

# RECONNECTING WITH YOUR CONSUMERS

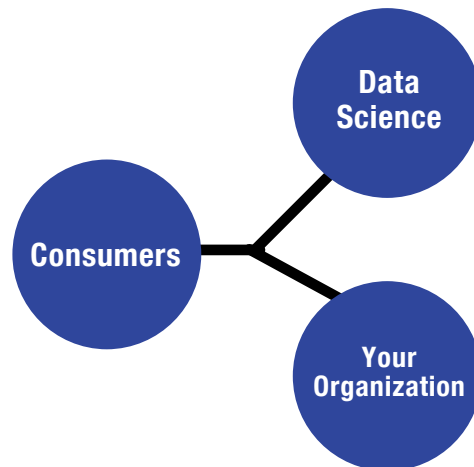
CONNECTED SEGMENTATION TOOLS TO KEEP UP WITH THE EVOLVING CONSUMER NEEDS

## Key Business Questions Answered:

- What targets should I focus on and how do I connect with them?
- How do I fuel our innovation pipeline in different markets?
- How do I improve CRM targeting?

## Why Connected Segmentation?

Ipsos puts consumers at the core of our approach and leverage technology to understand them through their own language and passive, digital behaviour



Using your growth objectives as our compass, we deploy leading-edge analytics to help you focus on your most profitable and marketable segments.

We develop immersive workshop experiences to help your team build empathy and drive actionable insights and business activities.

## How to reconnect?

Identifying the best segmentation course for you and your brand.

### When...

**Segmenting on Motivations is critical**

### Segmentation Tool

**Needs-based Segmentation**

We identify segments based on functional and emotional needs so you can strengthen your brand positioning, make your brand more distinctive in the market, and grow and maintain loyalty.

**Segmentation Based on Unmet Needs and Category Frustrations**

To help you drive innovation, we target consumers based on unmet needs, category frustrations and Jobs to Be Done so you can develop new and relevant products, services, and experiences.

**Consumer needs can differ by occasion**

**Demand Space Segmentation**

We develop segments based on a mix of occasions, needs, and people variables to predict brand/product choice.

**Activation is most critical**

**Mirco-targeting**

We link your segments to your databases so you can optimize your media- planning or customer relations.

**Simple, Agile, and Affordable Solution is needed**

**SLICE**

We offer a cost-effective and fast needs segmentation module that can be added to any study.

Speak with an Ipsos representative to discuss consumer understanding and segmentation strategies for your brand. Get in touch with us at: [philippines@ipsos.com](mailto:philippines@ipsos.com)

GAME CHANGERS

