

ASSWMENT-9

Benefits of segmenting

Segmenting customers offers numerous benefits,
including

Targeted marketing:

Tailor marketing efforts to specific
groups increasing effectiveness of advertising

Improved customer satisfaction:
meet the unique needs and preferences
of each segment enhancing overall satisfaction

Increased loyalty:
By understanding and addressing specific
needs, build strong relationships and loyalty

Competitive Advantage:
Differentiate yourself from competitors
~~gaining~~ competitive edge by catering to specific
needs

Resource optimization.

allocate resources more effectively by
focusing on high value segments

product development:

create products or services that meet the
specific needs of each segment

~~product~~ pricing strategies: Implement pricing
tailored to each segment which need to be

Better customer insights: ~~to~~

gain a deeper understanding of
customer needs preferences and behaviors

Improved customer retention

By meeting the need of each
segment ~~reduces~~ churn, improves