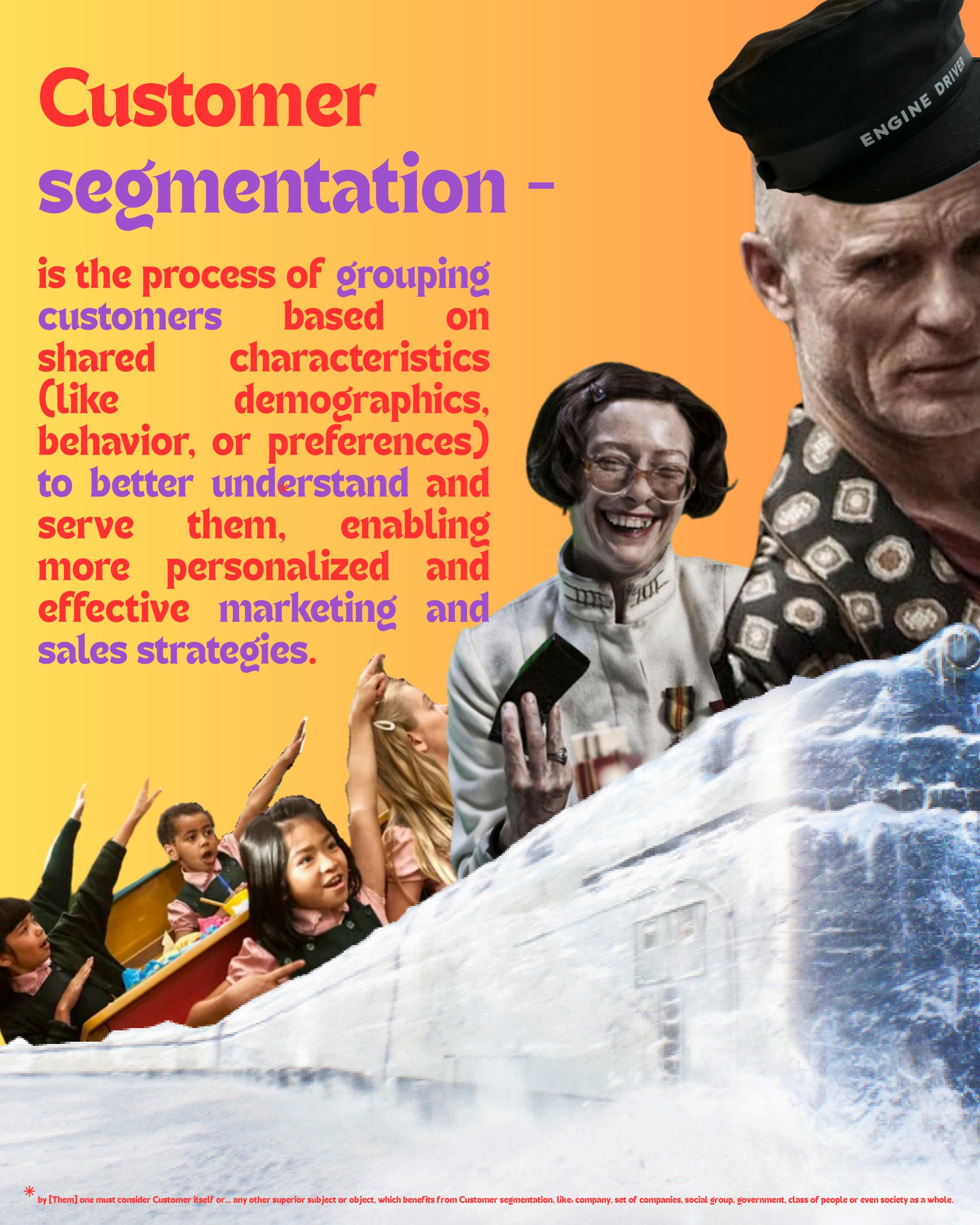


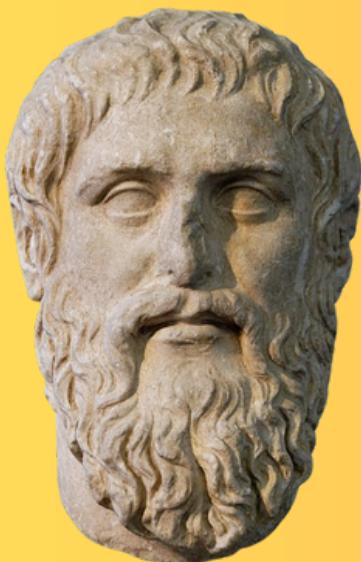
Customer segmentation -

is the process of grouping customers based on shared characteristics (like demographics, behavior, or preferences) to better understand and serve them, enabling more personalized and effective marketing and sales strategies.

