BEHAVIOURAL SEGMENTATION

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HELLO FROM MORE2

We help you make
confident investment decisions
based on robust customer insights

We apply our deep industry experience to run more
effective campaigns
built on your own customer behaviours

## You confidently grow faster and achieve your potential

THE FOCUS FOR TODAY

How smarter segmentation of your customers using their **behaviours** (rather than their spend) allows you to better plan, execute and measure the effectiveness of your CRM campaigns

and how doing so allows you to invest more money in each of your recruitment channel profitably
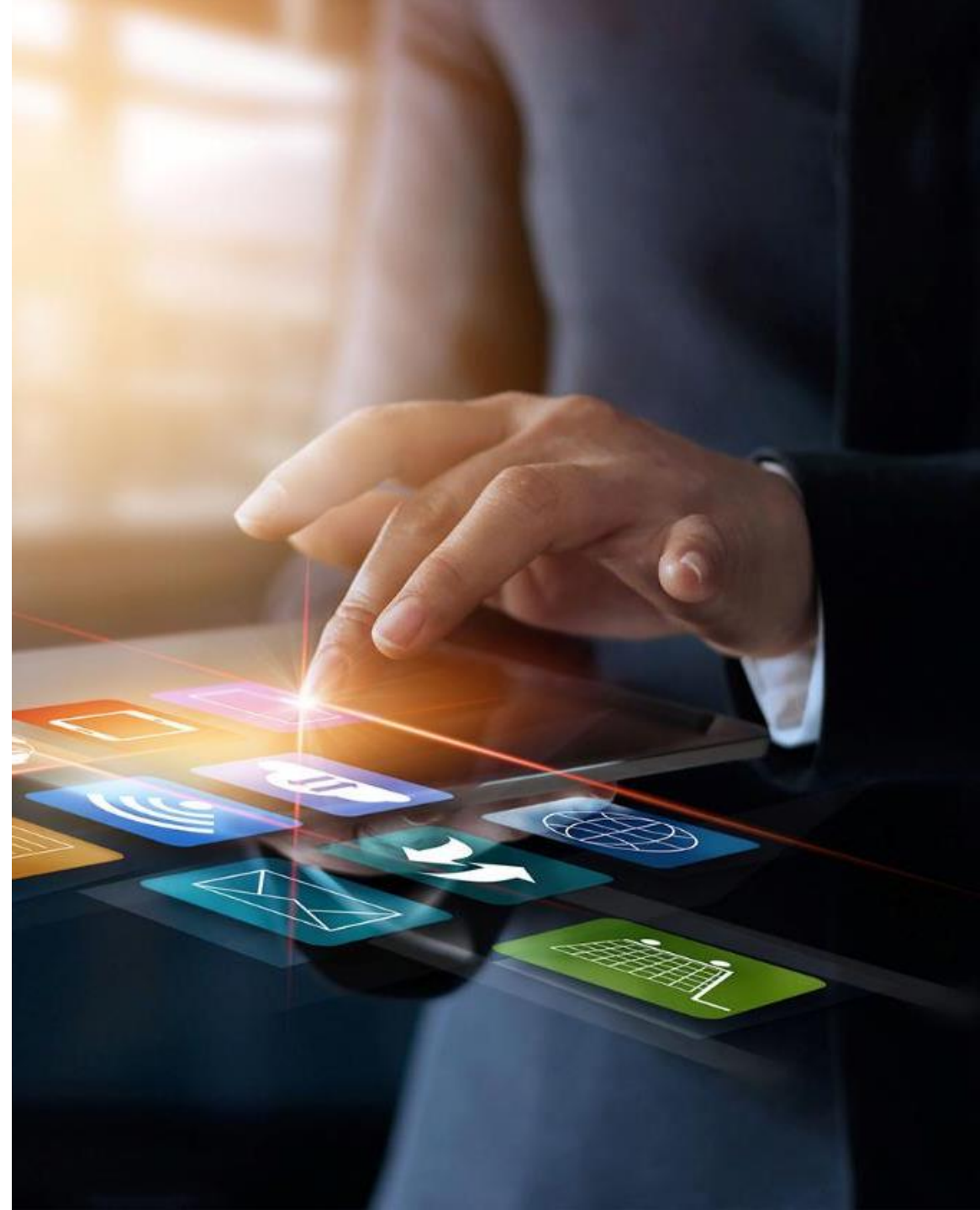
RECRUITMENT MIX IS CHANGING
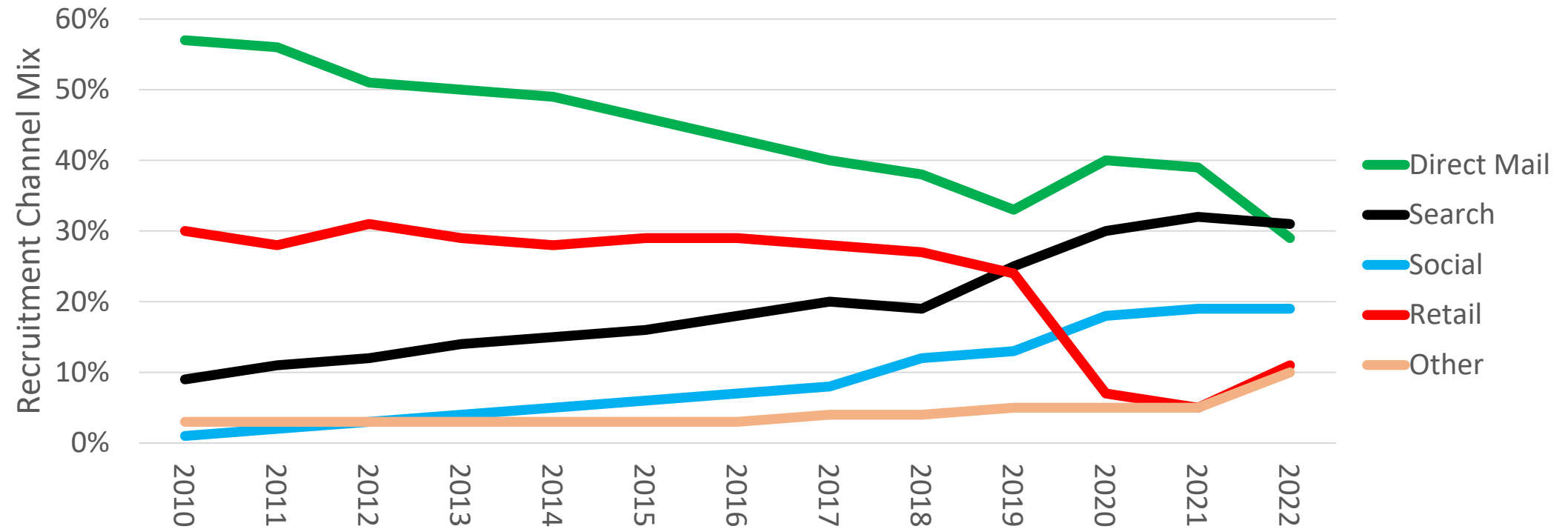
The make up of your customer base is becoming more diverse

