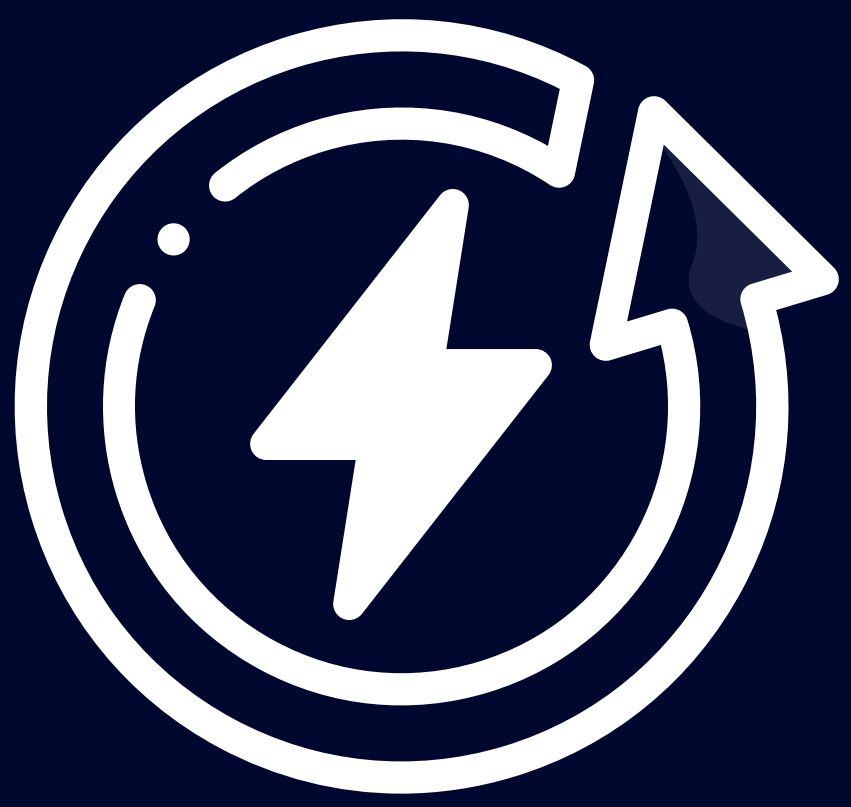
AiTrillion

Power of Segmentation



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Industries are transforming, products are expanding and consumer tastes are changing.

The only thing that is constant is “CHANGE”.

As an eCommerce store owner, you have to be open-minded, ready to accept new challenges, and keep an eye on new things. Most importantly, one must start listening to customers and adjust the marketing strategy according to them.

So how are you going to manage to make every customer happy?

> *“DTC segment has achieved robust growth in the last few years, with revenues more than doubling from $400 million in 2015 to roughly $860 million in FY 2018”.*

Over the years, direct-to-consumer companies have created a long-lasting impact on their customers which isn’t going to fade easily. Today companies that offer VIP early access for Black Friday sales to their loyal customers, the beauty brand that offers a free sample with a purchase, or the fashion brand that pop-ups recommendation products in advance are gaining the perks.

However, creating this type of experience that can build a deeper connection with customers is no mean feat.

That’s why we have introduced Ai powered customer segmentation. With AiTrillions’ segmentation dashboard, brands can segregate and create customer timeline based on their purchase behavior and digital footprints. This helps them to deliver highly personalized customer experiences.

> *“Segmented and targeted emails generate 58% of all revenue for a company, which isn’t hard to believe”.*

Benefits of Segmentation

- **More actionable insights**
- **Allow you to analyze your customer journey closely**
- **Increase conversion rate by simplifying customers' digital footprints**
- **Create and analyze reports based on customers, your goals, and your loyalty strategy.**
- **Define and take targeted actions on relevant customer segments**

How does AiTrillion segment for you?

AiTrillion helps you create audiences based on their profile, behavior, and location so that brands can target their audience with relevant and personalized messages individually.

AiTrillion segments your audience on the basis of :

- **Demographic (age, gender, religion, sect, family size, family size and more)**
- **Geographic (location and where they work)**
- **Psychographic (social class, lifestyle) and**
- **Behavior (spending, consumption, habits, and more).**

AiTrillion offers 70+ filters for customer segmentation like —

Geo-Targeting

Geographic segmentation allows businesses to target their audience more precisely with a limited budget. It allows small businesses to put their efforts specifically on their pre-defined area without burning extra money.

