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Hybrid Segmentation:
Having Your Cake & Eating It

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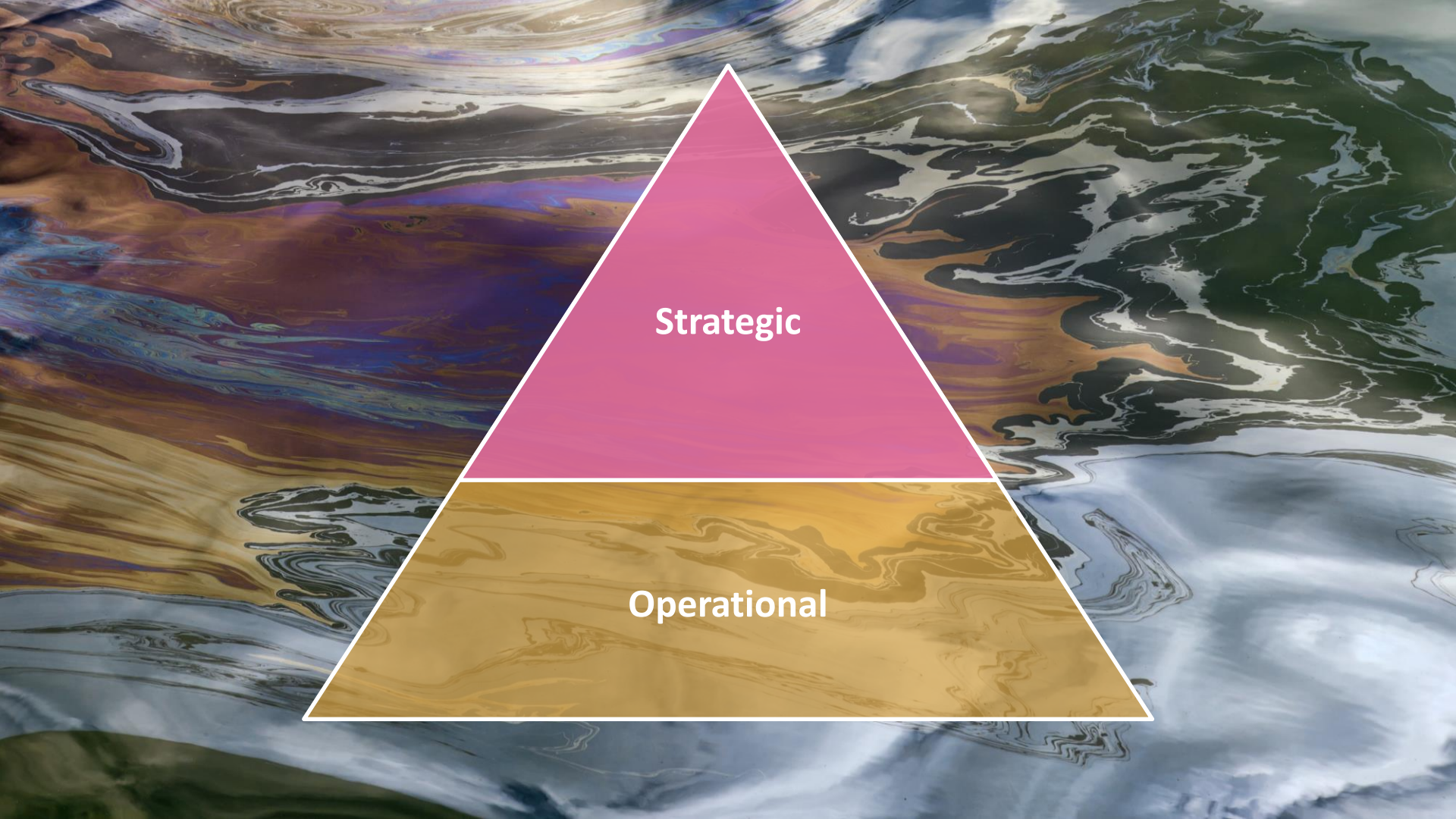
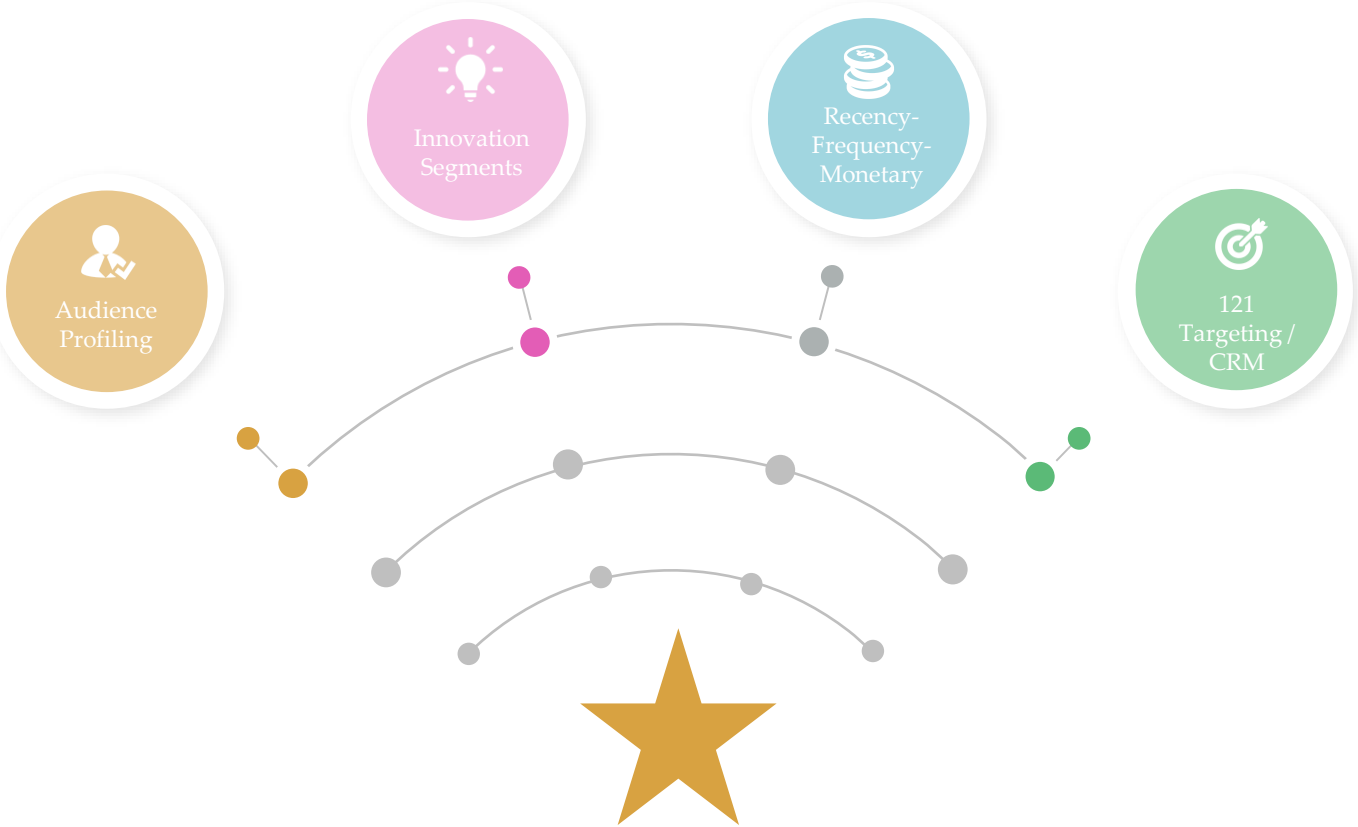

