The image you sent is a diagram showing different types of customer segments using the RFM model. The RFM model is a customer segmentation technique that groups customers based on their recency (how recently they made a purchase), frequency (how often they make purchases), and monetary value (how much they spend).

The diagram shows 11 different customer segments:

**Loyalist**: These are your best customers. They recently made a purchase, buy often, and spend a lot of money.

**Potential** **Loyalist**: These customers don't buy as often as Loyalists, but they are recent buyers and spend a good amount of money.

**Recent** **Purchaser**: These customers are the most recent buyers, but they have only purchased once or twice and have spent less money.

**New** **Customer**: These customers are also recent buyers, but they have only purchased once or twice and have spent the least amount of money.

**At** **Risk**: These customers have not purchased recently, but they have spent a decent amount of money in the past.

**Sleepers**: These customers have not purchased recently and do not spend a lot of money.

**Lost**: These customers have not purchased recently and have never spent a lot of money.

**Champions**: These customers purchased frequently and bought high-priced products, but they have not made a purchase in a long time.

**VIPs**: These customers purchased frequently and bought the most expensive products, but they have not made a purchase in a long time.

**Low**-**Value** Champions: These customers purchased frequently but bought low-priced products.

**Low-Value** **VIPs**: These customers purchased frequently and bought the most expensive products, but they have not made a purchase in a long time.

**Low**-**Value** **Customers**: These customers purchased low-priced products once or twice and have not made a purchase since.

The diagram also includes strategies for each customer segment. Here are some examples:

**Loyalist**: Give rewards, build credibility, promote new products.

**Potential** **Loyalist**: Take feedback and surveys, upsell your products, present bonuses.

**Recent** **Purchaser**: Provide onboarding support, gift them discounts, and build relationship.

**New** **Customer**: Provide a free trial, create brand awareness, offer store credit.

**At Risk**: Offer combo products, get on call, and introduce them to your new offerings.

**Sleepers**: Share valuable resource, give your competitor analysis, and give relevant product updates.

**Lost**: Decide if you want them back, review your product, and send personalized campaign.

**Champions**: Offer store credit, provide a wish list, upgrade offers.

**VIPs**: Tailor services, make a phone call, and connect on social media.

**Low**-**Value Champions**: Reconnect with them, do one last promotion, take feedback.

**Low**-**Value** VIPs: Reconnect with them, do one last promotion, take feedback.

**Low**-Value Customers: Decide if you want them back, review your product, and send personalized campaign.

The RFM model can be a powerful tool for customer segmentation and marketing. By understanding the different customer segments, businesses can develop targeted marketing campaigns that are more likely to be effective.