We've now got a whole NEW mix of customers that we need to market to going forward

USING DATA TO MAXIMISE cLTV

- Future value segmentation
- RFM segmentation

- Propensity model
- Historic micro segment results

- Brand knowledge
- Years of experience
- Nest practice guidelines

Two customers may both be your best customer segment and in best propensity score, but this does not mean they require the same approach to CRM to maximise your contribution from them.

Customer 1

£320
4 orders
Last bought 2 months

All their shopping is done over the phone using the phone number on the front of the catalogue

All orders are within a week of a catalogue drop using the offer code printed on the cover

Never opened an email

Not registered on the website

Customer 2

£320
4 orders
Last boughts 2

Only orders online

Visits the website 3 times a week

Every email you send they read

Likes all your posts on facebook

Buys from full range of products even if not featured in latest catalogue

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Behavioural segmentation helps define these groups of customers in your customer base

Clusters of similar customers start to appear

By segmenting and then looking at the resulting channel mix of these segments distinct groups of customers start to appear in your data

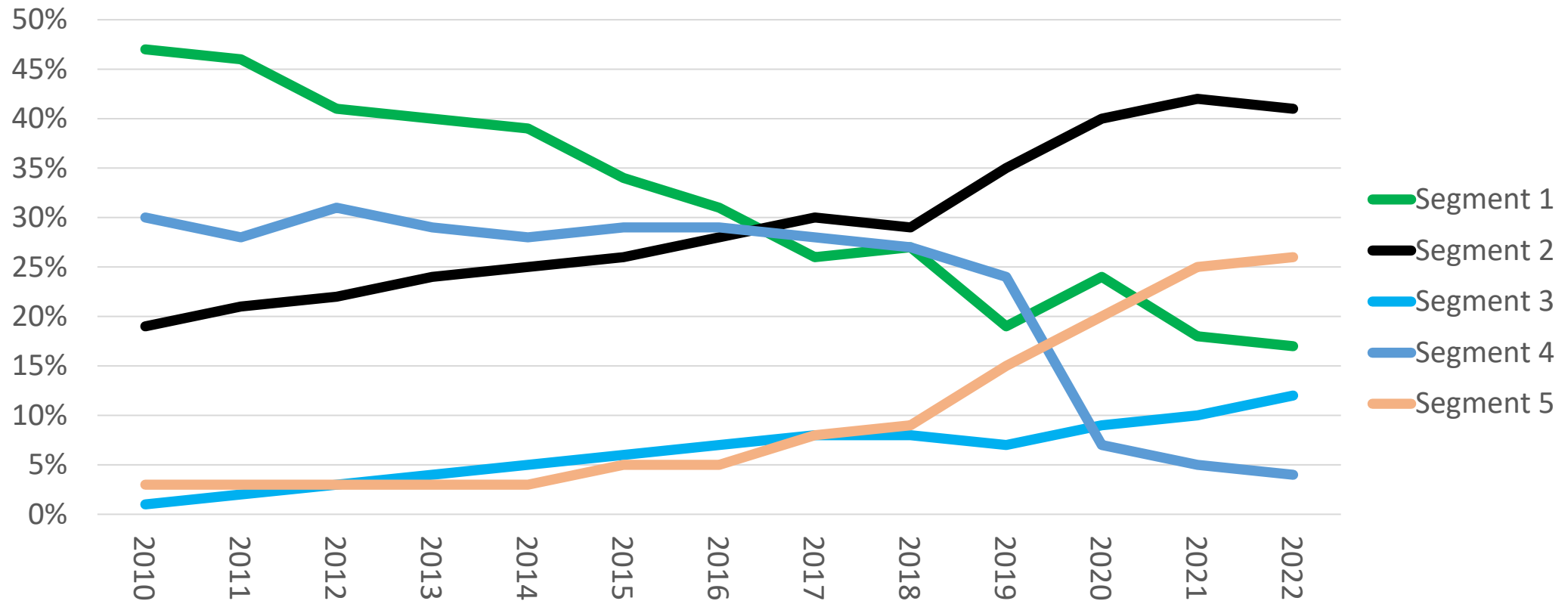Each group with a different requirement for marketing