Strategic
Operational

Multiple segmentations. Multiple purposes.



Many Failed Attempts

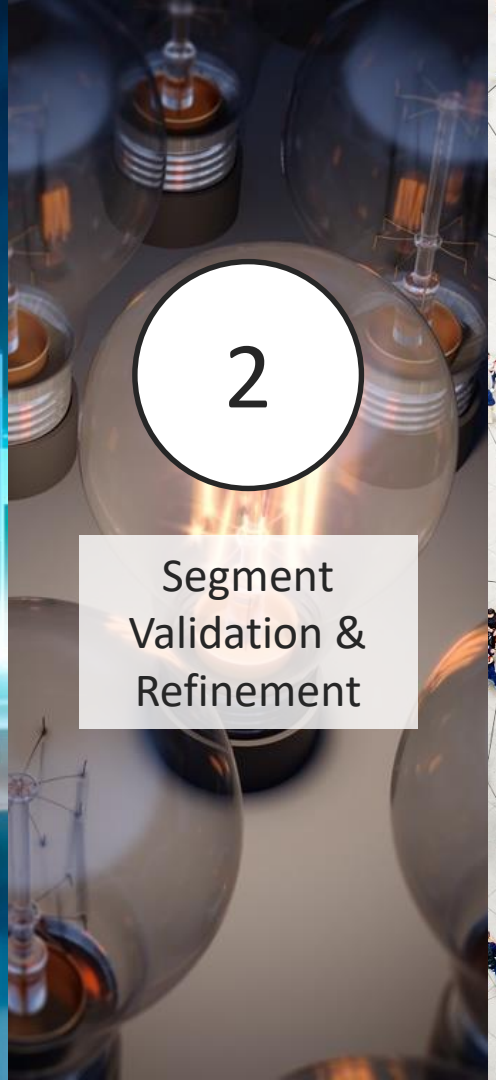
Too strategic or operational

Miss Very

A single persona

1

Enterprise Segmentation Development



2

Segment Validation & Refinement

3

Mapping to wider market

4

Segment Activation

Building Progress

1. **Purely behavioural:**
   Lacked strong grounding in needs, wants & attitude

2. **Narrow field of vision:**
   Focused purely on behaviour with Very, what about their behaviour with competitors?

3. **Customer centric:**
   What about non-customers and acquisition?

