Segment Intelligence

Segments, by their very nature contain groups of individuals who are similar in some ways but, inevitably, different in others.

Descriptors describe general characteristics of the group designed to help targeting but tend to hide many significant differences.

Even at the simple level of age breakdown a segment regarded as being 'younger' may contain a significant number of over 55s. Understanding the actual breakdown can reveal factors that significantly alter the way the segment is addressed.
For example; 45% of a segment described as being 'Well off older people' are actually under 40.

How Segment Intelligence helps

Segment Intelligence provides the ability to understand the up to date composition of segments based on accurate and robust data.

It highlights anomalies within the segmentation and provides an alert as to when a recalibration may be necessary. It also provides valuable insight as to the direction of any recalibration.

BPS Segment Intelligence provides an accurate, up to date analysis of segments by over 70 different categories of variable plus 11 different commercial segmentation models.

It is a cost effective way of understanding not only the detailed demographic breakdown of each segment but also:
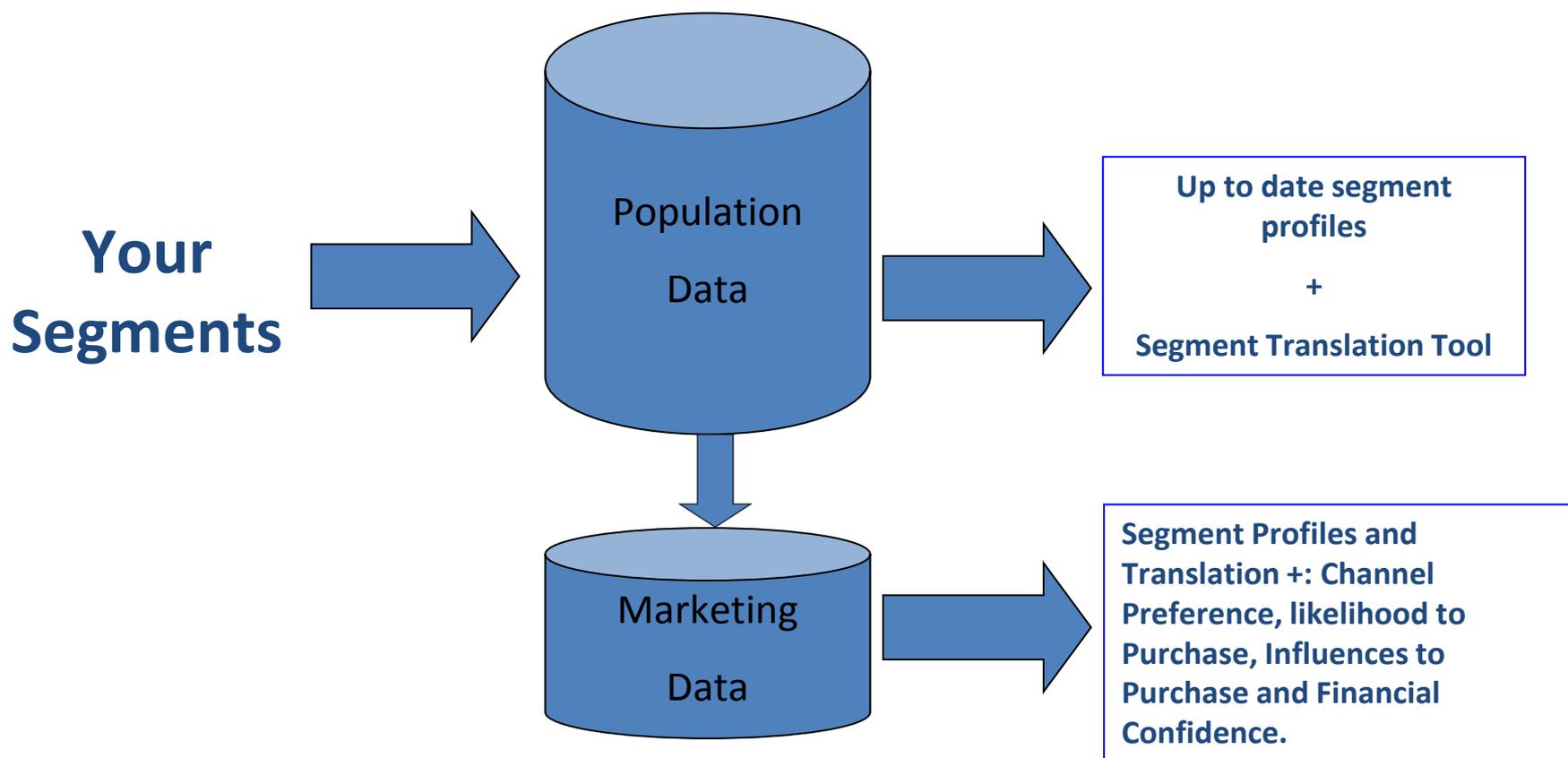
- Their on line behaviour, what they do on line, purchase, finance, social networks, downloads, streaming etc
- The ways they access the internet, home, mobile, work etc
- Which supermarket the use and which newspapers they read
- What durables they own
- Their education level and work status, etc, etc

