

# IPSOS CONNECTED SEGMENTATION

Increasing Impact and  
Marketing ROI

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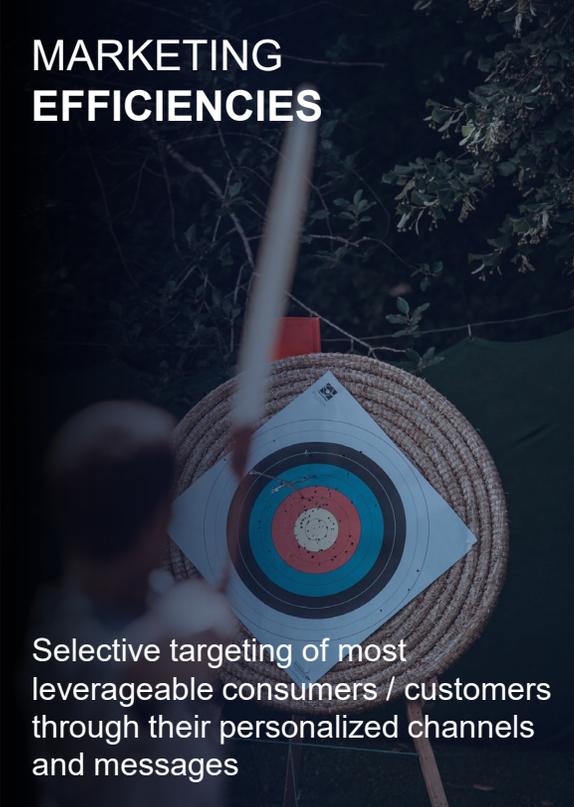
April 2020

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# Segmentations should be the guiding lens through which the business should be viewed

## MARKETING EFFICIENCIES



Selective targeting of most leverageable consumers / customers through their personalized channels and messages

## VALUE CREATION VIA UNDERSTANDING NEEDS



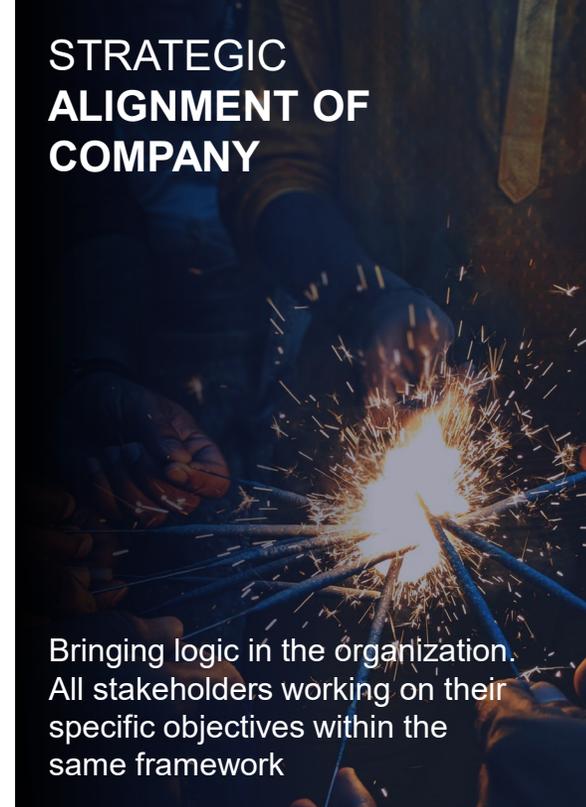
Strengthen the end-user relationship by offering a better product or service and/or positioning brands to better fit with their needs

## VALUE CREATION VIA BRAND AND PRODUCT DEVELOPMENT



Optimization of products/services & identification of “white space”, leveraging disruption in different markets

## STRATEGIC ALIGNMENT OF COMPANY



Bringing logic in the organization. All stakeholders working on their specific objectives within the same framework

# But segmentation research has long suffered common pitfalls

The  
Economist

“Only 14% of Marketing Executives derived any value from their segmentation.”



