

Custom Segmentation

Delivering a deeper level of customer insight by combining better, more predictive data, science and automation

To understand and classify current customers and to target prospects, we create highly accurate and predictive segmentations.

Through our unique methodology using semi-supervised machine learning, we have created 2.9 million clusters out of 29 million households resulting in what we call 'nano-segments'. Our segments allow us to merge data and insights in a GDPR compliant way. Additional attributes and insights are then available at the nano-segment level. The nano-segments can be grouped up by any attribute to create highly optimised segments of customers and future customers along with business-relevant segment descriptions.

Our cloud-based technology and deep learning approach allows the use of more data for better differentiation whilst delivering a faster outcome. Different lenses or views ensure that segments are meaningful at all levels and are visualised and accessed in our Velocita Platform.

Custom segmentation will help your business:

- understand and describe your customers from a very granular level for marketing personalisation, to high level aggregates for KPI and board reporting
- identify growth opportunities to find the right future customers
- optimise your product, pricing and promotional strategy
- deliver more refined messaging and targeting
- create better customer experiences
- increase marketing effectiveness and ROI.

HIGHLY 
PREDICTIVE

20 
YEARS
EXCLUSIVE DATA
to train AI models



GDPR 
Compliant
built from the household

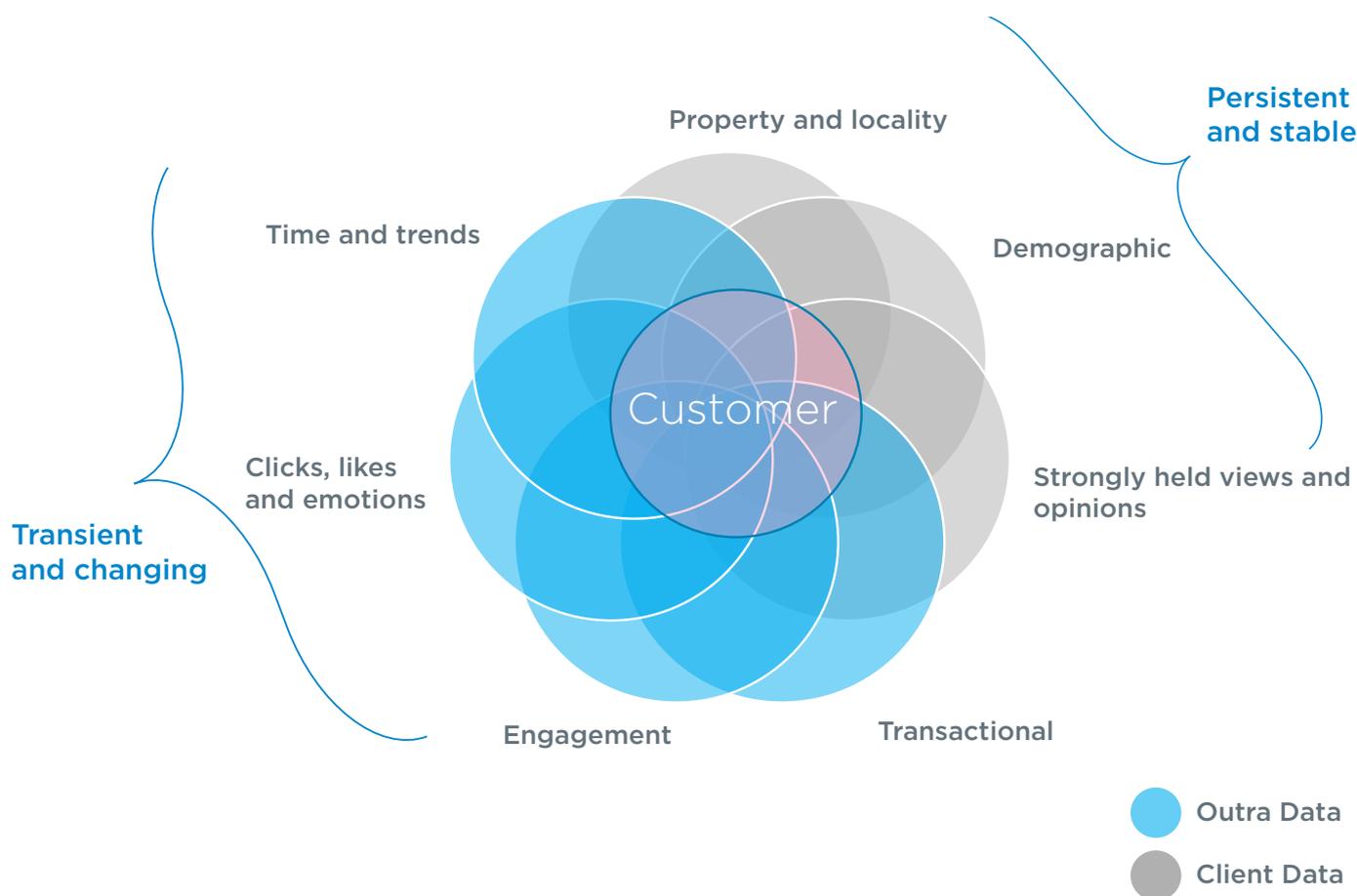
Customer centric layered segmentation

Our Custom Segmentations are created by interpreting vast amounts and types of data and once complete, are automated. The solution can combine multiple sources of data including your 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. Time and trends give context to segment movement.

With real-time segmentations, automated responses can ensure you are not missing opportunities in engaging with customers and prospects.

The diagram below illustrates our unique approach which builds up layers of insight to provide a more accurate view of your customer base.



Our Custom Segmentations are tailored to meet your specific sector and business requirements. To find out more contact us today.

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