Validate & Refine

Expand Vision

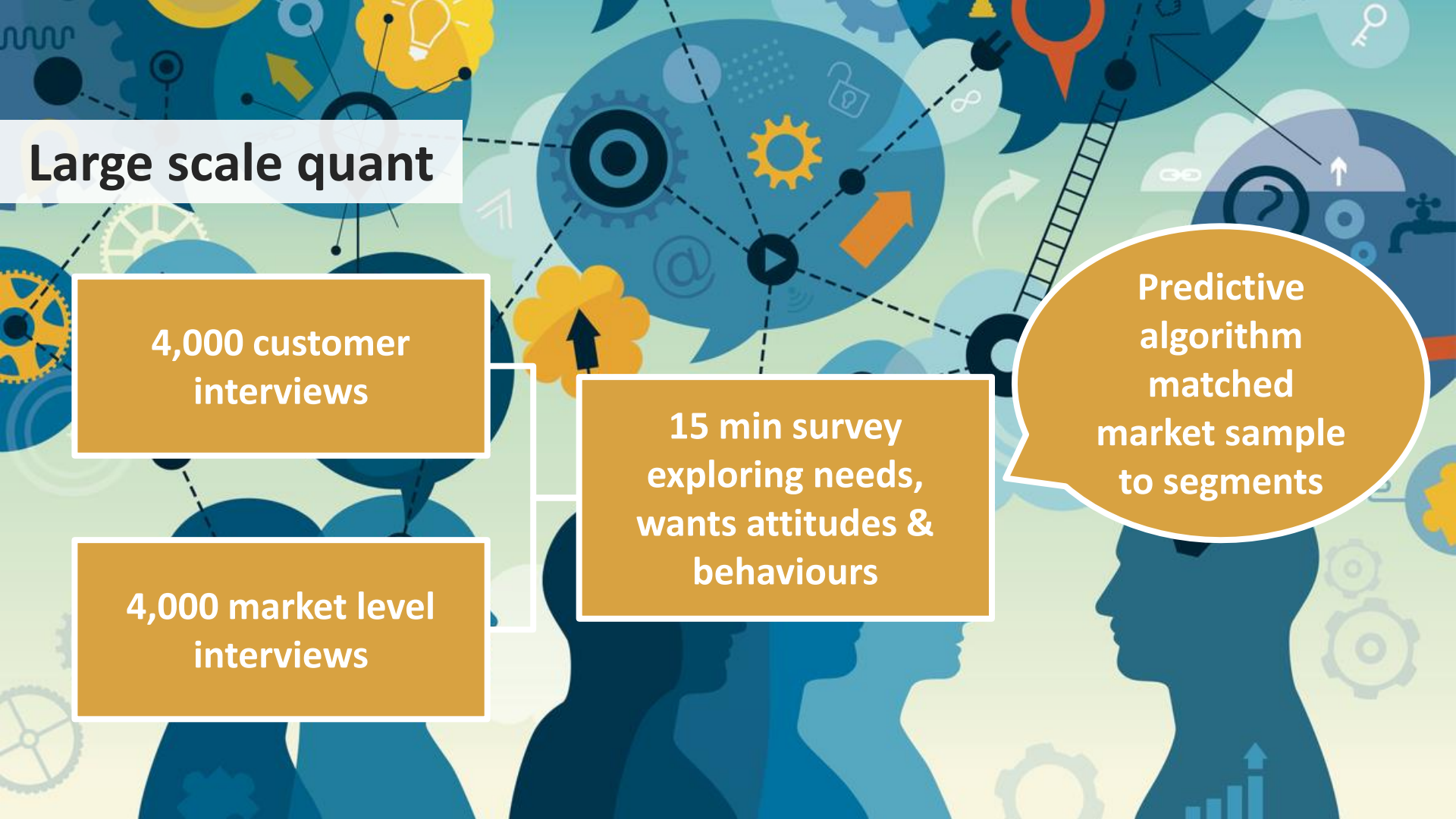
Large scale quant

4,000 customer interviews

4,000 market level interviews

15 min survey exploring needs, wants attitudes & behaviours

Predictive algorithm matched market sample to segments