Find out the exact location of your customer base and design your offers accordingly. AiTrillions' geographic segmentation guides marketers to customize their content so that it has the right tone and style to appeal to different types of customers.

Geographic segmentation is based on:

- **Region**
- **Climate**
- **Population Density**
- **Population Growth Rate**

Creating Groups

AiTrillion segmentation allows you to create groups of targeted customers based on their activities on digital channels. The dashboard also allows you to add multiple filters for an individual property. With AiTrillions' feature-rich dashboard, you can set segments that are highly tailored to your specific audience and loyalty program campaigns.

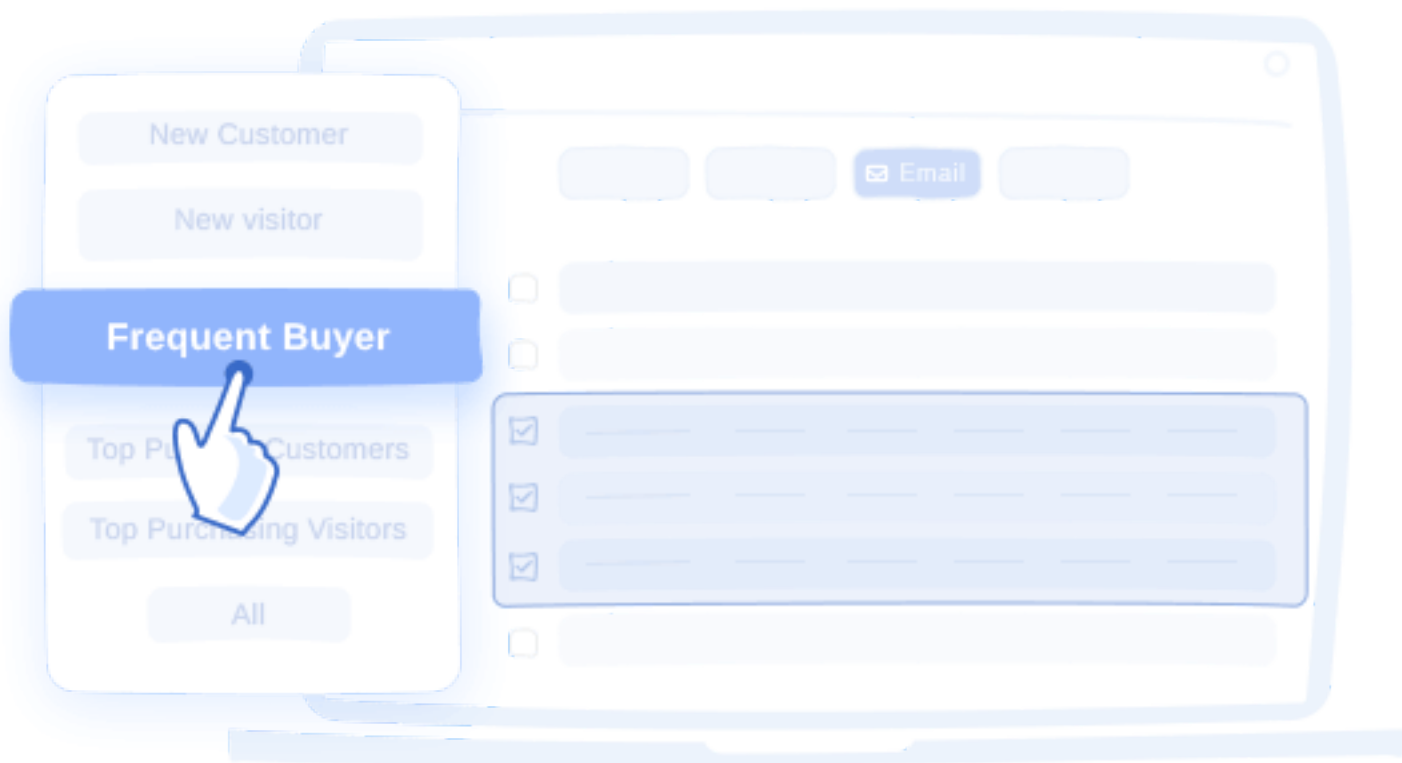
Here are just a few examples of groups you can divide using segments:

- **Customers with over $500 in lifetime spend but no referrals made**
- **Customers who completed more than one referral, but have never made a purchase**
- **Customers with at least 200 points earned but never made a redemption**
- **Customers who haven't purchased in the last six months**
- **Customers who purchased during the holiday season**
- **Customers who abandoned cart usually.**

