



Segmentation and targeting studies

Scope

User or consumer segmentation can help optimize approaches in order to offer different product or communication positions to suit different "needs".

Nature of needs and needs maybe determined through classical socio-demographic variables: for instance youth, mid-life and seniors but also more sophisticated "mental" variables such as psychological and psychco-graphical ones.

Segmentation is a powerful tool, especially when clearly explained so end users can integrate them in their business activities concretely.

Production

1WR can either conduct specific fieldwork and/or use existing research information.

Representative population sampling is generally required, sometimes specific to a given screener: for instance owners of cable, owners of a PC.

Once fieldwork or data integration is complete, segmentation is performed.

Depending on total variance explanation of the total sample, an optimal number of segments is determined.

Segments are then described and characterized.

1WR uses a proprietary package with formulations that are most satisfactorily explainable (K-Means technique).

Reporting

Reporting respects scheduling and the various stages of a project

A typical project comprises:

- A presentation of analytical findings with summary and recommendations, discussed and prepared with you
- A report introducing the methodology, the study and its objectives, its summary and recommendations, its main segmentation descriptions and appendices
- Summary tables are produced either as Excel spreadsheet tables or in Word files which include: result differences though significance tests help characterize segments; eventual spreadsheets to be used for external segment calculations; segmentation details and appendices

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Source: <http://www.1wr.net/consumer/segmentation.php>

Request a presentation or a quotation: enquiries@1WR.net or for further information call Alexandre Khan, 1WR Director, on + 33 6 77 84 16 81