

UU-LAB'E HOŞGELDİNİZ!

Şu an Bringing Segments To Life
/ Workshop deneyimindedesiniz.



*Bu deneyimle ilgili daha detaylı bilginin emailinize
gönderilmesini istiyorsanız buraya tıklayın*

93 ülkede
Ipsos
uzmanlığı

15.000'den fazla
katılımcıya ulaşabilme
imkanı tanıyan iç data
havuzu

Tüm eleme ve temin
süreçlerinde iç
database, GAB ve kota
kontrollerinde %100
kontrol oranı

Yenilikçi araştırma
metodolojileri ve
teknikleri



Dünya çapında en
başarılı örnek
uygulamalara anında
ulaşma imkanı

Strateji ve iş fikrine
dönüştürülebilen
sonuçlar

En güncel raporlar ve
rakamlarla beslenen
kapsamlı sektör bilgisi

Global moderasyon ve
analiz eğitimleri,
akreditasyon süreçleri

AGENDA

1. Introducing the session
2. Sharing the results

3. Personification



You are here!

4. Implementation
5. Closing, next steps

NOT ALL SEGMENTATIONS ARE SUCCESSFUL. THE KEY ISSUE IS A LACK OF ACTIONABILITY

The
Economist

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

“Few organizations can get their segment strategies to work ...”

The McKinsey Quarterly

Why a lot of segmentation research is not actionable ?

“...our people don't understand the segments, too vaguely described and too many segments, this is not workable...”

“...there is zero link with buying behaviors or other profiling variables...”

“...the segments are hardly differentiated vs each other...”

“...oh, and then implementing it, that's the toughest part !...”

“...the segments are useless, not applicable to what we wanted to use it for...”

PERSONIFICATION

This is the fun part of the exercise! In this session we will start bringing to life the data from a segmentation by imagining the life context of a **typical** representative of a segment



This goes beyond how this person engages with the category; we want to understand the **full picture**: family status, working life, hobbies, sports, values in life, etc.



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