

CUSTOMER SEGMENTATION

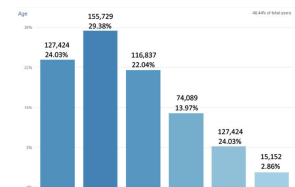
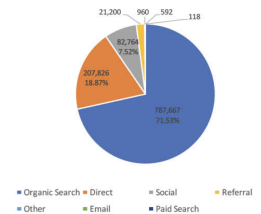


WHO WE ARE

Established in 1999, TR Data Strategy was founded on the idea that data, combined with insights and execution, can transform all aspects of an organization. Working with diversified clients from startups to the nation's largest retailers, TR Data Strategy offers a range of services, connections, and industry experience. No matter the industry, the goal remains the same: **to efficiently bring growth and measured value.**

OUR CUSTOMER SEGMENTATION SERVICES INCLUDE

- Analyzing Internal Sales Data to Determine Current Customer Base
 - Considering purchase history, product interests, buying cycles, etc.
- Analyzing Analytics & Website Traffic Data to Determine Visitor Demographics
 - This can include visitor acquisition and behavior
- Defining the Target Audience
 - This can include age, gender, race, geography, interests, etc.
- Defining Customer Segments and Developing Strategies to Reach Each Segment
- Ongoing Analytics & Reporting
 - Continuing to monitor customer segments and trends
 - Continuing to track visitor and customer habits for targeting
 - Delivering a dashboard report of results
 - Providing actionable strategy insights



IS YOUR ORGANIZATION DATA DRIVEN?



Let TR Data Strategy Help You:

- Understand Your Customers
- Target Your Audience
- Be More Efficient with Resources