

I. Summarize the Understanding of How this project can help the business in achieving the strategic goals.

ANSWER:

Few phrases have as much currency in today's business-to-consumer (B2C) companies as *the customer-centric organization*. Most companies pursuing customer-centricity rely on some form of market segmentation.

Segmentation provides insight into customer behavior, habits, and preferences, increasing the odds of success in marketing and experience management campaigns, and driving brand positioning and product development. For transaction-intensive industries, such as the airline, credit card, retail banking, retail, and telecommunications and wireless sectors, customer segmentation has become a critical capability in using the growing volumes of data on individual customer behavior to develop and implement successful go-to-market strategies.

This project (Credit Card Segmentation) can help the business in achieving the strategic goals in some of the ways.

It will going to help the Behavioral Segmentation requires to know about customer's actions. These activities may relate to how a customer interacts with brand or to other activities that happen away from brand.

A B2C example in this segment may be the luxury car brand choosing to target customers who have purchased a high-end vehicle in the past three years. The B2B marketing platform may focus on leads who have signed up for one of their free webinars.

This will help to **Create a Market Segmentation Strategy** in the following ways.

Market segmentation helps get to know about customers, identify what's needed in the market segment, and determine how we can best meet those needs with our product or service.

1. Create stronger marketing messages

When we know whom we're talking to, we can develop stronger marketing messages. We can avoid generic, vague language that speaks

to a broad audience. Instead, we can use direct messaging that speaks to the needs, wants, and unique characteristics of our target audience.

2. Identify the most effective marketing tactics

With dozens of marketing tactics available, it can be difficult to know what will attract our ideal audience. Using different types of market segmentation guides us toward the marketing strategies that will work best. When we know the audience we are targeting, we can determine the best solutions and methods for reaching them.

3. Design hyper-targeted ads

On digital ad services, we can target audiences by their age, location, purchasing habits, interests, and more. When we use market segmentation to define our audience, we know these detailed characteristics and can use them to create more effective, targeted digital ad campaigns.

4. Attract (and convert) quality leads

When our marketing messages are clear, direct, and targeted they attract the right people.

5. Build deeper customer affinity

When we know what our customers want and need, we can deliver and communicate offerings that uniquely serve and resonate with them. This distinct value and messaging leads to stronger bonds between brands and customers and creates lasting brand affinity.