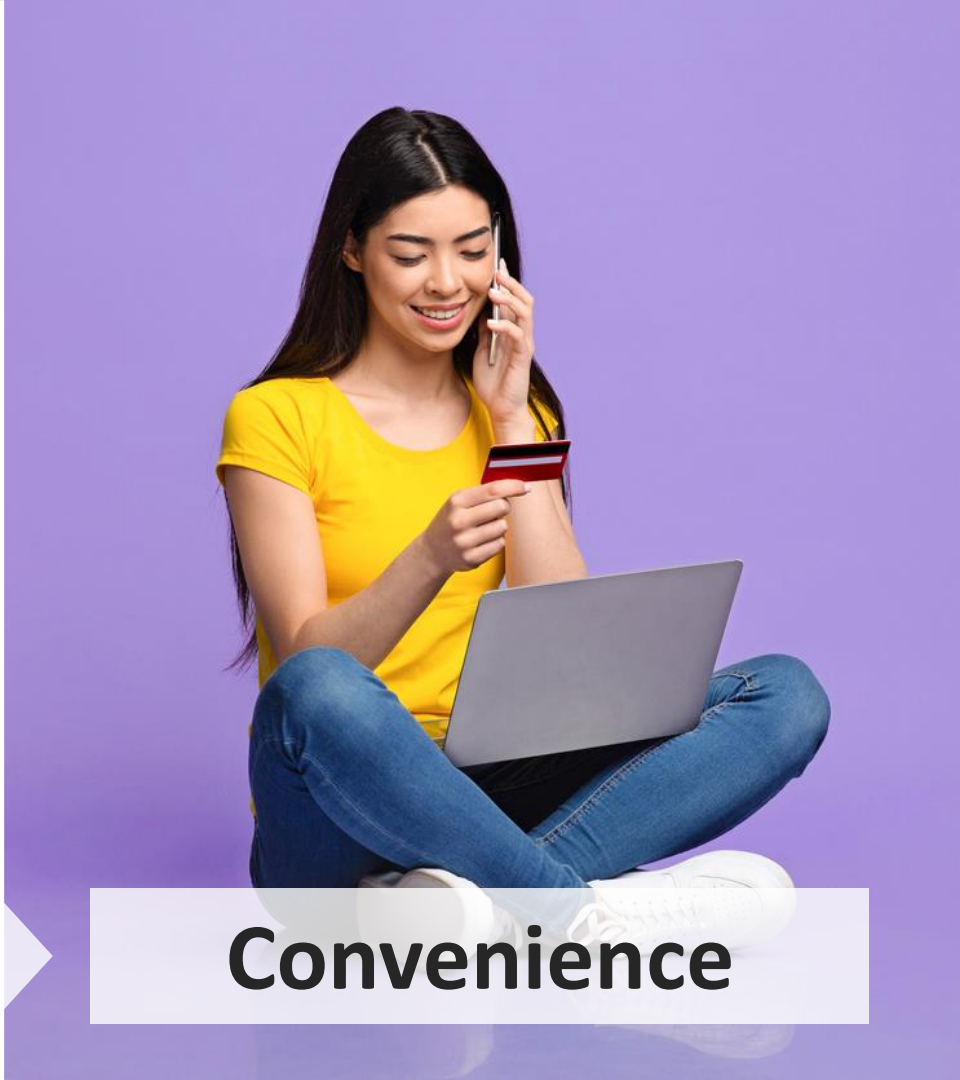


Two part Enterprise Segmentation Validation Process…

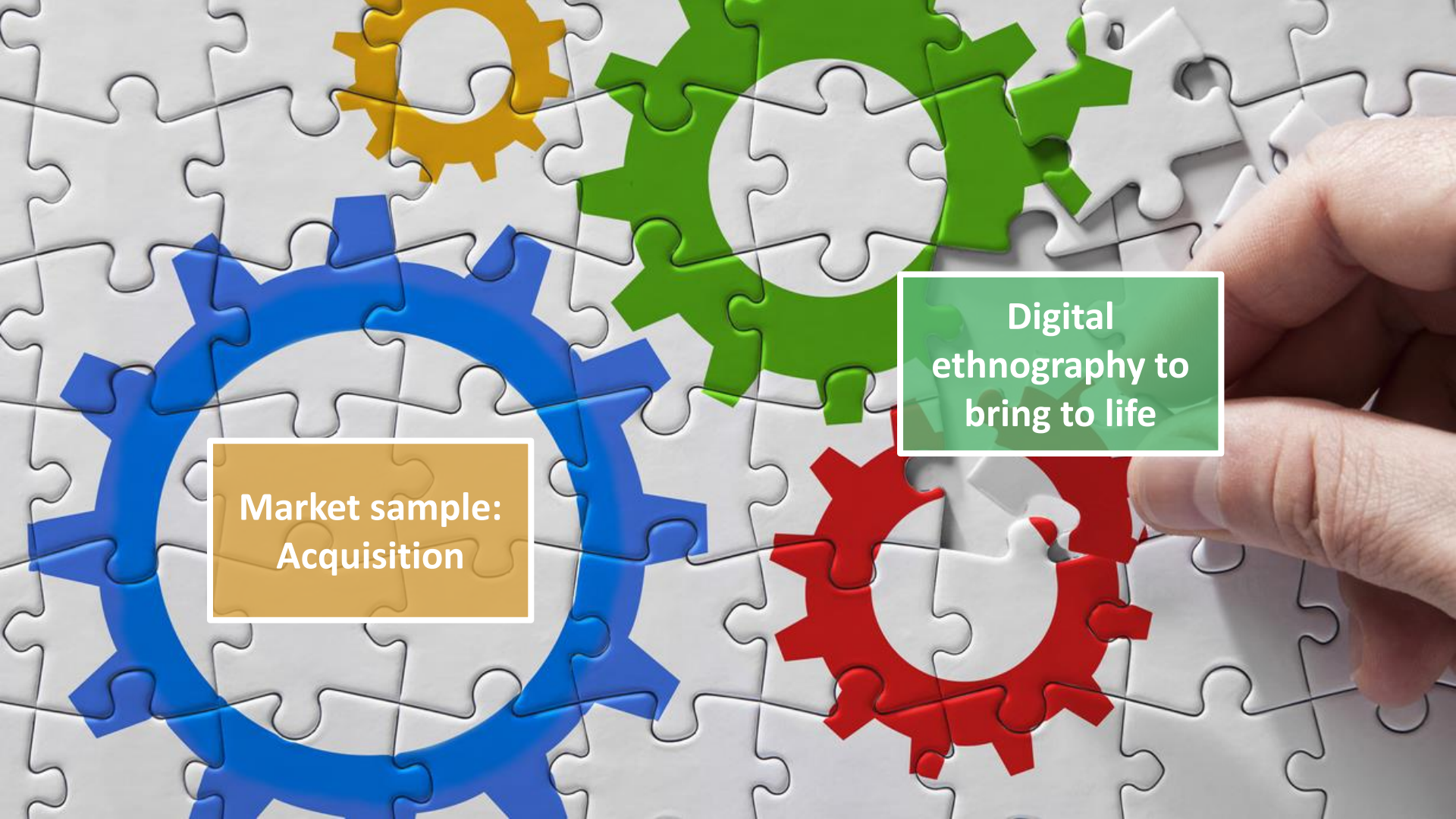
1. **Top-Down approach:**
   Are we using the right variables to begin with or are there others we should be using as our starting point?

