

profusion



Dynamic segmentation – personalised communication

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Dynamic segmentation – personalised communication

A static segmentation is a snapshot that captures a customer's attributes at a certain point in time. This quickly becomes outdated.

Our dynamic segmentation allows you to create more tailored, personalised communications.

We can track your customers' changing behaviours that reveal different preferences and purchasing habits.

Challenge

Offering your customers the sense you truly understand their evolving needs, based on their actual desires and needs to increase customer spend.

Solution

We built a behavioural segmentation based on many variables:

Socio-demographic data

- Age
- Gender
- Geographic location
- Income range
- Brand preferences

Dynamic behavioural data

- Transactional data
- Purchasing habits
- Marketing content engagement

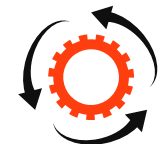
Impact



Up to 48% of customers from a static self-declared segment were interested in products belonging to other segments



Increase on email open rate of 6.7% and click rate of 7.5%



Through experimentation and various marketing interventions, we can continuously track and refresh your offering according to how your customers' needs and behaviours are dynamically shifting



Wired to solve problems

We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing.

Blending real 1:1 communications, AI, machine learning and human intelligence, we connect people with your brand.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create highly targeted, intelligent communications.

Stay connected to discover more inspiring guides and stories within our 'knowledge think tank'.



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Profusion (UK office), 69-77, Telephone House, Paul St, London, EC2A 4NW

Profusion (Dubai Office), CNN Building No 2, Al Sufuoh Rd, Dubai Media City, PO BOX 72280