What are the most common types of user segments?

While each company may prioritize different user segments, there are several segments common to most organizations. This list includes:

- **Demographic:** Information about the individual user, such as their age, location, language preferences, title, or role.

  (인구 통계학적)

- **Firmographic:** Information about the user's organization, like industry, revenue, employee count, or business model

  (사업 및 기업관련 정보)

- **Technographic:** Information on the other technologies the user's organization uses, including CRM provider, marketing automation tools, back office systems, or databases.

- **Customer data:** Information stored in a CRM about the customer's relationship with the company, such as plan type, customer journey stage, annual revenue, account owner, or renewal date.

- **Behavioral:** Information about how the individual user has interacted with the product, including number of logins, pages viewed, features clicked, support tickets created, and time on site.

- **Psychographic:** Information on a user's likes and dislikes, including product sentiment. This data can be captured with measures like Customer Satisfaction (CSAT) or Net Promoter Score (NPS).

Although the following list doesn't cover *every* type of customer segmentation, it provides you with a starting point for organizing your customers. Along with each model is an associated list of ways to segment your customers.

segmentation model	How to segment customers
Demographic Segmentation	Age, gender, income, education, and marital status
Geographic Segmentation	Country, state, city, and town
Psychographic Segmentation	Personality, attitude, values, and interests
Technographic Segmentation	Mobile-use, desktop-use, apps, and software
Behavioral Segmentation	Tendencies and frequent actions, feature or product use, and habits
Needs-Based Segmentation	Product/ service must-haves and needs of specific customer groups
Value-Based Segmentation	Economic value of specific customer groups on the business