**Emphasis on  
Method Not  
Impact**



**Lacking True  
Targetability  
In-Market**



**Too long with  
Not Enough  
Value Created**



**ENGAGING**

# IPSOS CONNECTED SEGMENTATION

At Ipsos we don't  
conduct segmentation,  
**WE DRIVE  
GROWTH FOR  
YOUR BUSINESS,**  
increasing your profit  
and clearly outlining  
where to play  
and how to win



**STATE OF SCIENCE**



**MICRO-TARGETING**



**ACTIVATION FOCUSED**

# INCREASED ENGAGEMENT FOR DEEPER INSIGHTS

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# We revamped our survey making it shorter, more engaging, and including questions grounded in BeSci principles



## **HOLISTIC RESPONSE**

Short, engaging survey connecting to behavioral data sources



## **USE OF VISUAL METAPHORS**

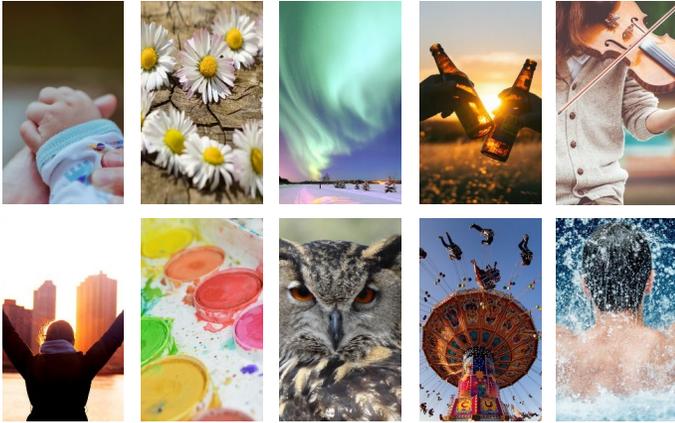
Uncover hidden motivations using consumer's own language, prompted by visual stimulus



## **CAPTURING RESPONSE TIME**

Understanding implicit brand associations to assess brand strengths in each segment

# Needs and motivations are captured using a visual exercise designed to elicit more intuitive and granular responses



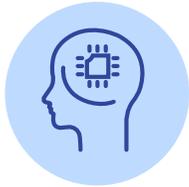
Curated collected of 200 images representing a balanced and holistic collection of pictures with **strong metaphoric meaning**, covering a wide range of **values and emotional benefits**

*“The semantic meaning of pictures is activated faster than that of words, thereby affording subjects more time to generate and elaborate meaningful associations between items depicted in picture form.”*

1 Hockley, W.E., & Bancroft, T. (2011)  
“Extensions of the picture superiority effect in associative recognition.”  
Canadian Journal of Experimental Psychology



# Measure speed of choice to assess mindful vs. more automatic decision making



## GOES BEYOND STATES RESPONSES

measure the unconscious associations respondents have as they link brands to attributes



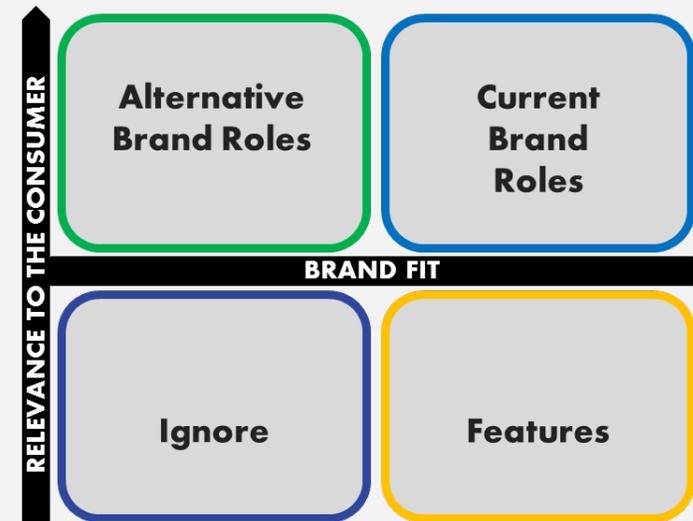
## MULTI-CHOICE RESPONSE TIME

Enables the measure of the response time for more than one brand at the same time



