



Segment and Target your Campaigns

CustomerMinds
Simply Powerful

“Segmentation, on average, delivers a 7x increase in open rate and a 14x increase in click through rate.”

(Source: Peppers & Rogers Group)

Even if you're new to marketing, it should come as no surprise that relevance and timeliness drive responses today, not the generic broadcast marketing that once worked.

Segmenting your database and targeting specific content to different segments is the best and most cost effective way to improve results.

To increase relevance - and boost response rates, there are a number of simple criteria you should segment on:

- ✓ Firstly the contacts' profile - this could include variables like demographics, value, recency of purchase, frequency of purchase etc.
- ✓ Preferences and other data captured in webforms or with SMS text-ins.
- ✓ Past responses to your marketing communications (e.g. whether or not they have responded in some way to previous campaigns. This is known as 'behavioural segmentation').

Segmenting in this way will ensure that every single customer and prospect receives the relevant information they want - through the medium they want to be contacted in. That is the secret of making your marketing communications more relevant and meaningful to all recipients.

You don't want to annoy your customers by sending them information that is of no relevance to them. This will only increase the number of people who opt out or unsubscribe from your communication.