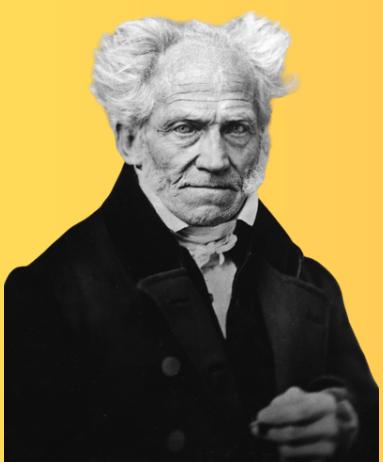
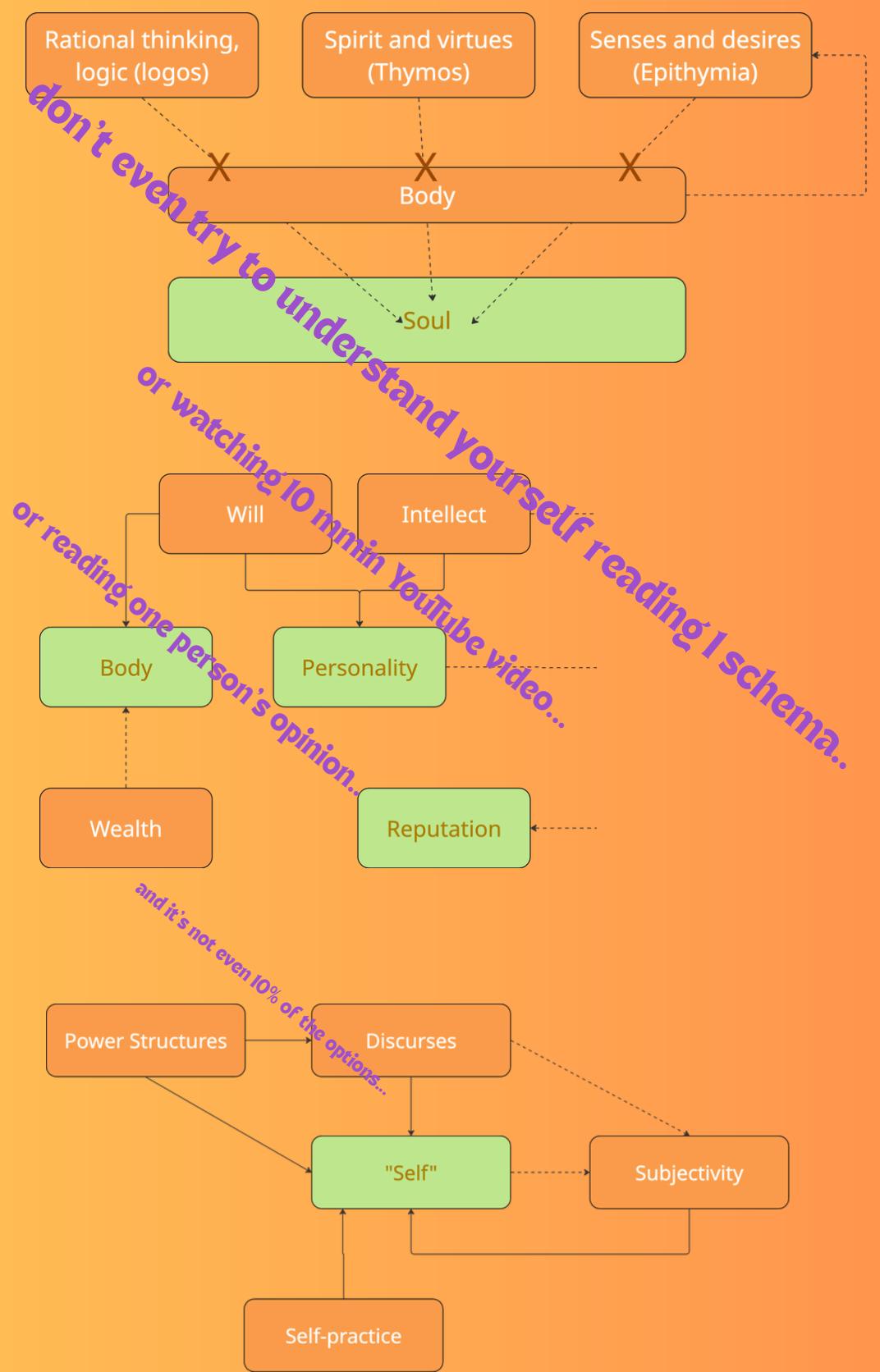