## DEFINE BRAND ROLES

Understand brand drivers and performance for the category and target segments to define how you should position your brand(s)



# SEGMENTATION EVALUATION SYSTEM (SES)



# Segmentation Evaluation System (SES) rewrites the rules for finding profitable segments

## ENABLES FOCUS ON BUSINESS OUTCOMES



Leverages power of machine learning to reduce back and forth effort and time related to running and valuation segmentation solutions.

Ultimately saves time and produces segments optimized for profitability and marketability

## EXPANDS THE SET OF SEGMENTATIONS TO CHOOSE FROM



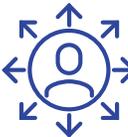
Evaluate up to 1000 segmentations, using both traditional and newer Data Science methods across a variety of distance measures and principal components. Segmenting on various numbers of clusters



## MACHINE AND EXPERT EVALUATION

Using segmentation criteria tailored for each business situation, all segmentation solutions are initially machine-evaluated using an automated process.

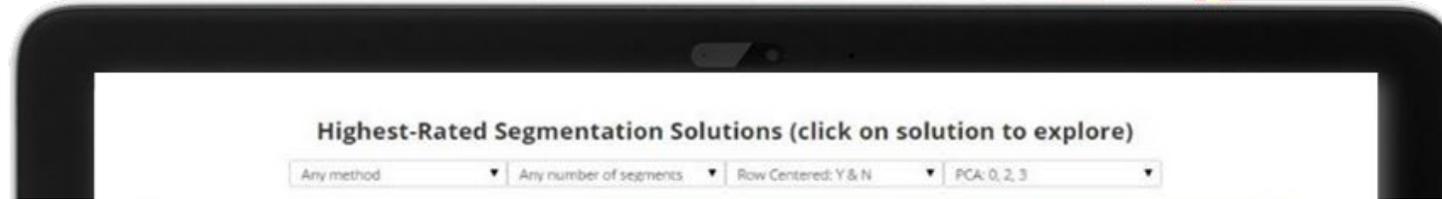
The subset is then reviewed by our segmentation experts to identify an optimal solution to share and discuss.



## PROVIDES AN ANALYTIC FRAMEWORK FOR EVALUATING SOLUTIONS

Process & quality toolkit with simultaneous validations, real-time status reports, and interviewer communication ensures constant quality

# SES provides automated evaluation of each solution on key criteria including those specific to desired outcomes



Accuracy of Typing Tool with 10 Variables	☒	86	83	83	81	83
Number of Variables Needed	☒	60	65	65	60	70
Solution stability on re-runs	☒	100	100	100	100	100
Solution stability on sub-samples	☒	100	100	100	100	64
Average Score		82	82	82	81	79

# MICRO-TARGETING TO IMPROVE MARKETING ROI

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# Micro-targeting links survey-based segments to behavioral databases increasing targetability and marketing ROI

## Ipsos Proprietary: Synthesio



Synthesio leverages Facebook behavioral signals and its wider cookie network allowing us to create segments and learn about each segment's digital behaviour (e.g., music, sports interest)

## Data Management Platforms



## Client or Agency Specific Database (CRM)



# Linkages can be made using aggregate modelling and approaches or individual level connections



# We connect our segments with Synthesio or other the database utilizing a 'Look a-like' modeling approach

**1 IDENTIFY TARGET SEGMENTS**

**Scent Seekers**

**WHO THEY ARE**

AGE RANGE: 18-24 9%, 25-34 10%, 35-44 10%, 45-54 10%, 55-64 22%, 65-74 20%

LOCATION: Urban 38%

SIZE: 17%

KIDS HHI: 7%

HH INCOME: 5%

4%

**WHERE TO REACH THEM**

TOP SOCIAL MEDIA: Facebook 74%, Instagram 27%

TOP WEBSITES: News 45%, Video streaming 31%

Social media 61%

**WHERE THEY SHOP**

Grocery 30%

Target 26%

Drug 14%

**KEY TAKEAWAYS**

- Love to shop for and try
- Focused on body wash that smells makes them feel good
- Primarily shop at Grocery and Target
- Consume a wide variety of digital content