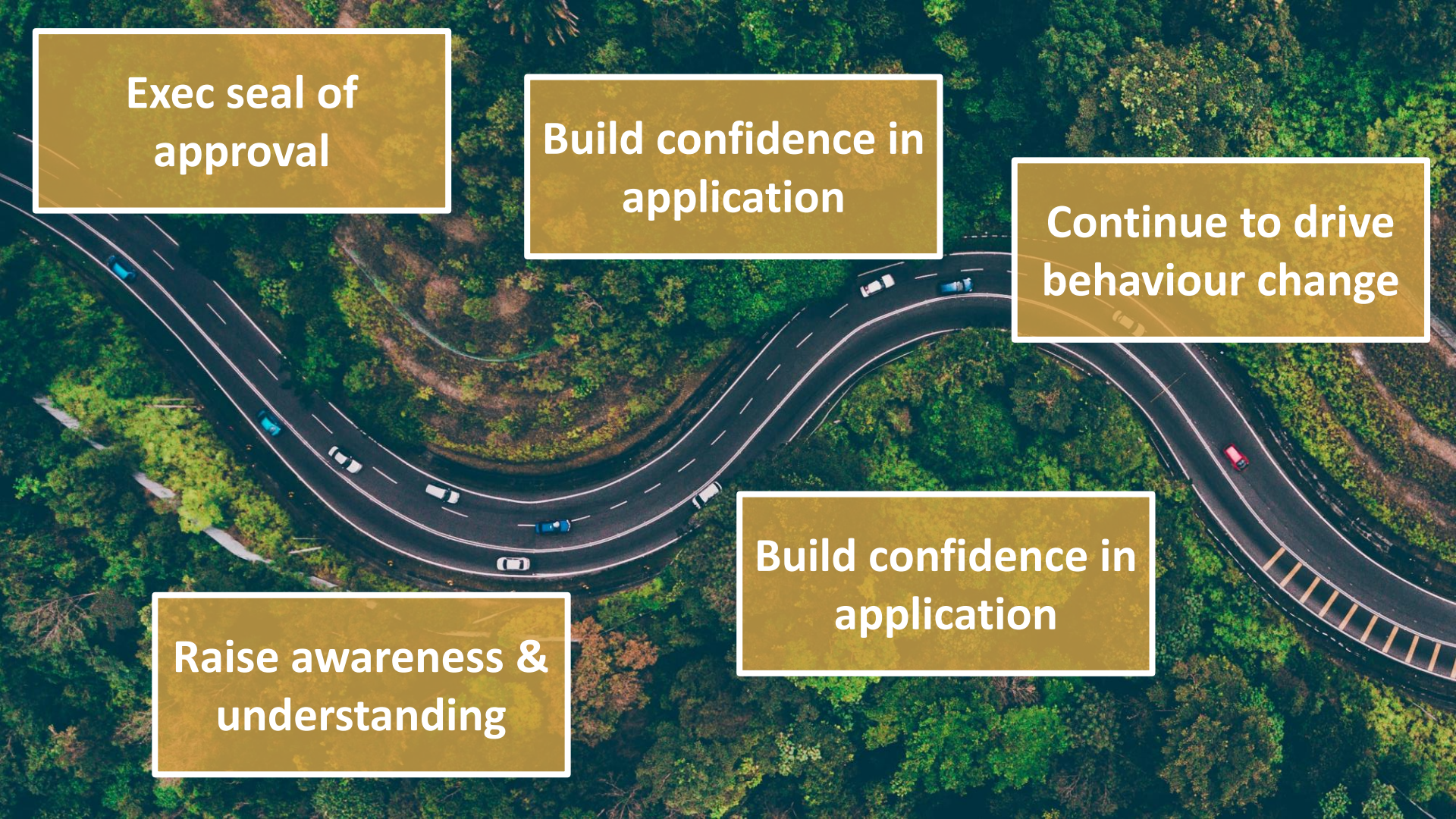
2. **Bottom-Up approach:**
   Are the individual segments intuitive and do they provide sufficient differentiation to warrant separate treatment?

