Transformational segmentation

We combine **Best-In-Class Data Science and AI** alongside commercial acumen

★★★★★

Thought leaders in Segmentation (Ultimate Guide to Segmentation eBook)

Unrivalled Experience – **2,000+** segmentations in **100+** countries

MRS Evidence Matters™

Finalist for **two MRS awards –** Business Impact, Applications of Research

Innovation leaders – recent launch of our Segment Chatbot tool

WARC

100+ million customers tagged with market segments

Expertise leaders – Hybrid delivering against brand, innovation and CRM strategies

Mike Pavey, Director Data Science
mike.pavey@bonamyfinch.com

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Understand needs: Set a clear ambition based on use cases for the segmentation

TARGETING

Which customers represent the most valuable targets?

How can we position our brand effectively?

BRAND

PRODUCTS

Are our products and services meeting the needs of our target segments?

What new products and services should we invest in for future revenue?

INNOVATION

COMMUNICATIONS

How can we optimize our campaigns for target audience conversion?

How can we enhance customer engagement and satisfaction?

EXPERIENCE

CRM

How can we strengthen our relationship with our customers to drive value?

Connect data: Incorporate multiple data sources to create a connected segmentation, maximising activation opportunities

MARKET SEGMENTATION
Understand the 'why'. What motivates current and potential customers?
Effective for informing comms, branding and product innovation.

CUSTOMER SEGMENTATION
Understand the 'what'. What do we know about our customers and how they currently behave?
Effective for CRM and personalisation.

Survey data

Customer database

Third party data
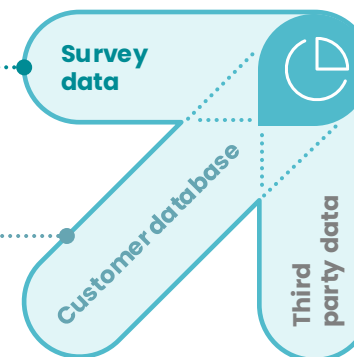
HYBRID SEGMENTATION
Connect data from multiple sources to give a 360-degree view of customers and the market.
Maximises impact, allowing for effective personalisation and long-term growth.

Drive change: The right segmentation gives a clear map of Where to Play and How to Win, delivering greater ROI on your marketing spend

Positioning & Comms: Market segmentation for a car insurer

Our segmentation validated a target segment originally identified in qual, leading to a brand repositioning that despite marketing budget restrictions revitalised the brand and reversed 5 years of decline.

CRM & Innovation: Hybrid segmentation for a travel company

Our hybrid segmentation connected business functions and local teams with a common language, and was directly attributed with millions in incremental revenue within 18 months.

Customer centricity: Hybrid segmentation in 15 markets for a global insurer

Our approach doubled policy density growth within targeted segments, outperformed retention targets by 50%, and drove significant profit uplift wherever applied.

Product & Service Optimisation

Using advanced analytics to fine tune product or service features, prices, promotions, and messaging strategies to drive appeal and profit

Feature Optimisation – of new innovations or existing products by configuring features and price

Bundle & Package Optimisation – optimise price for optional features and add-ons to maximise revenue or profit

Range Optimisation - optimise the products in your range and how they are priced

Price & Promotion Optimisation - identify the right price and promotions for new or existing products and ranges

Claims & Messaging Optimisation - capitalise on a winning product with strong brand communication

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Connecting our PS&O toolkit to client challenges:

Conjoint (CBC, MBC, ACBC),

TURF analysis

MaxDiff (Maximum Difference Scaling)

Range Master

Price Sensitivity Meter (PSM)

Gabor Granger

Calibration

Creating dynamic models grounded in real world metrics:

Maximising **revenue,** customer **retention and acquisition using Menu Based Conjoint (MBC)**

Identified personalisation opportunities for **TV package bundling** to help direct a media client's re-structure of their whole TV offer

Contributing to and giving confidence in **portfolio planning** decisions

Recommended optimal positioning for a **premium kitchen range** in a crowded product portfolio whilst maximising the impact upon commercial success

