



PYTHON
P R E D I C T I O N S
A TOBANIA COMPANY

Segmentation



**Customer segmentation?
In data we trust.**



**Intuition is key,
but facts are gold.**



A deep dive into your customer needs.

Do you want to fully represent your customers' behaviour to make your marketing segmentation come to life? Start using our Segmentation solution and find an answer to questions such as "How can I better target my marketing campaigns?", "How can I link our qualitative segmentation to our customer database?" and "How can I better understand the needs of my customers?".

By using our marketing segmentation solution, you'll get to know your customers better and use a personal marketing strategy in the blink of an eye.

Let algorithms draw the contours.

It's possible you have segmentations that are mainly based on your business expertise instead of on data. While they can help to design a strategic or marketing plan, they do not fully represent real client behaviour.

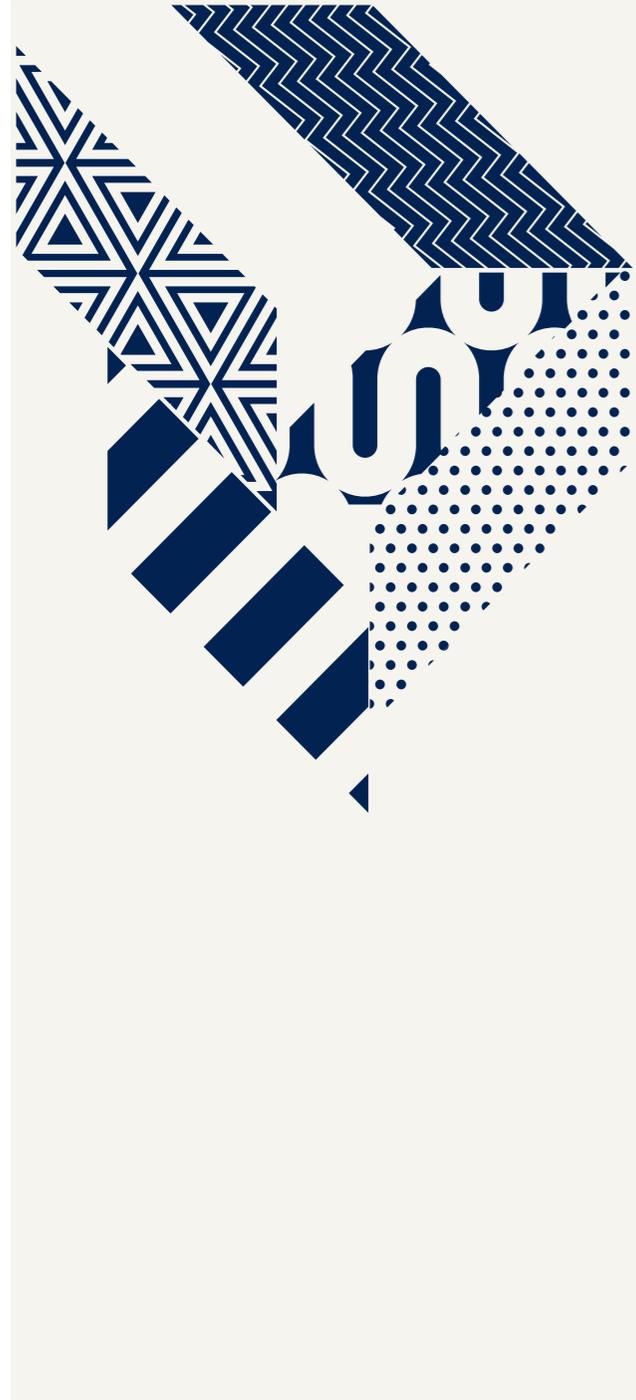
That's why we use an alternative, data-driven way of segmenting. One that puts your customer's data at the core and where algorithms draw the contours of your segments. These algorithms are designed to cluster customers that are very similar within each group, but very different across different groups such as "values", "needs", "lifestyle", "product usage" and "shopping behaviour".

Segmentation, who's it for?

Segmentation is most commonly used in marketing departments because it enhances a more personalised marketing communication towards customers.

But hey, there's more! We also focus on go-to-market and B2C markets that are in need for a better understanding of their - mostly extensive - customer database.





3 reasons to fall in love with Segmentation.



Increase Customer Satisfaction

Thanks to our segmentation solution you get to know everything there is to know about your diverse customer groups through nice profiling cards and interactive dashboards. So, on account of this specific and data-driven way of working, you get to address your customers in the most personalised way.



Count on strong business knowledge

Strong business knowledge and consulting skills are needed when you start implementing a data-driven segmentation solution. Here's where our Python Predictions crew comes in. Did you know segmentation is one of our core activities since 2006? We've already created beautiful customer stories together with Delhaize, Eneco, Planet Parfum, ING, Makro, Telenet and DataCamp for example.



Safe time

By putting a data-driven segmentation at the core of your company's action plan, you can save a great deal of time. Since we've already segmented every individual customer into your strategic marketing plan, you don't longer need to allocate them yourself. The only thing there's left for you to do, is start communicating right away.



When Python Predictions gives you Segmentation... turn data into personalised communication.

Like Delhaize did.

Delhaize, part of Ahold Delhaize, is a premium food retailer offering 18.000 products in over 140 stores in Belgium. To increase the customers' shopping experience, the retailer needed a solution to offer personalised communication.

Python Predictions developed a segmentation scheme based on customer lifestyle and shopping habits which enables Delhaize to adapt communication to individual customer needs. On top, we've developed a recommender system that creates relevant offers for all individuals. The result? Customers are addressed personally and the store lay-out can be adjusted to local needs.

Would you like to know all about our solutions?

Just get in touch with us! We look forward to getting to know your business.

info@pythonpredictions.com
Avenue Roger Vandendriessche 9,
1150 Brussels (Belgium)
www.pythonpredictions.com



These happy customers like to use predictions as well.



Can't get enough of our Python Predictions crew?

We deliver great value to our customers, but you don't have to take our word for it.
Just like, follow and get to know us online.

