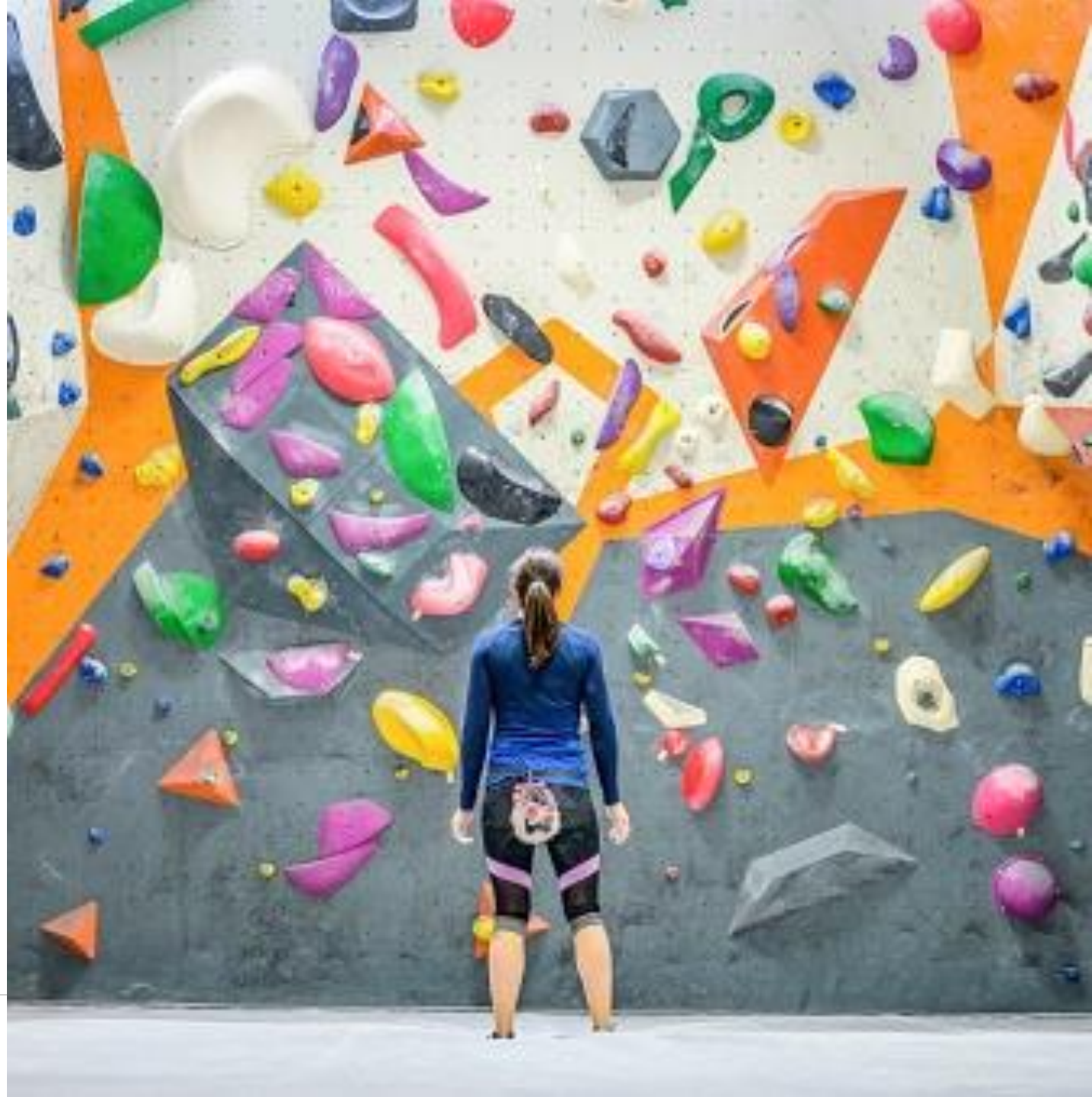
## Act



Act on the insights you find. Improve performance and experience.

# Forsta & CMI Research

CMI has been a longstanding strategic partner who has been with Forsta since Decipher to FocusVision to PG Forsta (Decipher, Conconfirm + Dapresy, Press Ganey)



# Diving into the CMI Process

We will introduce you into the segmentation magic when high velocity marketing researching consulting is paired with the most advanced survey and data processing technologies.

