



Segmentation Analytics Accelerate Marketing and Sales Insights

SOEE what's new...

Sales Operations, Sales Enablement, Sales Effectiveness (SOEE) performance modeling continues to gain traction, as organizations leverage data and technology to accelerate revenue performance.

Segmentation analytics is the process of examining customer and prospect information to identify common characteristics (data attributes) that **support sales, marketing, and business development strategy**. Through data-driven insights, financial investments and resources can be aligned with enterprise growth initiatives.

Segmentation analytics can be challenging to compile. Much of the difficulty hinges on **data capture, data integrity, and data management**. All three disciplines are critical to delivering strategic insights. The process of building a data-driven culture requires vision, focus, planning, and tactical execution.

SOEE what's the solution...

Accurate data is critical to making informed decisions. Organizations should continually review technology, process, and resources dedicated to achieving data-driven insights.

COMMON GOALS



Data Capture - identify strategic data attributes to capture about customers and prospects. Examples: geographic location, industry vertical, employment size, annual revenue



Data Integrity - ensure accurate and consistent data quality for analysis and reporting. Example: design a consistent process for data capture, cleansing, evaluation, and enrichment



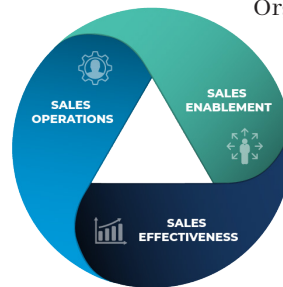
Data Management - the discipline, process, and governance of managing data assets. Examples: Customer Relationship Management (CRM) and Digital Marketing technology

SAMPLE SEGMENTATION ANALYTICS

- **Penetration Rate** - existing clients vs. prospect universe
- **New Sales** - average value, win percent, days to close
- **New Sales** - common prospect data characteristics
- **Marketing Leads** - lead source tagging and scoring models
- **Retention Rate** - existing clients vs. churned clients
- **Churned Clients** - cancellation reasons, revenue lost
- **Ideal Customer Profile** - common data attributes of profitable clients

Customer Relationship Management (CRM) and Digital Marketing technology are two examples of unifying data and process to create segmentation analytics to accelerate sales and revenue growth.

SOEE what's the value...



Organizations must **invest time, energy, and financial resources** to understand prospects, customers, and former customers. Lack of strategic direction and marketplace understanding is no longer acceptable. **Managing actionable data** through technology is a skill that is refined through process, analysis, and interpretation of results. Segmentation analytics provide **insights** that drive strategy and **enhance sales focus** to **deliver revenue performance**.