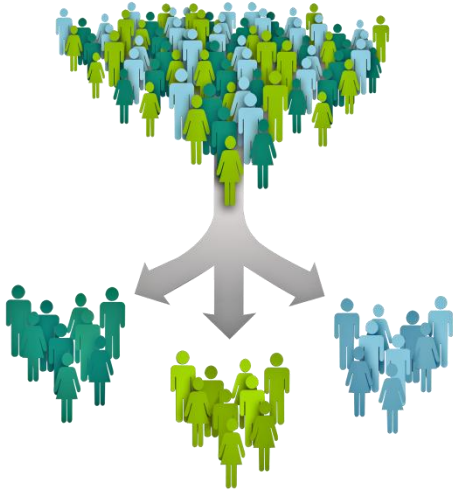


Segmentation



As products and brands continue to proliferate, segmenting your market is more important than ever.

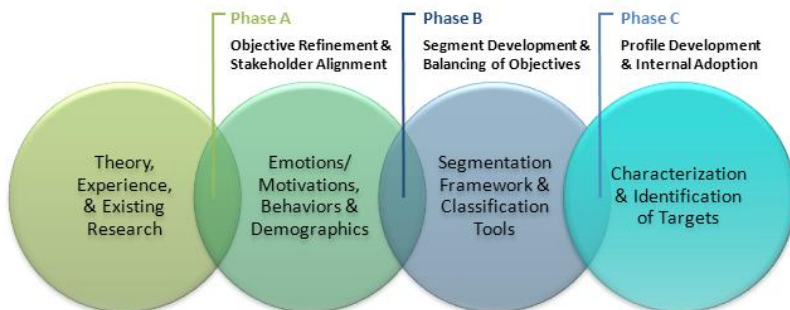
Dividing a large group of heterogeneous consumers into a set of smaller, more homogeneous segments can result in more effective target marketing and sales efforts. Furthermore, employing the right segmentation analysis can impact both product development and communication strategies.

Our Morpace Advanced Analytics team provides proven expertise in this area. As straightforward as it sounds, segmentation research is one of the most challenging quantitative analyses marketers face. It is often difficult to find segments that are both easy to identify and reach based on simple-to-measure variables. Successful segmentation is achieved by:

- Selecting the optimal variables for use in dividing a population into subgroups.
- Identifying the best statistical algorithms for the segmentation.
- Presenting the results in a usable fashion.

The most important question in segmentation analysis is, "How do you plan to use the segments?" Having a clear understanding of what end results are required, and how these results will be used, play critical roles in the ultimate success of any segmentation analysis.

Creating the segmentation model means sorting through demographics, usage behaviors, needs, interests, attitudes, and more. Identifying the proper statistical algorithm means choosing from the various statistical and heuristic methods for determining segments that have been developed in recent years.



We engage you to ensure the solution is robust and sustainable, and remains valuable even as markets continually evolve. Moreover, an effective action plan for operationalizing your segmentation is part of our process, one which incorporates impactful reporting that brings each segment to life with visual, clear and meaningful profiles.

For more information, please contact:

*Morpace at **248.737.5300** or information@morpace.com*

Morpace Inc - Headquarters
31700 Middlebelt Rd #200
Farmington Hills, MI 48334
T 248.737.5300
F 248.737.5326