CMI will take you through how agility and rigorous methodology can live hand and in to develop a comprehensive complete segmentation.





**30**  
Years  
Experience

**12M**  
Annual  
Survey Invites

**8+**  
Category  
Expertise



Chairman  
Award Winner



Enabling  
Go To Market



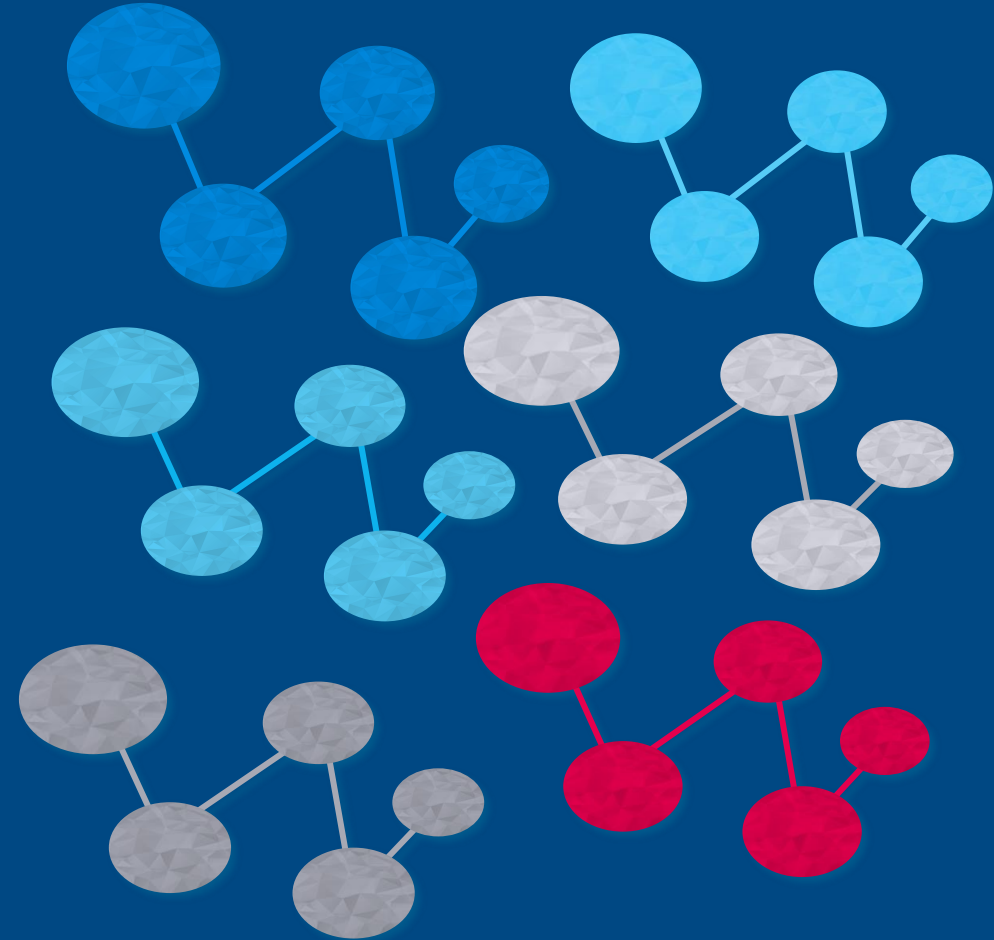
Organizational  
Adoption

Segmentations should  
**Maximize** the . . .

