Merkato Customer Differentiation Strategy

# Introduction

Merkato’s customer differentiation strategy is designed to be behavior-driven, modular, and reward-ready. Unlike traditional e-commerce platforms that rely on gated tiers or static segmentation, Merkato recognizes that customer behaviors are dynamic and context-driven. This strategy ensures that every user—whether a first-time visitor, repeat buyer, or active sharer—is treated in a way that maximizes engagement, satisfaction, and loyalty.

# Core Principles

* - Minimal Segmentation: Everyone gets access to deals—no gated tiers.
* - Behavior-Triggered Rewards: Actions like sharing, buying, or returning unlock instant perks.
* - Gamified UX: Surprise discounts, spin-to-win, and daily check-ins drive habit loops.
* - Social Commerce: Group buying and referrals are central to growth.
* - Adaptive Experience: Returning visitors get different treatment based on past behavior.

# Customer Differentiation Model

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| Segment | Behavior Trigger | UX Treatment | Reward Logic |
| Visitor | First-time or passive browsing | Surprise deal, spin-to-win, onboarding flow | Welcome discount, free shipping |
| Active Shopper | Purchase or cart activity | Fast checkout, personalized feed | Instant coupon, loyalty points |
| Sharer | Referral, group buy, or social share | Social storefront, invite dashboard | Referral bonus, group discount |
| Engaged Buyer | Repeat purchases, wishlist activity | Curated recommendations, seasonal bundles | VIP perks, early access, double points |
| Dormant User | Inactive for 30+ days | Win-back emails, push reminders | We miss you bonus coupon, spin-to-win re-entry |