

Factsheet: Behavioral Customer Segmentation

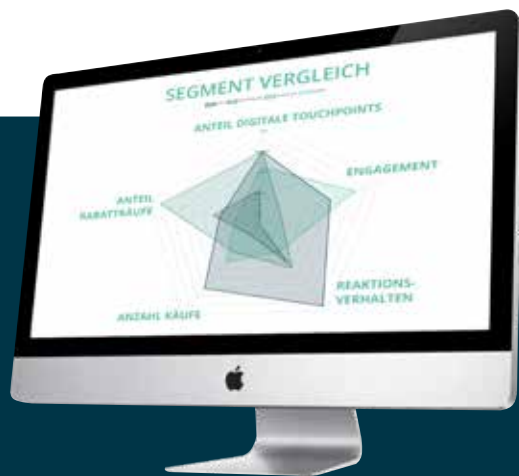
EFFECTIVE AND INDIVIDUALIZED CUSTOMER COMMUNICATION

Rather than relying only on sociodemographic customer characteristics or freely formulated hypotheses, strengthen your customer segmentation by leveraging behavioral and engagement data. With our solution, you can visualize customers with similar behavior in a simple and easy-to-understand way, segment them according to their interests, and address them according to their wants and needs with the help of actionable personas.

Behavior-based segmentation for a stronger, more informed customer approach and lasting improvement of your customer relationships

Scalable segmentation, which can be extended to new customers and can continuously process other data attributes

Targeted development of specified segments for an increase in sales



Meaningful data – clearly visualized

By analyzing the behavior and interaction data from your entire customer base, customer groups with similar characteristics emerge – visualized through easy-to-understand graphics.

Relevant, data-based segmentation

Quickly identify more significant customer features and more relevant customer segments than ever before. That relevant, data-based segmentation can then be applied to each individual customer profile and stored in the corresponding system (e.g., CRM, ERP).



Highly useful personas

For each segment, you'll get a persona description – based on facts, not assumptions – with strategy and recommended measures for targeted development and customer-centered management.

Development potential

New customers are automatically assigned to the relevant segments and their data sources are continuously integrated to sharpen and strengthen your personas.