

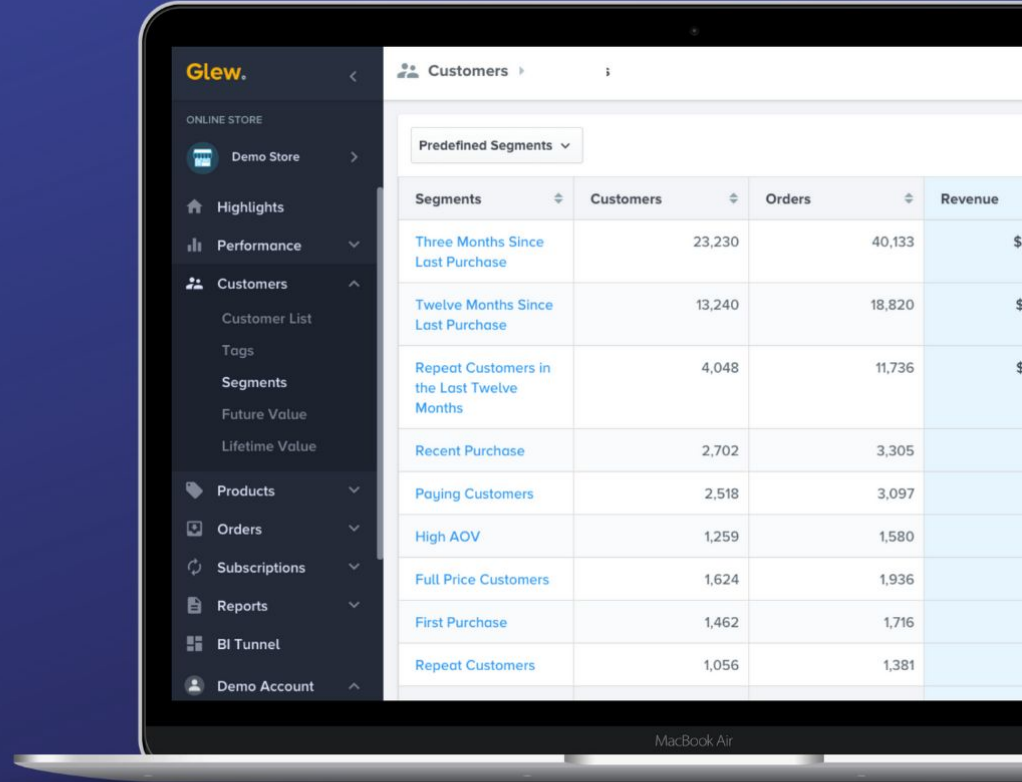


WEBINAR

# Customer Segmentation for BI

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# CUSTOMER SEGMENTATION

**Definition:** The 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’s common knowledge that segmenting 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’re not wrong!**

**They’re just skipping a step.**

**Glew allows for deep marketing automations, as our systems push more detailed customer segments over to your email platform.**

# THE TRIANGLE

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

The Triangle is the hinge on which we can segment ANYTHING in Glew.io (customers, products, inventory, orders, subscriptions, shipping, etc.)

For now, we'll focus on customers.

**The 3 points of the customer triangle:**

- 1) **Finances (revenue AND costs)**
- 2) **Time**
- 3) **Google Analytics**

# BUSINESS INTELLIGENCE

## Using customer segmentation to answer these questions:

- 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?

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