

# CUSTOMER SEGMENTATION ANALYSIS

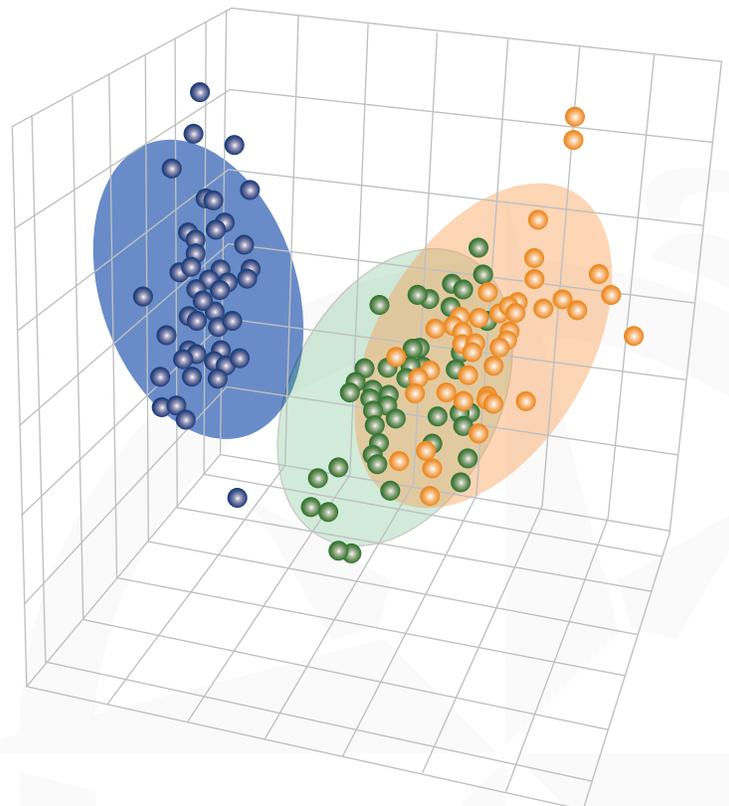
Unlock your data to better identify and target unique customer groups.



## Overview

You already know that some customers are a better fit for your marketing goals than others. Cardinal Path's Customer Segmentation Analysis helps you to understand how specific groups can be more effectively engaged, and makes it easier than ever to target certain segments and get the best return on investment for every advertising dollar spent.

Using innovative machine learning and data science techniques, along with traditional statistical approaches, Cardinal Path can utilize your customer relationship management (CRM) data, website analytics, or third party data, to segment, and cluster identify customers across a variety of segments to inform your marketing approach.



*Hone in on your best-fit customer groups and allocate your budget more effectively.*

There's nothing more powerful for your business than understanding the nuances of your customer base. Using data to identify and then respond to a variety of customer segments begins to unlock the full potential of data-driven marketing.

## Benefits

Cardinal Path's expertise in customer clustering, segmentation, and data analysis allows you to:

- Capture and make sense of the vast customer information available to you
- Improve relationships with customers by segmenting and personalizing messaging, services, and offers
- Cut down on advertising dollars wasted on the wrong audience
- Improve marketing productivity, effectiveness, and ROI

## Our approach

Cardinal Path starts by establishing a concrete understanding of your business goals and objectives. We harness the latest techniques in data science and machine learning to create a custom-tailored and highly accurate analysis using the data you have available. We then provide recommendations for selecting the right variables with which to evaluate your customer base. We don't just help you segment; we also work with you to execute on your customer segmentation analyses. Armed with these new insights, you can immediately start activating your data and tapping into a wealth of newly uncovered opportunities.

### Get started!

Let Cardinal Path take the complexity out of entering the world of predictive analytics with a program that delivers immediate results and sets you up for success over the long-term.

#### Contact us today:

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Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.