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Driving Personalization Via Segmented Marketing

Embracing Emerging Technologies to
Activate Your Market Segmentation

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LRW | THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

Personalization Drives Sales

**Customers
say they want it**

91% of consumers

are more likely to shop with brands who recognize, remember and provide relevant offers and recommendations.

**Marketers
say it works**

The majority of marketers

report their personalization programs boost conversion rates, visitor engagement & customer experience.

**It can become
even more effective**

Most marketing professionals

say the industry isn't getting personalization right yet.

Source: Accenture 2018 Personalization Pulse Check, Evergage 2017 Personalization Study,

Personalization Is Getting...the Right Message to the Right Person at the Right Time

How do you know what that right message is?

It depends on what type of person you're talking to.

Set Your GPS

CRM

Mass Market Ads

New Product Development

Alternative Fuels for Segmentation

Demos

Targetable
in Media

Behaviors

Usage Styles
or Path to
Purchase

Attitudes

Transcendent
Beliefs about
Category or
Self

Needs

Lifestyle or
Category
Key Buying
Factors

Occasions

Needs Vary
by Situation
(Jobs To Be Done)

Situation:
Effective Segmented Action Requires Robust Information

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Necessary Items To Define Segments

SEGMENT	Attitudes / Psychographics Needs / Occasions Behaviors	
PRIORITIZE	Economic Opportunity Capturability	
PROFILE & TARGET	Behaviors: (Sub)Brand & SKU Media & Lifestyle Demographics	

Important Items To Prioritize Segments

SEGMENT	Attitudes / Psychographics Needs / Occasions Behaviors
PRIORITIZE	Economic Opportunity Capturability
PROFILE & TARGET	Behaviors: (Sub)Brand & SKU Media & Lifestyle Demographics

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Desirable Items to Profile & Target Segments

SEGMENT
Attitudes / Psychographics
Needs / Occasions
Behaviors

PRIORITIZE
Economic Opportunity
Capturability

PROFILE & TARGET
Behaviors: (Sub)Brand & SKU
Media & Lifestyle
Demographics

Problem:

Cramming Too Many Questions Into Survey Leads To Low Quality Data From Unrepresentative Samples

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Modern Surveys Need to Be Mobile Friendly

Mobile Share of Digital Ad Spend

67%
1H19

Source: eMarketer & LRW

Mobile Share of Survey Completes

■ 20 minutes   ■ >25 minutes

Age	20 minutes	>25 minutes
18-24	76%	26%
25-34	63%	23%
35-44	57%	22%
45-54	48%	17%
55-64	37%	12%

An Integrated Approach to Segmentation

Explore & Hypothesize

Stakeholder Interviews

Research Review

Cmmty or Digital Qual

Semiotics & Online Anthropology

Define & Prioritize + Quantitatively Profile

Size & Prioritize

Craft Segments

Profile & Target

Personify & Activate

Pop-Up Communities

End User Training
Database Scoring
Audience Building

Profile &
Target

Quantitatively Profile

- Short Form (Typing Tool)

- Customer DB or Specialty Sample

Self-Reported: Lifestyle & Values, Buying/Usage & Offline Media Behavior

Appended: Transactions, Personal Traits, Digital Behaviors, Propensities, etc.

Some of The Thousands of Sources

Buying Behavior

- Nielsen Catalina
- Numerator
- Simmons
- IRI

Digital Behavior

- Pushspring
- Sharethis
- Inmarket
- startapp

Geolocation

- Ninth Decimal
- Skyhook
- Factual
- PlaceIQ

Demos

- Acxiom
- Claritas
- Epsilon
- ESRI

Database Scoring

Personalized interaction:

- Call center scripts

- Email marketing

- Site/app customization

Mass Market Advertising

Audience Building

Indicator Targeting or Custom Audiences

- Digital/Mobile advertising
- Addressable TV ads
- OOH & Direct Mail

Leverage Your Stakeholders

Research Budget

$50K

Media Budget

$50K

Need for CRM Activation Impacts Your Route

How you will activate impacts:

- Inputs
- Solution
- Typing Tool

Your journey will also require:

- Foreknowledge of available Db inputs (e.g. transactions, account metrics)
- Some Db sample in original survey
- More Db sample taking typing tool

Your journey will also involve:

- Clustering
- Inputs findability assessment
- Lookalike model by supplier or internal analytics team

Others take over the wheel:

- Db administrator or data engineer
- Data Science team
- Website administrator
- Sales team
- Service reps

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Goal of Targeted Advertising Impacts Your Route

How you will activate impacts:

- Sample source
- Items to append
- Survey content

Your journey will also require:

- Foreknowledge of current data sources/metrics and advertising channels (e.g., FB, Google, etc.)
- Large PII or consent panel sample taking typing tool
- Sample match

Your journey will also involve:

- Differentiation assessment
- Lookalike model by DMP or media agency

Others take over the wheel:

- DSP & Social (Indicator Targeting)
- DMP & DSP (Programmatic advertising to custom audiences)

Segmented Marketing Drives Personalization Effectiveness

Thank You!

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