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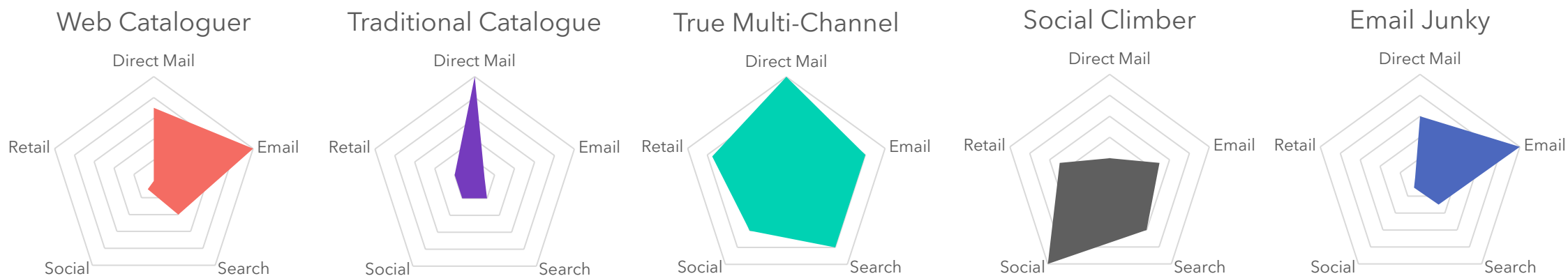
Understanding these segments will also change the way you measure
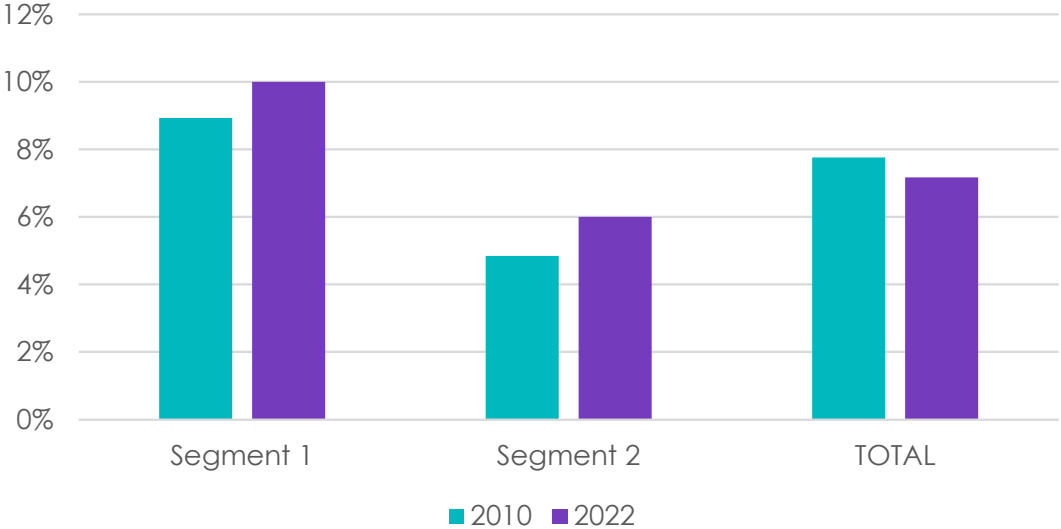
SIZE OF EACH SEGMENT IS CHANGING OVER TIME
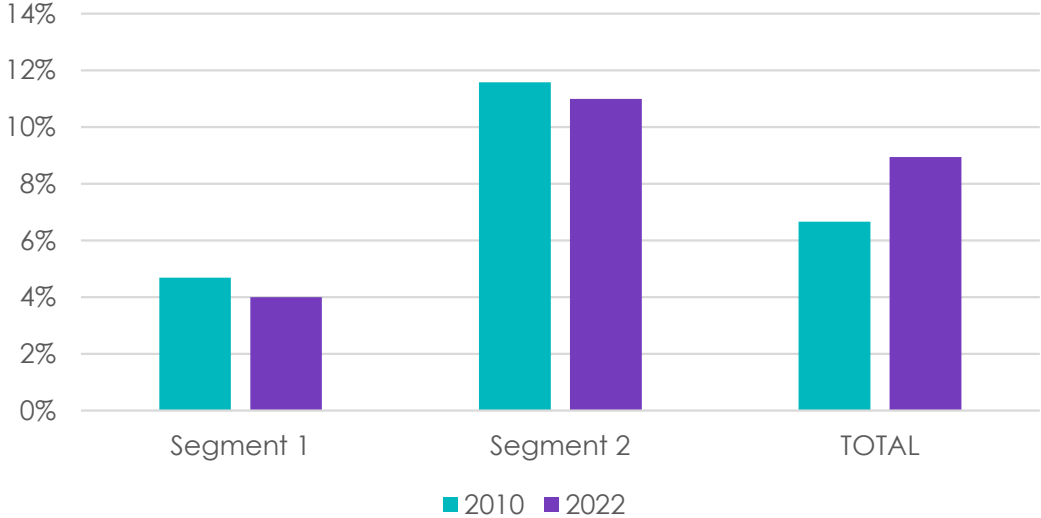

New customer recruitment channel mix
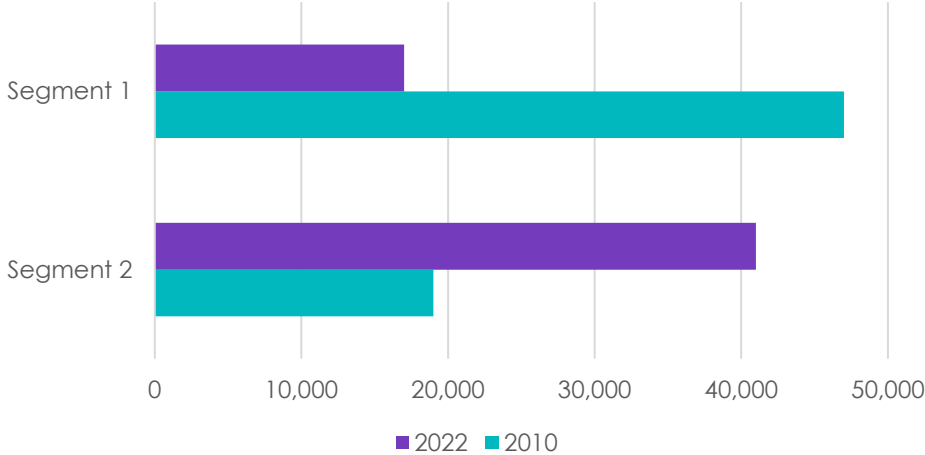
PARADOXIC RESULTS