Supporting **revenue growth management teams** to help maximise profit by optimising pack portfolio, pricing, promotional offers

Complex modelling enabled the identification of optimal price points in a changing **soft drinks marketplace** resulting in an estimated 10% uplift on profit. Annual planning tool created to forecast expected sales

Optimising **promotional messaging** to increase acquisition using calibrated MaxDiff

Increased prospect contacts for the sales team of a **media client** through identification of the most effective combination of promotional offers

Best-in-Class:

★★★★★
Over 20 years of expertise in advanced analytics

500+
Conjoint & other trade off models

Custom-built dynamic & user-friendly simulator models

Experts in more complex, customised designs

Enhancing output by integrating other data sources (e.g. market share, cost data)

Giselle Hillman, Director Data Science . giselle.hillman@bonamyfinch.com

AI and Unstructured Data Analytics

Generative AI

Unstructured Data at scale

Human Consultancy and Storytelling

Quantifying and Sizing Topics

Saving hours of time by coding and sizing topics, more accurately than generative AI alone

Pre fieldwork Understanding

Testing hypotheses and analysing the category / competitor landscape before primary research. Analyse how people 'really' talk about brands
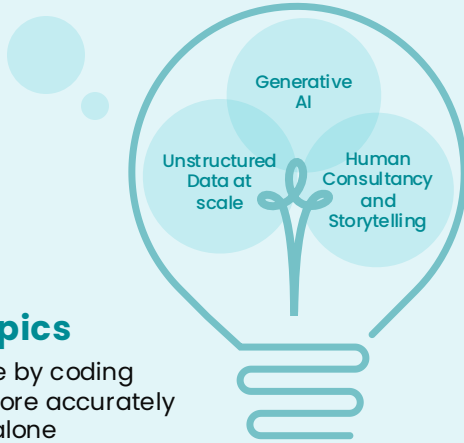
Brand Tracking

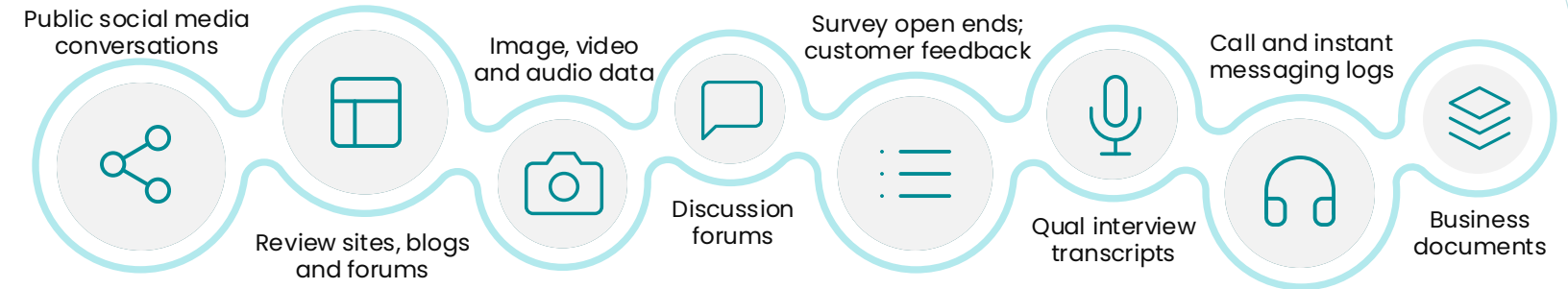Brand Tracking from millions of unstructured data points, delivered at speed

Trend Spotting

Detect emerging themes through online conversations and imagery

Hasdeep Sethi, Director Data Science
Hasdeep.sethi@bonamyfinch.com

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Unlocking the power of unstructured data, through our proprietary web scraping technology

Public social media conversations

Image, video and audio data

Survey open ends; customer feedback

Call and instant messaging logs

Review sites, blogs and forums

Discussion forums

Qual interview transcripts

Business documents

How our clients can benefit from this toolkit

Scale - Access to billions of high quality, real, public conversations in almost any country and language through our proprietary web scraping technology