**HOW THEY FEEL ABOUT DIAL**

CLOSENESS: 31%

PERCEIVED BENEFITS: Lower prices 50%, Makes me feel good 36%, Versatile scent offerings 13%, Is made for my skin 14%

WHO THEY TRUST: Celebrities 45%, Real people/word of mouth 44%, Social Media Influencers 12%, Advertisements 10%

FMM USAGE: 68%

**2 CREATE QUERY TO FIND LOOK-ALIKE AUDIENCES BASED ON KEY SEGMENT TRAITS**

**Audience**  
Define who you want to see your ads. Learn more.

Locations: Everyone in this location

United States

United States

Include Type to add more locations Browse

**3 ENHANCE PROFILES WITH DIGITAL BEHAVIORS**

**CONNECTED HOME ENTHUSIAST - endorsement**

Athletes

Actors & Actresses

TV Broadcast Stars

Social Media Influencers

**4 CREATE QUERIES USING ENHANCED PROFILES TO TARGET SEGMENTS IN OTHER DATABASES**

**TARGET SEGMENT**

- Female, 35 - 65-year-old
- Interests include: Collects, grad, some grad school, doctorate
- Interests include: Freshener, candle, incense, aromatherapy, essential oil, and interior
- Interests include: Creative arts, House
- Interests include: Scentsy, and
- Interests include: memory, emotion, relaxation, happiness, and coupons

discounts, allowance, discount stores, sale, sales promotions, discounting, deal of the day, and quality of life or top quality

