



Get Closer to Customers With Segmentation

In Pursuit of One-on-One

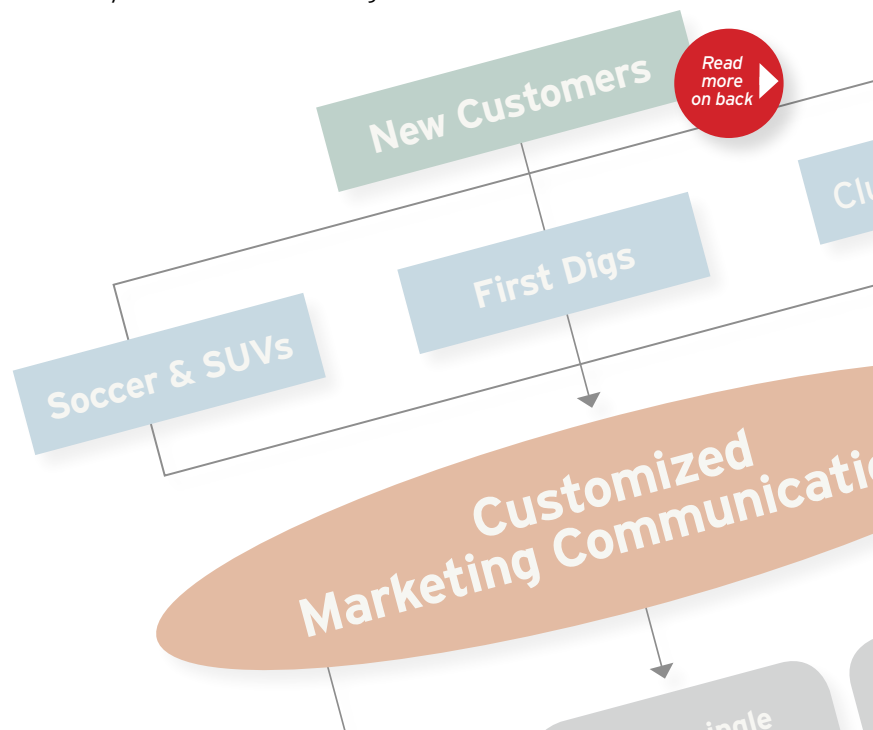
You know that direct marketing isn't mass media. You know that the closer you can get to speaking with your customers one-on-one, the better your results will be. Customer segmentation helps you reach that point.

By classifying customers into groups that share similar wants, needs and motivations, segmentation allows you to communicate with them more as individuals, less as anonymous faces in the crowd. And that means deeper, stronger, more profitable customer relationships.

What is customer segmentation?

Customer segmentation uses all available data elements in a company's marketing database to create groups, or segments, of customers who share common traits. By identifying relatively homogeneous clusters within a customer database, segmentation allows a company to optimize marketing strategies to meet the unique needs and preferences of each customer group.

Depending on a company's particular objectives and the data available, CCG can perform various types of customer segmentation. For instance, solutions can be based on such criteria as product purchase history, demographics, customer value and degree of loyalty. Through a strategic partnership with Acxiom, CCG also offers Personix – a household-level segmentation system based on life-stage data.



CCG ANALYTICAL SOLUTIONS

- Campaign Response Analysis
- Customer Profiling
- Customer Segmentation
- Database Enhancement Services
- Data Mining
- Market Profiling
- Predictive Modeling
- Statistical Consulting



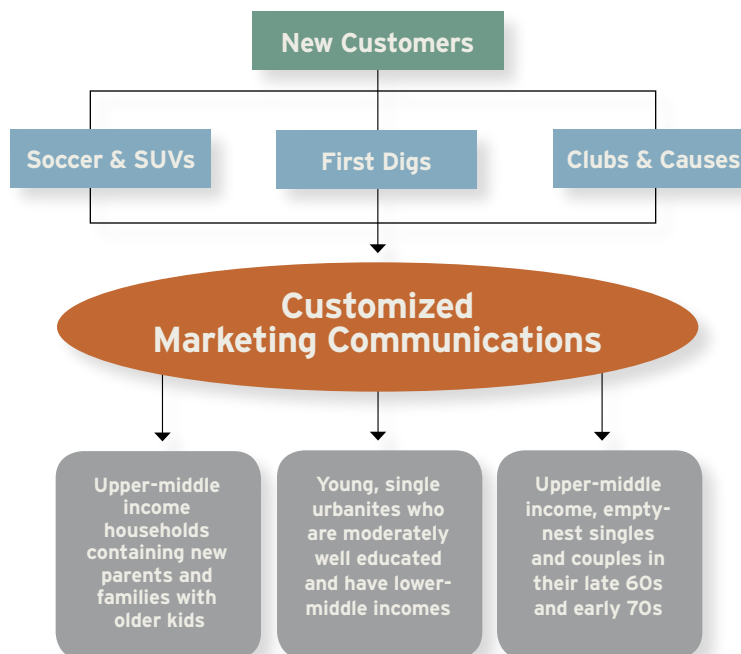
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Why use segmentation?

Customer segmentation can enhance the relevancy and resonance of your marketing efforts, lift response, and ultimately deepen and strengthen customer relationships. Segmentation provides marketers with insights that help them create customized marketing communications. It allows a company to send the right message at the right time with the right offer for a particular customer segment.

Assume that you are developing a contact strategy for welcoming new customers. You can use a segmentation solution to develop versioned communications that are targeted to distinct subgroups of newly acquired customers. The example below highlights key differences in new customer characteristics for three particular segments.



Turn your data into customer knowledge.

CCG's full suite of innovative data solutions

is designed to help you achieve greater customer understanding and execute customer-centric marketing activities. CCG can design, implement and host a customized marketing database or work with your existing data to provide in-depth analytical services that create a platform for proactive customer development and communication strategies.

As a pioneer in the field of customer relationship marketing (CRM), CCG has decades of unparalleled experience in the B2B, B2C, retail and financial services industries. As a **full-service agency**, CCG offers integrated, end-to-end expertise, including strategic consulting, database marketing services, CRM program development, customer research, data analysis, data management services, creative execution, production services and ROI measurement – all focused on helping you develop strong, lasting relationships with your best customers.

Customer intelligence at work.™
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