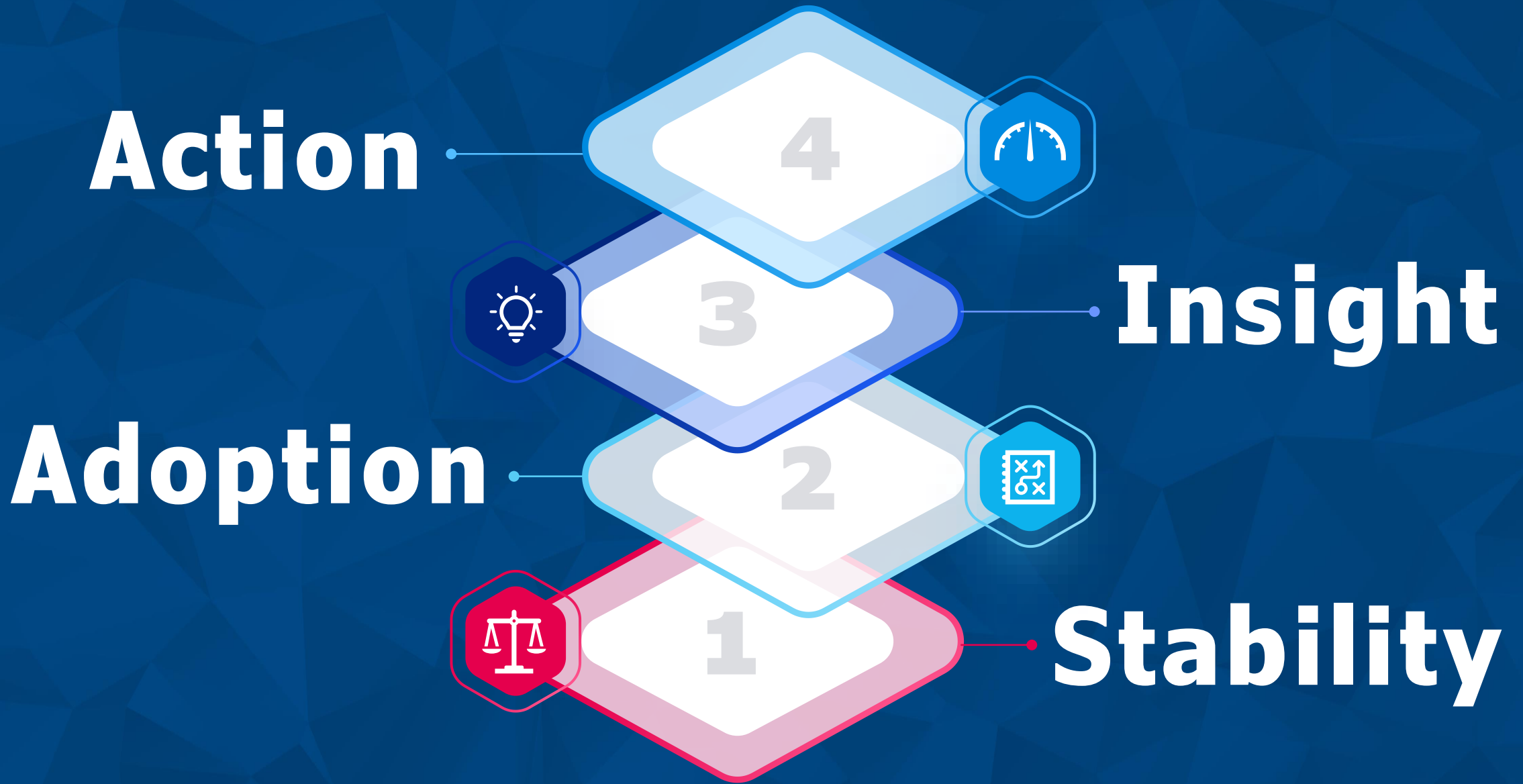
**Similarities Within**

and

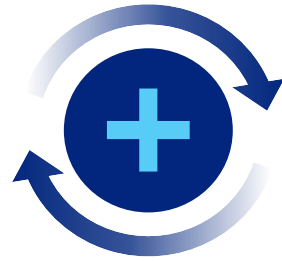
**Differences Between**







# Strategic Client *Partnerships*



*Agile* Advanced  
Analytics

- 
- **Business KPIs**
  - **Addressable Databases**
  - **Past Segmentations**
  - **Messaging**
  - **Competitive**
  - **Operationalization**



**cm**i  
**Agile** Advanced Analytics

# Criteria

## Solution 1

## Solution 2

## Solution 3

Business KPI's

Addressable Databases

Past Segmentations

Messaging

Competitive

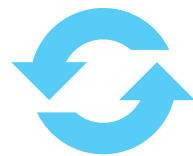
Operationalization

# Process Crosstabs

**Upload  
Solutions**



**Analyze  
Solutions**



**Agile. Rapid. Evaluate**  
*~ 5 minutes*

# Criteria

## Solution 1

## Solution 2

## Solution 3

Business KPI's



Addressable Databases



Past Segmentations



Messaging




Competitive



Operationalization





# Thank You!

## Q&A

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