Caution



Convenience


Digital ethnography to bring to life
Market sample: Acquisition


Exec seal of approval
Build confidence in application
Continue to drive behaviour change
Build confidence in application
Raise awareness & understanding

The latest customer news and initiatives

See all

Add

CUSTOMER HUB

Our Families reply to your questions!

March 9

CUSTOMER HUB

Complete our customer challenges

March 7

CUSTOMER HUB

NOW CLOSED: Win an Amazon Echo Show 15 worth £239.99

March 1

CUSTOMER HUB

Our Families: cost of living increases

CUSTOMER HUB

NOW CLOSED: ask Our Families anything!

CUSTOMER HUB

Our Families: plans for 2022

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Customer Dashboard - P9 2022

Ask a Question

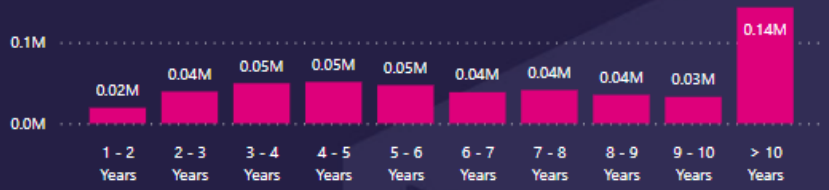
Reporting Brand: Very

Select a Measure: Active Accounts

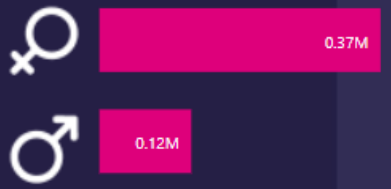
Enterprise Segment: Families On A Budget

497,117	Active Accounts	+11.8% vs LY
354,355	Active Traders	+6.9% vs LY
£62,901,648	Post Credit Demand	+3.3% vs LY
437,413	Orders	+0.8% vs LY
£270.81	Demand Per Trader	-1.2% vs LY
1.88	Avg. Order Frequency	-3.6% vs LY
£143.80	Avg. Order Value	+2.5% vs LY
3.05	Avg. Basket Size	+7.7% vs LY
£47.15	Avg. Item Value	-4.9% vs LY

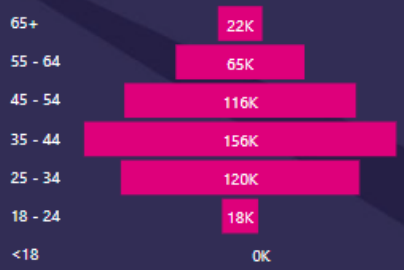
Active Accounts by Tenure (Years)



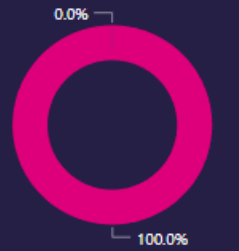
Active Accounts by Gender



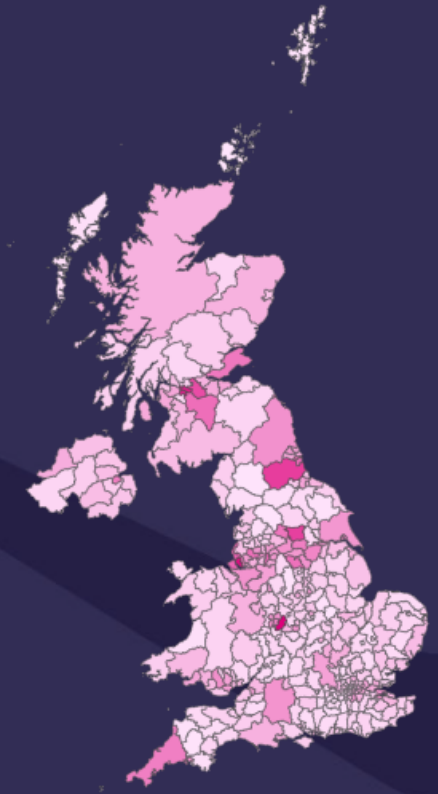
Active Accounts by Age Group



Active Accounts by Cash/Credit Split



Credit Account Cash Account



Darker area colour represents a higher value

-50%

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Thank you for listening