CONTACT SEGMENTATION METHODS

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1 DEMOGRAPHICS

The easiest segmentation method uses easily accessible data such as age, gender, language and employment level.

2 BUSINESS TYPE AND INDUSTRY

In B2B, use segments based on business types and industries to create messages adapted to each segment.

3 FREQUENCY

Ask contacts how often they want to receive your communications to avoid frustration.

4 GEOLOCATION

Offer promotions that correspond to each contact's home location. Take advantage of local events, news and weather to create more relevant communications.

5 BUYING CYCLE

Informative and value-added content is more effective at the beginning of the buying cycle, as promotions have more impact at the end of the cycle.

6 INTEREST AND ENGAGEMENT

Find out what your contacts like through their web behaviour. Create segments based on engagement levels to drive positive actions.

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