



SEGMENTATION

CONSIDER THIS ...

HOW QUESTER LOOKS AT SEGMENTATION

Traditional approaches build segments through a sophisticated clustering of data points, which are derived from pre-defined attitudinal statements. Quester leverages a cluster analysis method, but on the natural language of the consumers.

- Our approach starts with a conversation ... not 20-25 but hundreds of them.
- We give consumers full reign to share with us their thoughts, needs, wants, opinions, feelings, perceptions and more.
- Our trained linguistic analysts conduct language-based cluster analysis to identify segments that emerge through the words of the consumer. Our language led approach leads to a more accurate typing tool.
- In phase 2, the focus is to fully size and profile each segment simultaneously – and clearly identify commonalities and differences between the segments.
- Ultimately, this leads to recommendations on the need for differentiated products, services or messaging.

DO YOU ALIGN your customers only by demographics and psychographics? People are more complex than that. You need to understand the experiences, thoughts, feelings and perceptions that drive people to your business and around your product or service.

Segmentation studies are intended to be the guiding light for more relevant branding, product development and advertising. Too often, companies run into the problem of consumers not fitting into segments based on the current typing tool. In addition, – they're not bringing the personas to life for the product and brand teams to activate.

WHY QUESTER FOR SEGMENTATION

We believe segments are built on consumer stories instead of company-driven attitudinal statements. The benefit of this approach comes from the nuance of language. Traditional segmentation approaches often miss subtle nuances of profiling, which leads to missed opportunities. Our segmentation approach not only reveals the sizing and profiling, but also rich qualitative data which shows how and what to communicate to each of your segments.

This approach to segmentation helped Quester to win the 2014 Explor award and a 2015 Ogilvy.