**AI FOR CUSTOMERS SEGMENTATION AND TARGETED MARKETING**

Customer segmentation allows us to better understand your unique preferences, behaviors, and needs. By categorizing customers into distinct groups based on various criteria such as purchase history, demographics, and interactions with our platform, we can tailor our communication and offerings to better resonate with you. As per our segmentation we recommend you the below mentioned

**HOUSING LOAN**

**AXIS:**

<https://www.axisbank.com/retail/loans/home-loan/axis-bank-home-loan/features-benefits>

**HDFC:**

<https://www.hdfc.com/campaign/hdfc-campaign-page?cust_source=INTERNET&cust_sub_source=HDFC_SITE&cust_term_source=AAM%20SEM&utm_campaign=SEM&utm_medium=Mobile&utm_content=HDFC_PropertyLoan_PBD_Mobile&s_kwcid=AL!13313!3!689636396767!e!!g!!housing%20loan%20hdfc%20bank&gad_source=1&gclid=CjwKCAiA6KWvBhAREiwAFPZM7ur7-N70wc3uPRJlkExnB1HaLq3zY1GDsj3wFUznbgTrk9OivtWg9xoCCV8QAvD_BwE>

**JEWEL**

**GIVA:**

<https://www.giva.co/collections/all-1>

GRT:

<https://www.grtjewels.com/all-jewellery.html?utm_source=google&utm_medium=cpc&utm_campaign=RO-April_GRT-Jewellers_Ecom_Google_Brand%20GRT_Search_Sales_01042023_Exact_BLR&gad_source=1&gclid=EAIaIQobChMIxLrTsuLhhAMVA6ZmAh2SdwAmEAAYASAAEgJs1_D_BwE>

**CAR**

<https://www.cardekho.com/>

We want to assure you that your privacy and data security are of utmost importance to us. Any information collected for segmentation purposes is handled with the strictest confidentiality and in accordance with our privacy policy.

Thank you for being a valued customer. If you have any questions or concerns regarding our customer segmentation strategy, please do not hesitate to reach out to our customer support team.