Custom Customer Segmentation

Delivering a deeper level of customer insight by combining the best data with AI and automation.

Outra's Custom Segmentations are tailored to meet your specific sector and business requirements. The solution can combine multiple sources and types of data including your organisation's customer data (such as loyalty, online, EPOS and CRM), with relevant third party data and Outra's proprietary data set.

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.

Our own cloud-based technology and deep learning approach allows the use of more data for better differentiation whilst delivering a faster outcome. 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.

Using deep learning to understand, classify and target customers.

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

LOW LATENCY TO IMPROVE **ACCURACY**

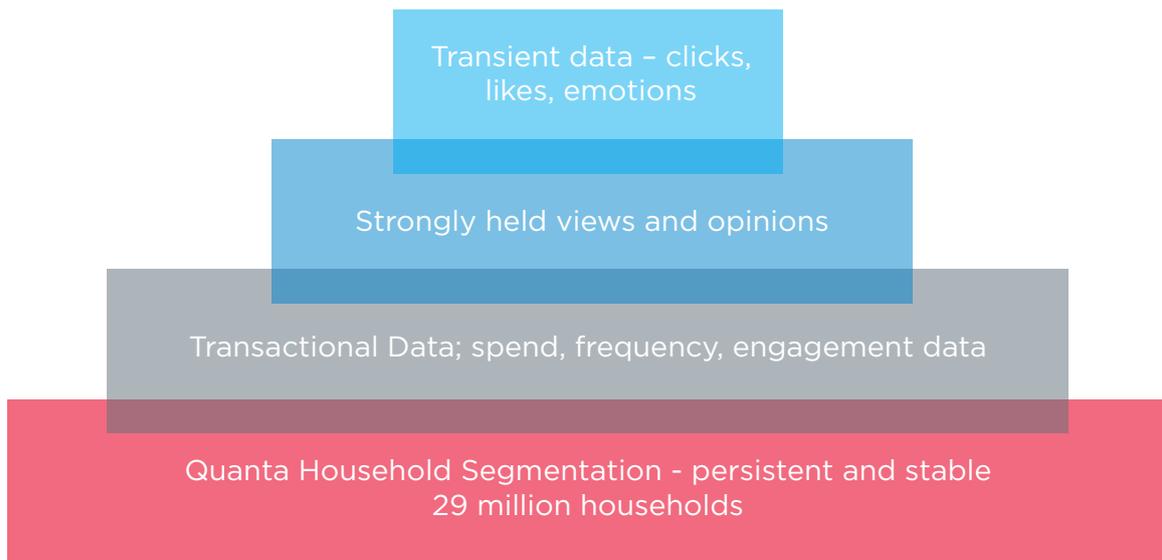**DELIVERED IN DAYS NOT** NOT MONTHS

FASTER BUSINESS OUTCOMES

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 in Great Britain.

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.

Transient data – clicks, likes, emotions

Strongly held views and opinions

Transactional Data; spend, frequency, engagement data

Quanta Household Segmentation - persistent and stable
29 million households

For more information about Custom Customer Segmentation, contact us today.
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MAKING DATA WORK

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