Sized - Objectively quantify topic areas through our topic modelling toolkit, not possible with Generative AI Chatbots and Deep Research tools alone

Speed - Get to insights within 2 – 3 weeks of a kick off call, at low cost

Authentic - Get closer to the actual words and imagery used by consumers

Targeted – Using AI to selectively answer research questions and test hypotheses before (or instead of) primary research

Benchmarked – Benchmark brands and products over time using powerful natural language (NLP) algorithms

Experts in combining AI and unstructured data at scale

100+ Toolkit used in 100+ STRAT7 projects since 2021, including:

Saving 100s of hours per year through a custom-built open coding tool for a global staff survey

Informing the 'car of the future' design principles with 600,000 natural conversations

Getting to the heart of what private equity means in 5 markets (including Hong Kong and Japan)

Getting closer to the language and discussion areas on 'Outdoor Exploration' in 3 markets, before primary research

Understanding the frustrations and unmet needs workers have around employee benefits, all using their own language

AI Led **quarterly Brand Health Tracker** for a luxury handbag brand in 7 markets, **delivered at speed and scale** not possible with survey tracking

Customer Analytics

Utilising customer data to personalise offerings and communications to enhance touchpoint relevance:

Customer Retention & Growth
Identify high-value customers and reduce churn through predictive modelling.

Personalisation at Scale
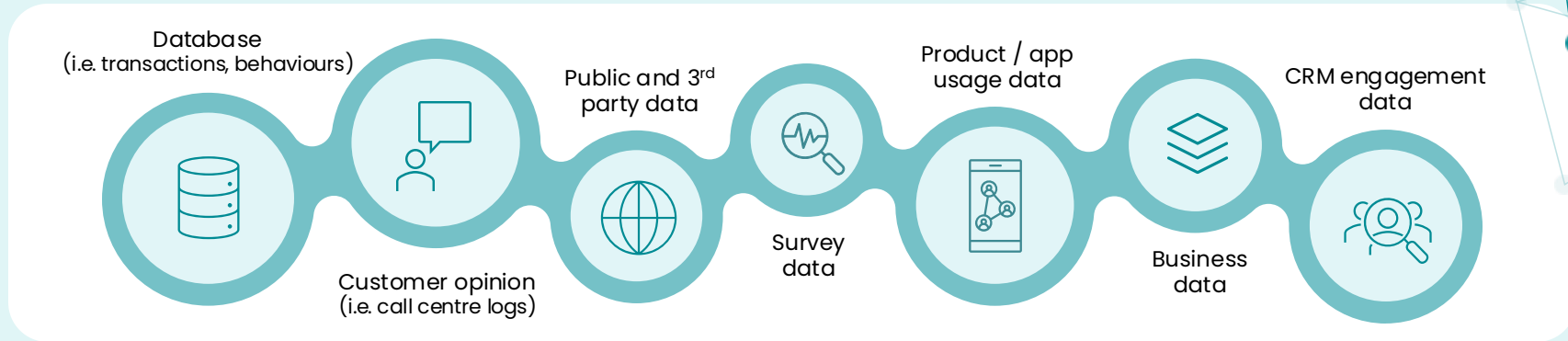Leverage data-driven insights to tailor products and communications.

Optimised Customer Journeys
Identify customer challenges, pain points & opportunities to enhance customer experience.

Steven Pesarra
Director Data Science

steven.pesarra@bonamyfinch.com

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Connecting Data: **Identify and combine valuable data sources to gain a 360- degree view of your customers**

- Database (i.e. transactions, behaviours)
- Customer opinion (i.e. call centre logs)
- Public and 3rd party data
- Survey data
- Product / app usage data
- Business data
- CRM engagement data

Transforming Customer Data into Business Growth

Customer Segmentation - Leveraging customer data to drive personalised campaigns and tailored products & services.

Propensity Modelling - Predicting churn and future customer actions to drive retention & growth initiatives.

Segment Attribution - Attributing market segments to databases, providing context into "why" customers make decisions & what they do with competitors not only with your brand.

Data Mining - Uncovering patterns in customer behaviour to optimise engagement and retention strategies.