Why there is no single approach for customer segmentation?

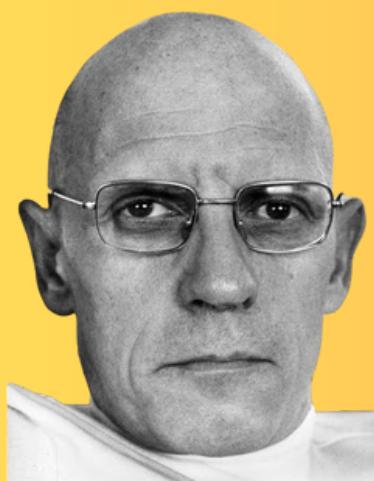
Because how can you know your customer if You Don't Know WHO YOU ARE?
Here are some hints...



Plato
(428-348 BC)

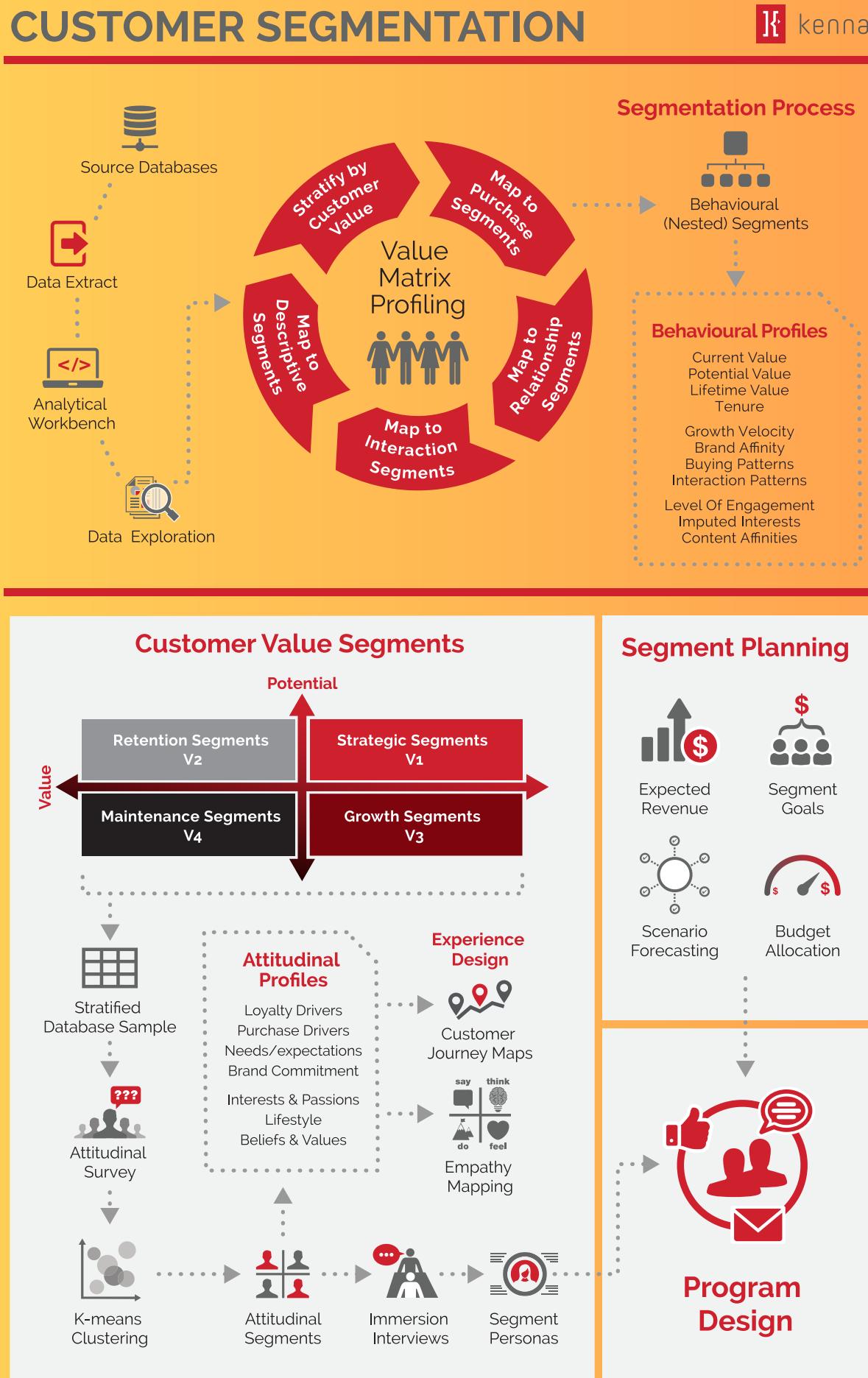


Arthur Schopenhauer
(1788-1860)



Michel Foucault
(1926-1984)

Back to segmentation... The process is obvious, but if you dont have one - must have. For example:





We will skip obvious part..

If you are a Head of ... you need to ask these questions:

- How much do you get from them?
- How much do they cost you? (CAC)
- Where did they come from? (channels)
- What are the top 10% profile you get most revenue from (magnetic view on each of them)
- Are you sure about them? Are they predictable?
- Do they have alternatives?

Welcome to Live Chat

for professional support, ready to help you.

Alex Johanson 4:38 PM

I'm having issues. Can you please help me?

4:39 PM Chat accepted by operator jennet.

Currently live on Alex Johanson

4:39 PM jennet

Hello, how can I help you? Please give me a description of the issue you're having.

Type a message...

Jonathan

Rebecca

Start Chatting

Type your name here

YOUR PROMO CODE: **GIFT4YOU**

Valid until: 07th January 2019
You can only use a promo code once.

focus on User Behavior

Behavior segments. It's B2C basics, any conversion rates must be tracked based on segments and not in general

(if you have traffic for all that..)

