

What is Audience Segmentation?

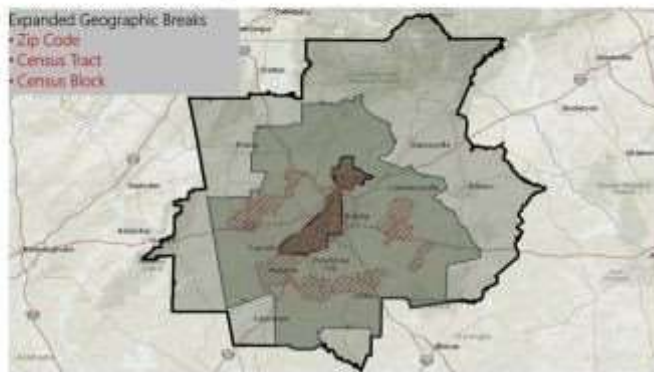
Audience segmentation is the process of dividing an audience into smaller groups with similar characteristics, wants, and needs.

Enhanced Data Sources = Enhanced Segmentation Abilities

With added data sources such as Claritas and GfK/MRI, our ability to specifically identify an advertiser's target has grown exponentially to include additional breaks in geography and demography, and more importantly, to include various psychographic and behavioral profiles.

Geographic Enhancements

Geographies can now be broken down into even smaller areas, including ZIP Codes, Census Tracts, and Census Block Groups.



Audience Enhancements

Audience segments can now be created based on psychographics, spending habits, and behaviors, among many others.

PSYCHOGRAPHIC ATTRIBUTES

- Lifestyle
- Activities/Interests
- Opinions
- Attitudes

BEHAVIORAL CHARACTERISTICS

- Usage
- Consumer Spending
- Buyer Readiness
- Degree of Loyalty

Expanded Audience Definitions

Benefits of Expanding Definitions

- Relevant Reach**
 - Focus dollars where ideal customer comes into contact with OOH
- Positive ROI**
 - Spend fewer resources on campaigns that don't speak to the target market
- Competitive Alignment**
 - Works with online and programmatic type buying/selling

Psychographic attributes divide an audience based on principles such as lifestyle, values, social class, and personality. They are based on affinity to certain statements such as "I value quality over cost" or "I like to participate in sports".

Behavioral characteristics include brand or product usage, spending, brand loyalty or awareness, and past purchasing decisions.

THINGS TO REMEMBER:

- Enhanced data sources allow for enriched segmentation and targeting
- Audience segmentation is important for more targeted communications
- Be careful not to target too small of an audience

If you have any questions or comments, please reach out to geekout@geopath.org!