Basket & Purchase Analysis - Understanding product relationships to optimise cross-sell and bundling strategies.

Customer Feedback Analysis - Interactive tools to understand the customer perspective/viewpoint i.e. barriers, motivations & opportunities.

Best-in-Class Data Science & AI:

MRS Evidence Matters™

Thought leaders in hybrid analytics, utilising multiple data sources

100+ million customers tagged worldwide with market segments (enriching databases)

Finalist for **two MRS awards** – for customer analytics

Insurance client **exceeded customer retention targets by 50%**

Targeted service **significantly reduced complaints** and **improved NPS and repeat purchase for a travel company.**

Streamlined product plans and tailored customer offerings via analysing millions of transactions for a major cinema group

Growth Drivers

Making expert-driven market predictions from a comprehensive set of diverse data sources to inform smarter investment decisions:

Key Influencing Factors

Factors influencing sales, customer engagement, or churn, focusing efforts on the most impactful business areas.

Proactive Decision-Making

Anticipating demand, sales, or market trends rather than reacting after the fact. Inventory planning, budgeting & financial planning.
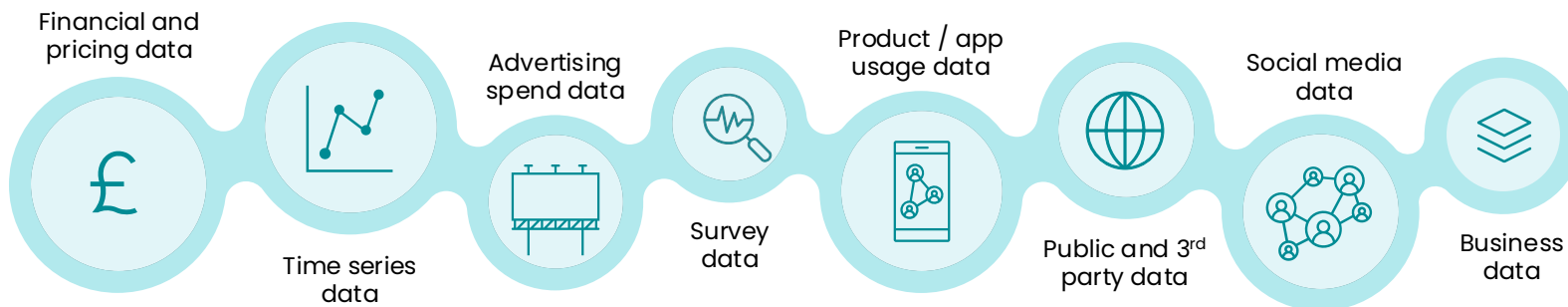
Maximise ROI on Marketing

Price elasticity analysis, campaign effectiveness & media budget allocation.

> *"Unbelievable impact in a short space of time. Analytics across diverse data was an eye-opener, providing clear direction to take to the CEO"*
>
> Global Head of Consumer Analytics & Insights | Decision Sciences

Connecting Data: Identify and combine valuable data sources to gain a 360- degree view of your customers

Financial and pricing data · Time series data · Advertising spend data · Survey data · Product / app usage data · Public and 3rd party data · Social media data · Business data

Deep Understanding of what Drives Business KPI's

Driver Analysis - Diagnosing relationships with outcomes, i.e. what drives sales? Influence scores. → Provided justification for a £43million investment strategy to mitigate decline in football participation.

Forecasting - Predicting outcomes in the future i.e. sales & product demand. → Forecasting simulators built for a rapidly scaling food delivery start-up, enabling highly optimised staffing and marketing decision making.

Marketing Mix Modelling – Understanding how to optimise media spend, such as spend per channel, frequency of spend, intensity of spend. → Provided a 50% marketing spend reduction whilst maintaining existing radio listenership for a media client.

Custom Deliverables:

| Dashboards with forecasts | Simulator tools for scenario planning | Feature importance scores | Network maps, driver relationships | KPI's compared to benchmarks |

Steven Pesarra, Director Data Science   .   steven.pesarra@bonamyfinch.com