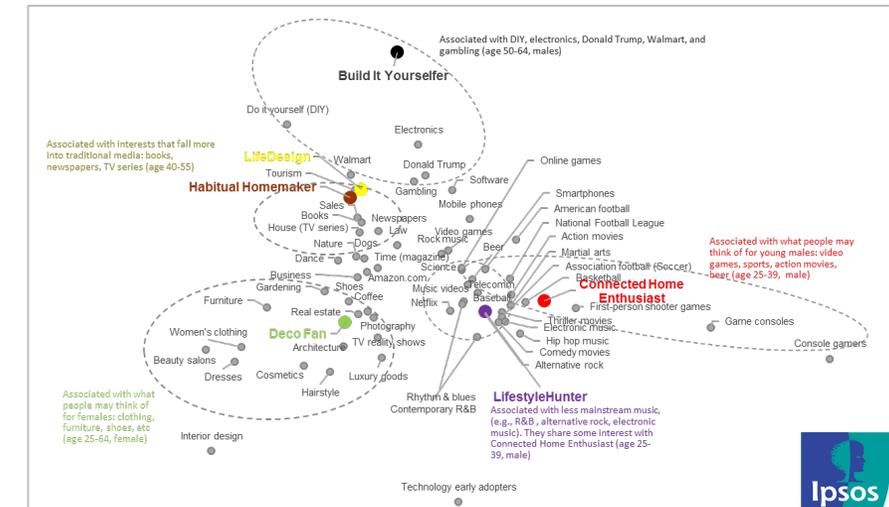
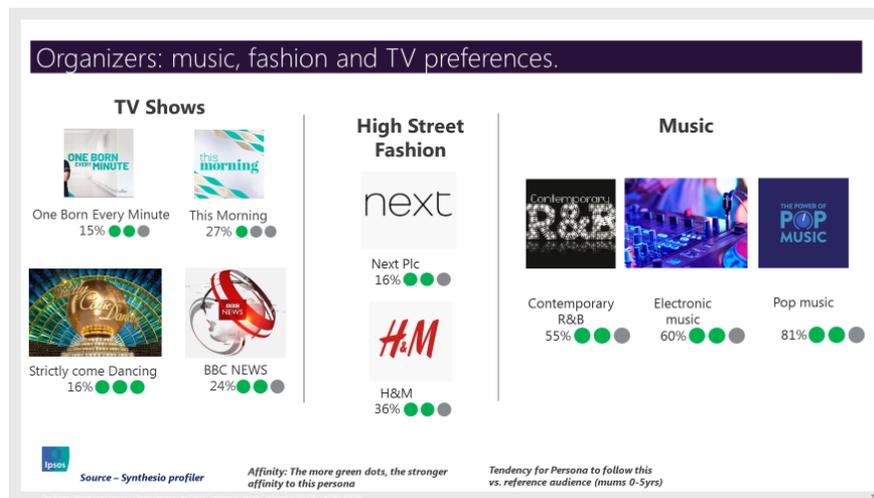
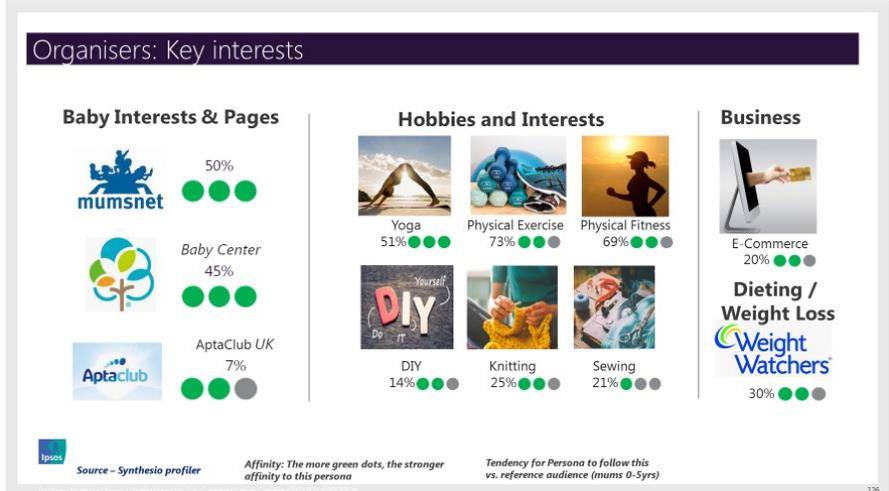
# Case Study: Maintaining Signify's (formerly Philips Lighting) leadership position in Smart/Connected Lighting

“The results have been very well received by all internal stakeholders from upstream Product Management, Marketing Communications, Digital Marketing to the commercial organizations in the countries. I am very happy with the flexibility and quality of work delivered by Ipsos to make this approach come to life.”

-- Signify Testimonial

**SIUTATION:** Signify wanted to maintain its first mover advantage with Philips Hue line. New entrants are jeopardizing their position and they needed to know who are the right consumers and how to communication for growth.

**OUTCOME:** The results have been instrumental in creating Signify's marketing strategy and communication framework, with clear priority setting around consumer targeting, positioning and value propositions



# ACTIVATION WITH IMPACT



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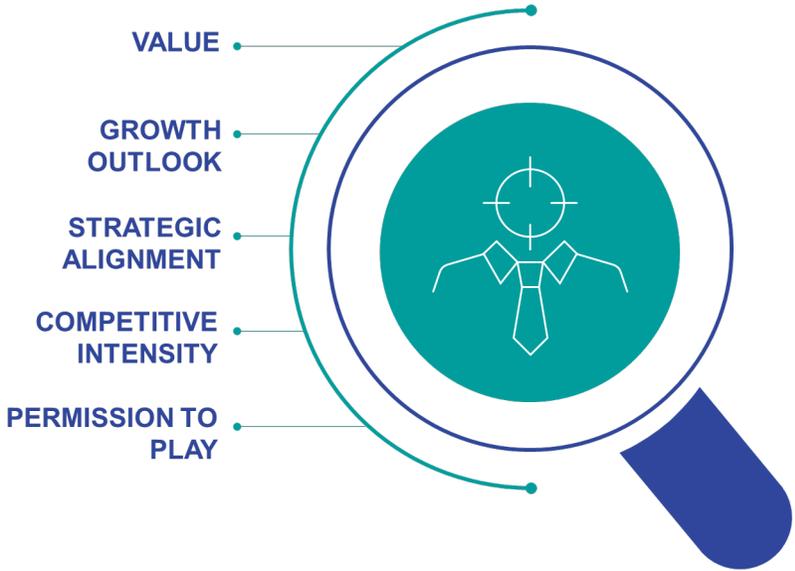
# Immersive workshop experiences align your organization on target segments and drive actions for business impact

