

# Segmentology®

## Jump start your marketing in 30 days

Segmentology® prioritizes your customers and the marketplace for optimal marketing investment strategies. With Segmentology®, versioning and relationship marketing programs are customized based on your customers' behaviors, lifestyles, and lifestyles.

Jump start your marketing today to maximize ROI.

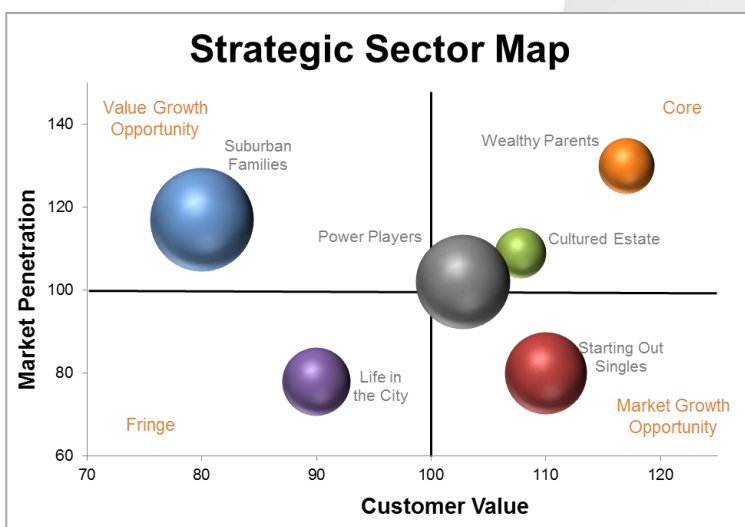
### The Jump Start Segmentation Solution for Marketers

In 30 days, Cogensia's **Segmentology®** provides marketers with the foundation for segment based marketing. We analyze your customers' behaviors from your database, as well as match them to one of our unique **Silhouettes<sub>3D</sub>™** segments. Segmentology® then provides customized marketing segments that prioritize your customers for optimal marketing communications.

Start segmented marketing programs right away with Segmentology®.

### Strategic Sector Mapping Tells You Where You Are Today

Your customers are evaluated and assigned to our strategic sector map, which yields four actionable marketing quadrants. Detailed analysis is provided for a segments strategic opportunity and value.



**Core:** High performing customers that fit your typical customer profile and are a reflection of your brand.

- Focus: Retention

**Market Growth Opportunity:** You have not captured a large share of this group, but the customers you have here are highly valuable.

- Focus: Acquisition

**Value Growth Opportunity:** Your brand appeals to this group, but they underperform as customers.

- Focus: Increase frequency or basket

**Fringe:** Lower performing customers who do not fit your typical customer profile.

- Focus: Minimize investment



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## *Segmentology® Delivers Valuable Information About Your Market*

**Geographic Market Definition** based on the geographic penetration of your customers.

Complete **Profiles of Customers** with rich demographic, interests and census information about your customers relative to the households in your geographic markets.

**Customized LifeStage and LifeStyle Segments** that can be directly added to your database.

**Customer Value** analysis to identify the top performing customers. Your customers are ranked based on historical value, and analyzed with respect to expected future value.

**Marketing Segments** are created specific to your business. Segments are scored on an ongoing basis to provide the freshest marketing information possible.

## *Segmentology® – Segmented Marketing Right Away*

With **Segmentology®**, you will understand your customers and your business like never before.

- Find your most valuable customers today, and those likely to be valuable in the future.
- Understand the demographic and lifestyle characteristics of your best customer relationships.
- Provide quantified justification for segment based marketing investments.

The foundation of **Segmentology®**, gives you the tools you need to be a more effective marketer:

- Identifies which customer segments to target, reducing wasted investments.
- Allocates marketing resources across current customers and prospects.
- Identifies products and services that best serve your top performing customers.
- Ongoing marketing processes refinement through campaign performance tracking.

