

Questions to Get You Started

Your targets and goals:

- 1) Who is the target population? In what geographic region?
- 2) What are the top priority behaviors that you would like to change in the target population?
- 3) For your segmentation needs, what is the goal? To drive:
 - » Acquisition
 - » Cross-sell
 - » Pricing
 - » Upsell
 - » Product design
 - » Communication strategies
 - » Business model planning and forecasting
 - » Other
- 4) What business risks are you looking to mitigate, if any, with this work?

Building on your existing work:

- 5) What segmentation research, if any, have you done already with the target population?
- 6) What methods were used?
- 7) Were there any key gaps in insights in this prior research? What were the gaps or outstanding questions?

