



TripleSmart™ Segmentation

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Traditional Segmentation and What it Doesn't Solve

Segmentation just means dividing customers and influences into several types that have different needs, different price points, channels of communication and so on.

Typically, this is done by using a qualitative research step to identify key attitudes and behaviors in the market, followed by a large-scale survey. The survey data is then analyzed using cluster analysis techniques which does not require a dependent variable or hypothesis for it to work (Latent Class and K-means are the most common).

This has been the industry standard for decades, but it is possible improve on the tried and tested methodology with new modalities which can add insight and provide a choice of different segmentation perspectives.

Attitudes are generated by the conscious mind They are essentially decisions that have already been made and, as such are very good predictors of our behavior, until they are not. In today's highly connected world our attitudes, and hence behaviors, can change very quickly. Adapting to this and creating segmentation options based on more stable elements of decision making offers great advantages.

Cluster analysis has several issues. It was never designed for human data and it needs to make several assumptions. It assumes that the probability of a respondent giving a certain response to a question is the same for all respondents. It also assumes that, absent cluster analysis, the underlying data are completely random. Neither of these assumptions is true for human data.

We have set out to improve and strengthen segmentation methodology.

The Solution - TripleSmart™ Segmentation Tools



The fact is that people react to situations according to *who they really are*, not what attitudes they may have at the moment or what situation they are facing. By using standard psychoprofiles that classify the entire population we can sidestep the problems that occur with traditional methods.

We offer a whole range of alternative segmentation techniques:

1. **Needs based segmentation** in which the rational and non-rational needs of the market are presented as a choice model and the segments driven from the choice model output. The usual demographics, attitudes, behaviors, etc. are then used to further profile the segments.
2. **PersonaSmart™ standardized segmentation** in which we provide robust models of personality-based types with which we just have to research the exact context of your market or product/service. This type of segmentation has advantages of being less costly, less time consuming and less risky than traditional forms. Your internal teams buy into the segmentation before any research is done and know exactly what to expect. It also can create a common view of markets right across your organization
3. **Qualitative segmentation and persona building techniques** can be used where there are very small or hard to access universes. We have a whole range of tools including personality-based persona building and advanced language analysis to bring you a solid segmentation.

Each of our projects is custom designed to meet your needs.

Contact us for a meeting on the web or in person so that we can show you how to meet your objectives and achieve a solid segmentation with lower cost and complete certainty.

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