Take the Guesswork out of your Segmentation Strategy

Double Campaign Revenue with Clutch Powered Segments

Segmentation using **RULES** and **FILTERS** rely on a **human** to decide how best to group customers by looking at past behaviors or known attributes. A filter might include customers who have shopped in the last 30 days, and a rule might go into effect after the third purchase. All assumptions are made by looking at past events.

CLUTCH POWERED SEGMENTS uses a **machine learning algorithm** that predicts what customers are likely to do in the future. The algorithm learns from transactional data and adapts the segment over time. Maybe 30 days or 3 purchases aren't the right values for all customers - CPS is able to determine the right threshold for each individual.

The Result?

Clutch Powered Segments are **80%** more accurate at identifying the right customers and predicting their future actions correctly.

Key Benefits

- Removes the guesswork
- Targets individual customers
- Automated + adaptive

Example Segments

- Top customers
- Product affinity
- Churning customers
- Active / inactive customers
- Create your own!

FAQ	RULES AND FILTERS	CLUTCH POWERED SEGMENTS
How are they built?	Human-driven	Machine learning algorithm
Who do they target?	Groups of customers	Individual customers
Do they change over time?	No - segments are static	Yes - segments are adaptive
What are the assumptions?	Past behavior = future behavior	Past behavior is one input for predicting future behavior
Effort to manage?	Manual	Automated

Are you ready?

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2X Campaign revenue from CPS

80% More effective at identifying customers

Banking - Prevent Churn

The average American consumer spends about $329 in banking fees per year and maintains a single checking account for an average of 16 years. Each lost customer translates to a potential $5,264 in fees alone! A predictictive churning model will identify at risk customers before they close their account providing the business with an opportunity to prevent account closure.

Segment Type: Churning Customers
Industry: Banking
Risk: $5,264 loss in account fees + loss of assets + loss of potential new assets
Benefit: Identify at risk customers or churning customers before the business is lost.

Retail - Product Affinity

In 2018, Marketers reported that they wasted 26% of their marketing budget on the wrong channels or strategies. What if you were able to allocate budget only towards campaigns and strategies that drive revenue? Predictive product affinity segments will identify which customers are most likely to purchase a product based on historical sku data.

Segment Type: Product Affinity
Industry: Retail
Risk: Missed revenue opportunities and an average of 26% wasted marketing budget.
Benefit: Identify customers who are most likely to purchase down to the sku level to influence buying behavior and maximize marketing budget.

Hospitality - Top Customers

Customer referrals drove 40% of hotel reservations worldwide in 2017. But many of these referrers are first time visitors to your hotel - so how can you identify them? Knowing who your top customers will be in the future empowers marketers to start building relationships with them - before the competition comes clamoring for their attention.

Segment Type: Top Customers
Industry: Travel & Hospitality
Risk: Losing customers to competition, missing out on referrals.
Benefit: Identify future top customers and start treating them like a VIP today

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