

**QUANTA**

# Custom Customer Segmentation

Delivering a deeper level of customer insight by combining the best data with the most innovative data science and technology.

Outra can develop Custom Customer Segmentations to meet your specific sector and business requirements. By combining our proprietary data with relevant third party data and your own data (such as loyalty, online, EPOS and CRM), a tailored segmentation solution will deliver a more nuanced and predictive view of your customers.

Our own cloud-based technology and deep learning approach allows the use of more data for better differentiation whilst delivering a faster outcome. Quanta Custom Customer Segmentation allows us to understand and describe your customers and audiences at a granular level to enable you to build more informed strategies and deliver profitable growth.

Segmentations based on demographics and lifestyle, transactions (recency, frequency, value), customer engagement, attitudes, behaviours, real-time opinions and channel preference offer a combination of persistent and stable frameworks and real-time triggers.

Using deep learning to understand, classify and target customers.

Quanta Customer Segmentation is driven by deep learning which has the computational power to deal with different types of data to find patterns that humans can not. Automatically searching billions of combinations of features, it will select the ones that best meet your objectives. Customer segments can be defined from a very granular level for marketing personalisation to high level for KPI and board reporting.

Deliverables include highly-optimised segments of customers and future customers along with business-relevant segment descriptions. Different lenses or views ensure that segments are meaningful to all levels and is presented in Velocita, our Analytical Customer Data Platform.

**HIGHLY  
PREDICTIVE**

**HIGH  
ACCURACY  
OF LOW  
LATENCY**

**INNOVATIVE  
DATA SCIENCE  
TECHNIQUES**

**DELIVERED  
WITH  
SPEED**

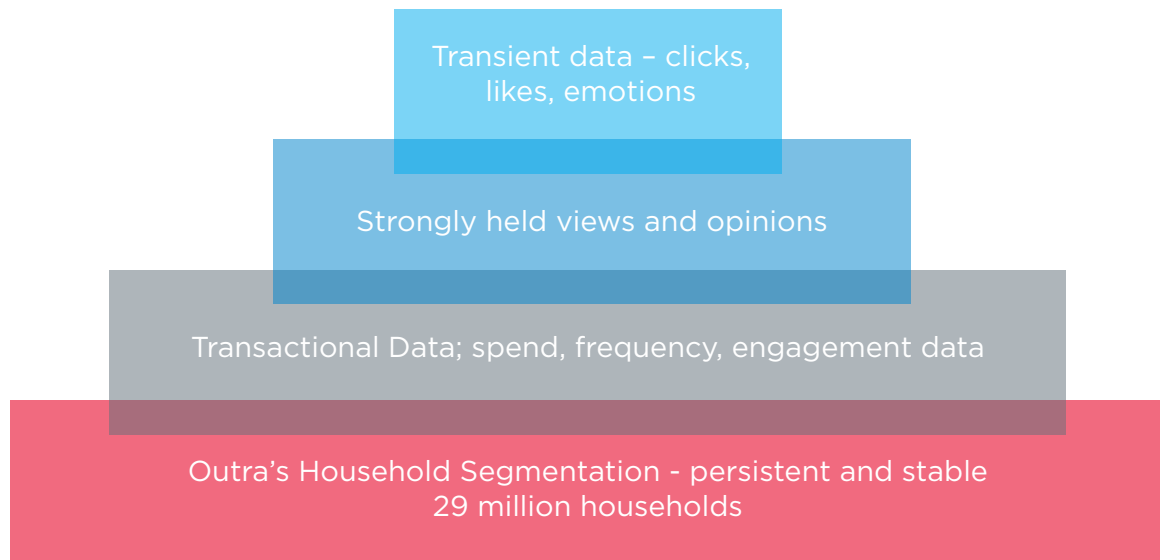
## Customer centric layered segmentation.

A custom segmentation is created by interpreting vast amounts and types of data and once complete will be automated. This enables you to create better customer experiences which will lead to improved business outcomes.

The diagram below illustrates the layered segmentation of data types that is stacked on top of our Quanta Household Segmentation of 29 million homes across Great Britain.

### Quanta Custom Customer Segmentation will enable your organisation to:

- understand your customer base at a granular or macro level
- customise your product, pricing and marketing strategy
- deliver more refined messaging and targeting
- communicate with your customers through the most relevant channel
- increase marketing effectiveness.



For more information about Quanta Custom Customer Segmentation, contact us today.

[sales@outra.co.uk](mailto:sales@outra.co.uk) | 020 3880 8485