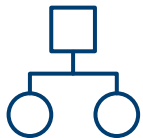


Customer Segmentation

Increase your sales by segmenting your customers effectively

SAIMA Solutions, your specialist in predictive analytics

CHARACTERISTICS



EASY TO SEGMENT

Segment identification and customer micro-segments



ACTIONABLE FROM THE BUSINESS

Easy to manage by a non-technical user



LINKED TO THE VISION

Applying business rules

BENEFITS



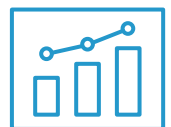
Identification of more profitable customers



Execution of targeted campaigns



Identification of specific needs



More frequency purchase

www.saimasolutions.com

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CUSTOMER SEGMENTATION TO MAKE BETTER DECISIONS

CHALLENGE

Classify and segment customers optimally

Understand the actions priorities for each client

Customize the CRM in order to increase the frequency of purchase

SAIMA CUSTOMER SEGMENTATION

RESULT

Design of specific actions to improve ROI

Greater adequacy of the offer according to customer characteristics

Knowledge of the database of the customer, their behavior and evolution

THE SOLUTION

Our client asked us to identify customer segments to carry out concrete and focused actions. Our solution has allowed us to increase the sales figure and improve the result of the campaigns carried out.

Our client is a retail company with more than 40 clothing stores. It has presence throughout Spain and is a leader in youth clothing.

CLIENT

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