## Example Frameworks

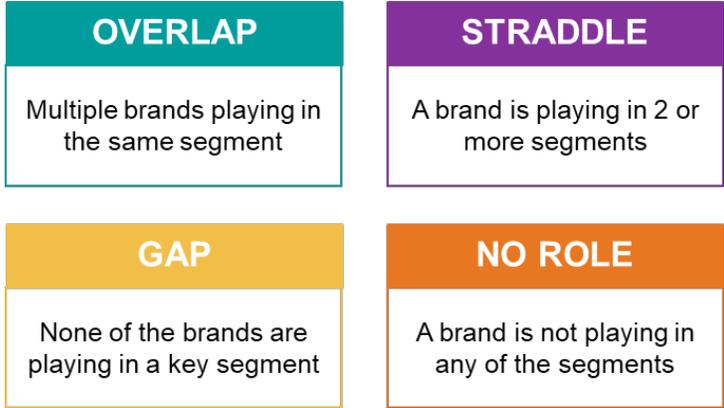
### SEGMENT PERSONAS AND MARKETING



### SEGMENT / NEED STATE STRATEGY DEVELOPMENT



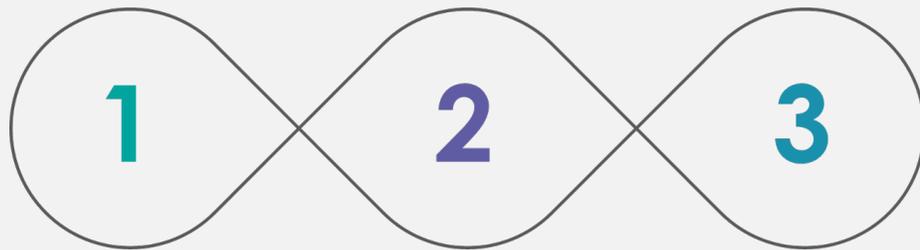
### PORTFOLIO ALIGNMENT



# To maximize strategic impact during activation, we partner with our Strategy<sup>3</sup> consultants and our Behavioral Science Center

## Ipsos Strategy<sup>3</sup>

IPSOS' MARKETING, BRAND, AND INNOVATION STRATEGY CONSULTANCY



STRATEGY  
LED

RESEARCH  
DRIVEN

ACTIVATION  
FOCUSED

## Behavioral Science Center

**Ph.D. Behavioral Scientists** with academic as well as industry experience, who leverage Behavioral science to better understand the **contextual, nonconscious, and, often hidden, drivers of behavior.**

Sample Frameworks:

### Regulatory Focus Theory

to understand unarticulated needs and motivations.