We have already undertaken a Segment Intelligence exercise for 11 different segmentations from Acorn, Cameo, Mosaic, Censation, Personicx, P2, and OAC. This means that we can analyse your segments against any combination of these segments to provide a detailed understanding of overlaps and differences. Basically, a segment translation tool!

Adding Marketing Intelligence:

- Receptivity and responcivity to 19 different Marketing Communication Channels
- Intention to purchase, receipt of marketing and acceptability of marketing from 21 sectors
- What promotional devices influence them to buy
- Their financial mood

Segment Intelligence - Understanding more about your segments (and how to market to them).

Your Segments

Population Data

Marketing Data

Up to date segment profiles

+

Segment Translation Tool

Segment Profiles and Translation +: Channel Preference, likelihood to Purchase, Influences to Purchase and Financial Confidence.

Below are some simple examples using some commercial segmentation models:

•47% of **Mosaic** Standard Group **'Professional Rewards'** are married without children

•41% of **Acorn** Standard Group '**Hard Pressed'** own their own home (25% with a mortgage, 16% outright)

•In **Personicx Geo** Cluster '**Unemployment Blues'** 12.5% of the main income earners in the household are unemployed and 12% of this cluster has at least a degree level education.

•In **Cameo** Group '**Affluent Home Owning Couples/Families in Larger Houses'** 19% buy Groceries on line, 13% use VOIP and 35% use Social Networks, 15% access the internet via a mobile device and 6.5% have a Tablet PC like an iPad.

•**OAC** (National Statistics Output Area Classification) have produced a tool which they call their 'Grand Index' .This takes the standard output from BPS Segment Intelligence and used Excel pivot tables to index all their segments by BPS variables. The 'Grand Index' can be downloaded free [HERE](#).

•In terms of **Marketing**, taking Acorn as an example:
- Prosperous Professionals are equally accepting of Mail and Email marketing
- Flourishing Families are 1.35 times as accepting of Mail as opposed to Email marketing
- Charity Marketing is more acceptable to Prosperous Professionals than any other group
- Asian communities are the group most likely to respond to Mobile Messaging

A Case Study:

We recently completed an exercise for Comic Relief. They wanted to have a better understanding of the actual up to date make up of their segments and how best to communicate with them.

For this task we did both the basic Segment Intelligence exercise and added the marketing data.

The result was that decisions could be made based on the actual, accurate composition of the segments rather than the segment descriptors. By linking this to their fundraiser and donor data it was then possible to create a grassroots directory which included communication channel preferences.

The next stage of the project used the data to significantly extend the reach of the Sainsbury's Sport Relief Mile 2012 Integrated Campaign.

A major breakthrough was that we were able to identify neighbourhood 'hot spots' and discover that a previously dismissed communication channel was the way to reach influential fundraisers. This generated significant uplift in the participation of up to 600%.

A full case study on the project was presented at the DMA 'Go Integrated' conference in April 2012 and it won the Institute of Fundraising 'Driving Strategy' Award for 2012.. Further details are available by contacting stevea@thebps.co.uk.

Data for Segment Intelligence is sourced from The British Population Survey, the largest up to date study of the British population.

The data provides detailed information about the population, both at individual and household level with monthly historical data back to January 2008.

Data is collected in person from 6,000 to 8,000 individuals in their own homes each month (over 80,000 pa) and is structured to provide a representative sample of the population.

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