CASE STUDY

InnerCircles IN ACTION

Challenge

A major company in the household services industry was looking to streamline their marketing efforts and reduce untargeted messaging. Their starting point was to find the consumer segmentation system that most efficiently identified their best customers with depth and clarity.

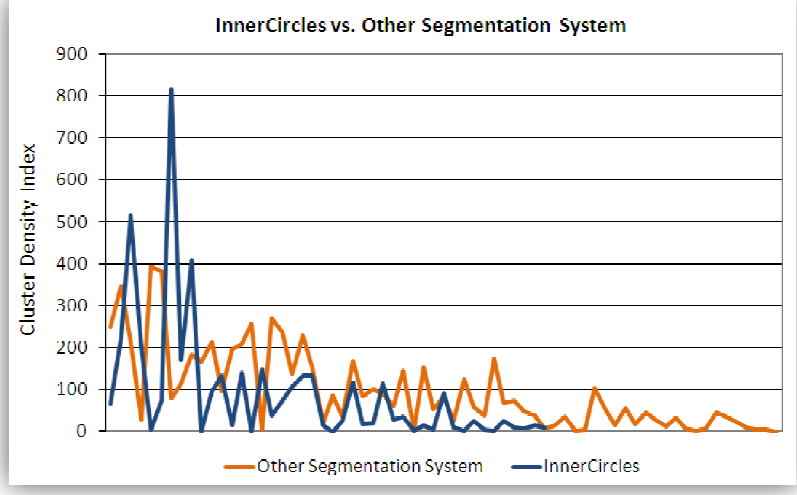
Goals

- Provide comparison of several potential solutions that could help classify customer base according to similarity of characteristics
- Recommend a solution that delivers a quick and intuitive way to identify similar groups within their existing customer base
- Suggest actionable steps against key target groups based on driving dimensions

Analytic Outcome

We compared Inner Circles against several leading commercial consumer segmentation systems. After narrowing down the competitors and comparing their methodology to InnerCircles, we indexed the segmentation results against the national population and established that InnerCircles excelled in the following ways:

- Accurate and differentiated clustering
- Streamlined campaign tracking and analysis by segment
- Personalized audience profiles—putting a "face" on the consumer
- More cost-effective than the leading segmentation systems



This graph illustrates the clarity and actionable results that InnerCircles provides. InnerCircles shows distinct concentrations of segments, making it easy to distinguish relevant customer segments. When compared with the competitor, InnerCircles provides more accurate and differentiated clustering.

Recommendations

After determining that InnerCirlces was the most effective and efficient customer segmentation system, we suggested potential uses for the client's marketing initiatives:

- Reduce prospecting costs by eliminating unproductive segments
- Identify relevant product and message alignment with appropriate audience
- Discover opportunities for growth and expansion in underpenetrated yet profitable segments and geographic areas

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