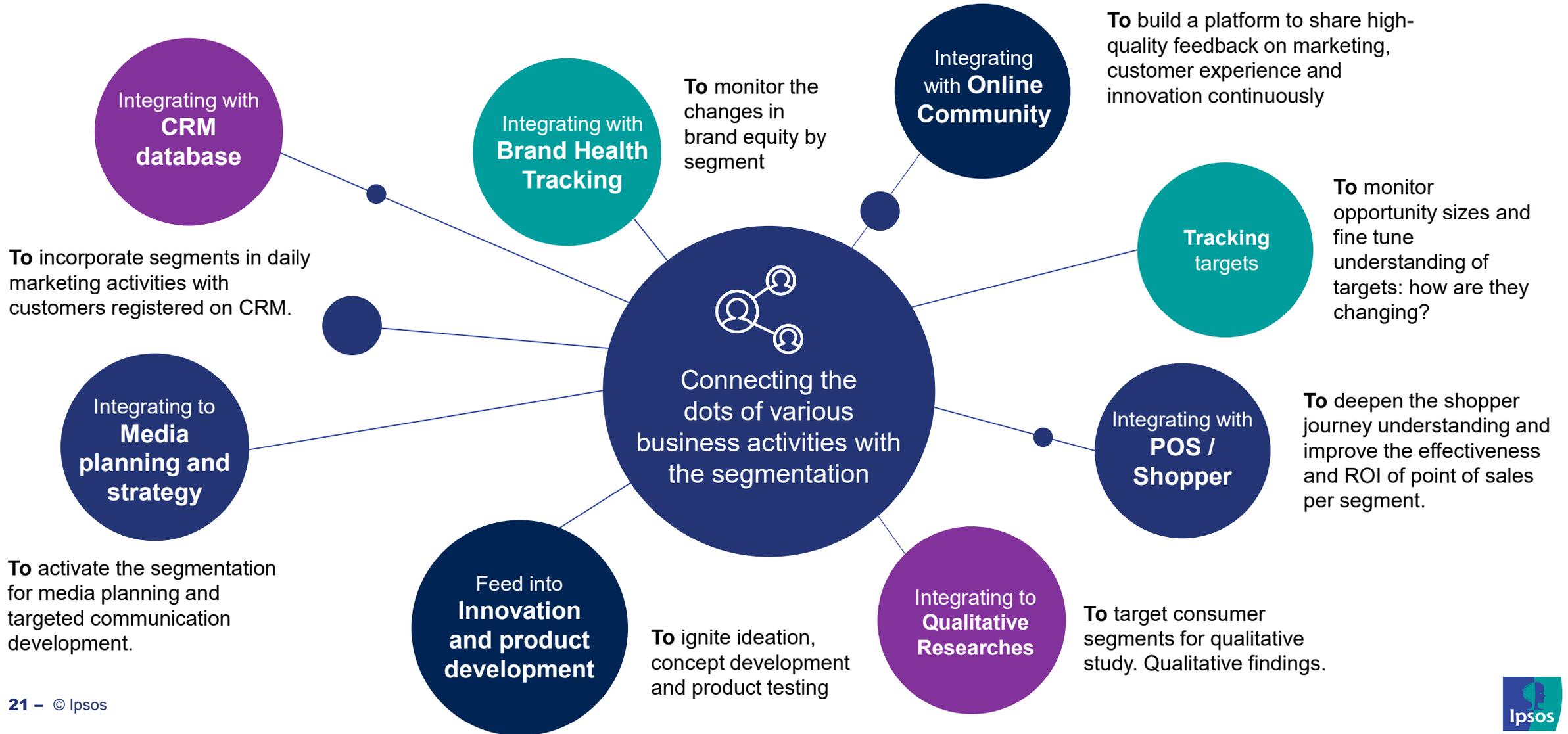
### Habits Framework

to understand how cues, behavioral opportunities/barriers and rewards lead to automatic behaviors.

### Construal Level Theory

to understand how perceived psychological distance affect desire and behavior.

# To ensure impact beyond workshops, we help connect segments, strategies, and actions across business activities



# IN SUMMARY

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## 1 ENGAGING

You get deeper and richer insights without respondent fatigue



## 2 STATE OF SCIENCE

You get segments optimized for your business needs (faster)

# IPSOS CONNECTED SEGMENTATION

Say good-bye to segmentation research that goes unused within your organization. We marry state-of-science analysis, behavioral data linkages, and strategic activation, to allow you to identify profitable targets and to connect with them using more personalized content.

## 3 MICRO-TARGETED

You get increased targetability for communication with your target segments

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## 4 ACTIVATION FOCUSED

You get dynamic sessions that align stakeholders and lead to detailed strategies and actions



**THANK  
YOU**

