The Data Analysis Jungle: Segmentation

What's the value of Segmentation?

- It provides a method to target specific audiences with messages that resonate with their engagement behaviors

Segmentation

What tools and when do we recommend using segmentation?

- Use your database or excel for segmentation analysis

- Segment your list when you're doing messaging and whenever you want to test the effectiveness of message

- Segmentation is a useful method where you can separate groups into target audience and use statistical analysis to determine if there are demographics or specific actions/behavior/participation that can be strong predictors of future behaviors

Shortcomings?

- Segmenting your data is good, but when you look at smaller segments, data may lose significance – not meaningful – becomes a statistical anomaly, e.g. is what you're seeing a coincidental?

- Watch out for sampling – may not give an accurate view of your data

What else should I pay attention to?

- Start with simple strategies: try 2 segments to start testing

- Collect information in a standardized way, consistently and often – so you have a way of measuring effectiveness of your messages

- Some basic statistical analysis can be useful: Standard Deviation, Average & Median

Takeaways:

- You want to talk to your specific audiences in relevant ways to increase the value of your messages so that they're not ignored

- Segmentation provides a method to target specific audiences with messages that resonate with their engagement behaviors

- Test, Test, Test!