Market Definition:
TAM: Enterprises, organizations, SMBs, and public sector (Global)
SAM: CDN Users
Target Markets: SaaS, e-commerce, Social Media

Segmentation Criteria:
1. Size
2. CDN User
3. Urgency (actively looking for a solution)
4. Geo-distributed user base
5. Vertical Market
6. Presence of Mobile Apps
7. Type of urgency (DDoS protection or Latency)

Market Segments:
All market segments are composed of small/medium size businesses and are CDN users. Based on the chosen criteria, a total of 6 segments were identified for each solution:

1. Actively looking for a similar solution (due to a DDoS attack or need to grow faster)
2. SaaS providers with mobile apps
3. SaaS providers who need to develop mobile apps
4. Social Networks
5. e-commerce with mobile apps
6. e-commerce who need to develop mobile apps

Subsegments In Vertical Markets:
1. SaaS
   a. CRM
   b. Communication & Collaboration
   c. Application Development
   d. Office Suites
   e. Business Analytics & Intelligence
   f. ERM (Financial Accounting, Payroll)
   g. ERM (HR, HCM)
   h. ERM (Supply Chain)
   i. Content (Management, Authoring, Publishing, Search)
   j. Project & Portfolio Management
2. Social networks
3. E-commerce (shopping, not buying)
   a. Daily Deals (Classic, Publisher, Realtime, White Label, Exchanges, Aggregators, Secondary Market, Analytics)
   b. Flash Sales (Fashion, Beauty, Travel, Home)
   c. Price Comparison
   d. Marketplaces/Auctions
   e. E-Commerce Implementation (General, Social Enablers, Storefront/Cart, Order Management,Distribution)
   f. E-Commerce Analytics
   g. Consumer goods
   h. Consumer Services
   i. Retail
   j. Travel
   k. Hotel
   l. Food & Beverage
   m. Media & Entertainment

Targeting:
A mix of the following will be used:
1. Premium LinkedIn InMail (up to 25 per month - response guaranteed, otherwise re-credited to account)
2. Purchase Mailing lists (The availability of CIO/CTO contacts is limited)
3. Follow customers on twitter
4. Cold calls/emails to companies
5. Inbound marketing (Blog, social marketing, SEO): mainly to attract segment #1.