



How Successful Ecommerce / Multi-Channel Leaders Profit From Their Data

Video 3: Customer Segmentation

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Customer Segmentation

Definition: Activity of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers based on some type of shared characteristics

In other words: “Treating different people differently”

Conclusion: It is common knowledge that segmenting out your current and potential customer base is a sure-fire way to increase conversion rates and boost profits

Marketing Automations

Most people think “marketing automations” or “email platforms” when they hear “segmentation”

They are not wrong!

They’re just skipping a step

Glew provides deep marketing automations as its systems push the more detailed customer segments out to the email platform

“The Triangle”

Native in Glew.io is “**The Triangle**”.

The Triangle is the hinge on how we can go about segmenting ANYTHING in Glew.io (Customers, Products, Inventory, Orders, Subscriptions, Shipping, etc.)

For now, we'll focus on Customers

3 Points of Triangle:

- 1) Finances (Revenue AND Costs)
- 2) Time
- 3) Google Analytics

Business Intelligence

What characteristics do my highest paying customers share? (Segment by LTV)

How do I use Customer Segmentation to attract the highest paying customers and then upsell those customers once acquired?

QUESTIONS?