Category	Subcategory	iGaming Examples	Fitness & Mindfulness Examples
Purchasing Behavior	Impulse Buyers	Loot Boxes, Skins, Special Weapons (e.g., Clash Royale, Fortnite).	Short-term premium access during promotions (e.g., Headspace trials, Calm offers).
	Cosmetic Purchases	Character skins, badges, power-ups (e.g., PUBG Mobile, Free Fire).	App themes, customizable dashboard skins (e.g., personalized fitness tracking).
	Limited-Time Offers	Battle Passes, Timed Discounts (e.g., Call of Duty Mobile).	Discounted meditation sessions, premium workout plans during promotions.
	Gamified Subscriptions	Premium content unlocked via achievements (e.g., Clash Royale Gold Pass).	Special access via gamified challenges (e.g., fitness streaks, meditation levels).
	Loot Boxes & Boosters	Randomized items enhancing gameplay (e.g., Genshin Impact gacha systems).	Boosters for meditation goals or workout achievements (e.g., guided plans).
Value-Driven Buyers	Trial Offers	First-time purchase discounts, subscription trials (e.g., free gems in games).	Free introductory fitness programs or guided meditations.
	Free-to-Premium Converters	F2P to Premium transitions (e.g., ads to ad-free experience, extra lives).	Freemium to premium upgrades (e.g., free guided sessions turning into subscriptions).
	Subscription Bundles	Monthly or seasonal passes (e.g., Google Play Pass).	Wellness packages combining multiple programs (e.g., meditation + nutrition).
	All-in-One Platforms	Platforms offering multiple games under one subscription (e.g., Apple Arcade).	Integrated wellness apps (e.g., Fitbit Premium with various fitness features).
	Ad-Free Upgrades	Paying to remove ads (e.g., Candy Crush, Clash of Clans).	Ad-free meditation or workout experiences (e.g., Calm Premium, Nike Training Club).
Brand Loyalists	Cross-App Benefits	Unlocking features across multiple games (e.g., Play Pass exclusives).	Wellness bundles linking sleep, fitness, and mindfulness (e.g., Headspace + Fitbit).
	Community-Driven Users	Fans of popular games with social components (e.g., Fortnite, Pokemon GO).	Users loyal to popular wellness apps (e.g., Strava, Peloton).
	Exclusive Memberships	VIP game passes or elite tournaments (e.g., PUBG Mobile Elite Pass).	Premium tiers with personalized guidance (e.g., Peloton Premium, Fitbit Premium).
	Developer Loyalty	Users loyal to top game studios (e.g., Supercell, Blizzard).	Users loyal to premium fitness programs (e.g., Les Mills On Demand).
	Collectors & Achievers	Achievement hunters, rare item collectors (e.g., rare cards in Gwent).	Badge collectors for completing workout goals
Usage-Based	Personalized Plans	Customizable gameplay experiences (e.g., private matches, customized skins).	Tailored fitness plans or meditation routines (e.g., personalized yoga sequences).
	Heavy Users	Players with frequent, long-duration sessions (e.g., MMORPG gamers).	Daily users of fitness or mindfulness programs (e.g., guided yoga routines).
	Daily Players	Hardcore gamers playing daily (e.g., League of Legends: Wild Rift).	Fitness app users tracking daily progress (e.g., Apple Fitness, Peloton).
	High-Spending Users	Users making regular in-app purchases (e.g., Clash of Clans, Genshin Impact).	Fitness users with high usage rates (e.g., premium yoga or fitness plans).
	Content Creators	Streamers and influencers generating content (e.g., Twitch, YouTube).	Fitness users creating premium content (e.g., live classes, personalized coaching).
Medium Users	Competitive Players	Tournament and leaderboard-focused users	Fitness users competing (e.g., Strava leaderboards, Apple Activity rings).
	Occasional Users	Casual gamers playing during leisure time (e.g., Candy Crush).	Fitness users tracking progress towards goals (e.g., Couch to 5K apps, short workout plans).
	Weekend Warriors	Gamers playing mostly on weekends (e.g., Call of Duty).	Fitness users prioritizing workouts or relaxation (e.g., outdoor activities, hiking apps).
	Goal-Oriented Users	Achievement-focused players (e.g., League of Legends).	Fitness users setting goals with clear fitness objectives (e.g., weight loss, building muscle).
	Educational Users	Puzzle and learning game enthusiasts.	Fitness users focused on learning new techniques (e.g., yoga poses, breathing exercises).
Light Users	Supportive Users	Social players engaging with friends.	Fitness users finding motivation in community features (e.g., group classes, challenges).
	Trial Users	Players testing new games.	Users exploring fitness or meditation apps via free content.
	Casual Players	Players playing for fun.	Users occasionally meditating or exercising without commitment.
	Curious Explorers	Players trying new games.	Users exploring different wellness options for fun.
Cost-Conscious Buyers	Social Browsers	Casual gamers browsing for new titles.	Fitness users engaging with social media.
	Free Content Consumers	Players mainly relying on free content.	Fitness users mainly relying on free content with occasional premium usage.
	Discount Seekers	Players taking advantage of discounts.	Users purchasing fitness plans during seasonal discounts (e.g., New Year's promo).
	Subscription Hoppers	Users hopping between apps.	Users hopping between fitness or meditation app trials.
	Ad-Supported Users	Users opting for free, ad-supported content.	Users opting for free, ad-supported content (e.g., free meditations).
Cost-Conscious Buyers	Pay-As-You-Go Users	Users subscribing on a per-use basis.	Users paying for individual workout plans or guided sessions.

We know many tricks....

Let's see who is on your train?

We can do your custom user segmentation model

1 week + access to data + tips based model (pay as you get value)