Mailing Order Response

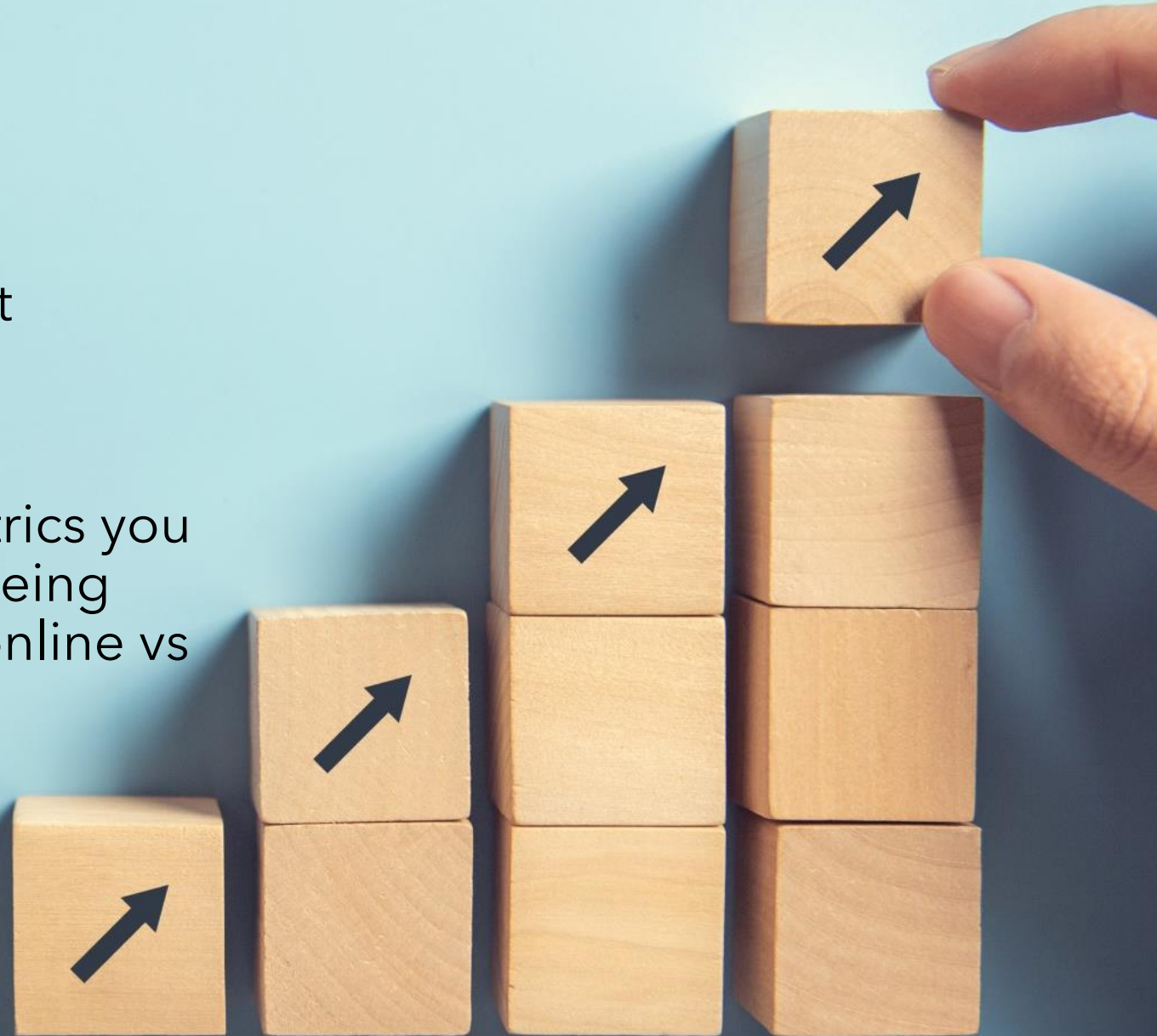Email Order Response

Customer Counts

Customers are less similar than we think

So what now?

- Plot importance of each recruitment channel over time

- Re-cut your results by whatever metrics you have available to make sure your seeing Simpson's paradox even if it's just online vs offline orders

- Spend your budget

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