One-Click Targeting

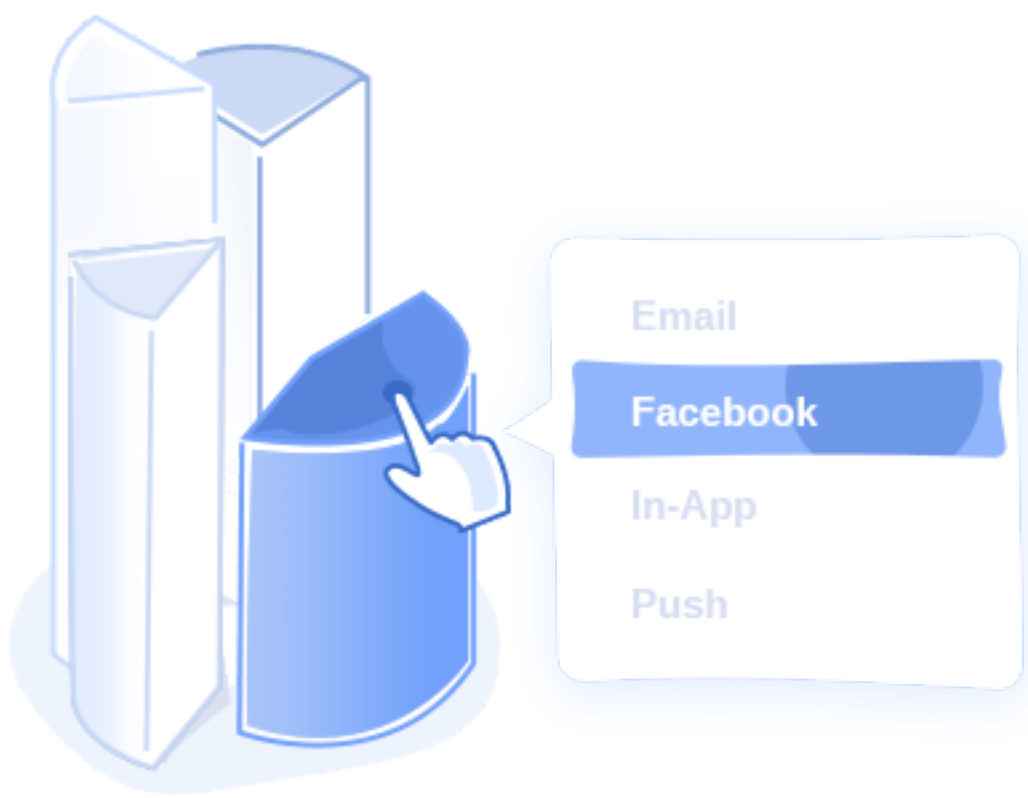
With one click targeting feature, you can target any pre-built segment with a single click. Personalize your email message, placed it into pre-designed email templates, and trigger your campaign to pinpoint purchasing action to blasts sales.

Target users based on country, city, age, and gender through segmentation feature and smarten your approach to reaching the right people at the right time.



Cross-Channel Targeting

AiTrillion lets you target your segments across all marketing channels. Align your all social media channels with the same targeted audience and increase your chances of conversion automatically.



Real-Time In-Depth Insights

AiTrillion turns Data into fortuity. This eCommerce marketing platform is smarter than traditional analytics and enables sellers to ingest this data to craft customer timelines.

AiTrillions' segmentation help enterprises to understand customer behavior at a deeper level so you can deliver timely relevant offers, specially curated for individual customers. With the help of AI, the report will automatically suggest the optimum channel that should be used for higher-customer engagement.

No More Manual Segmentation

AiTrillion's automatic segmentation platform helps you to find the groups that are close to conversion. It's highly relevant personal filters like Last seen, First seen, Last contact, Shopify id, Total spent, etc will automatically segment your customers.

Find the Optimal Time to Engage Your Users

No matter whom you serve, one thing in common – they expect to receive the right information at the right time. Send your email series/popups notification at the right time based on their interests, habits, likes & dislikes to build a meaningful relationship.

Enhance the applicability of your marketing strategy by sending messages based on particular events and gain the trust of your audience for better upliftment of your business.

Summing Up

Customer segmentation data can become the foundation of your loyalty strategy by empowering you to unlock those customer experiences that oscillate deeply with shoppers.

With segmentation, you can surprise and delight your customers with limited-time perks and discounts based on their choices that they likely didn't realize were available to them.

AiTrillion is constantly working hard on releasing exciting innovations to stand out from the competitors by offering a truly personalized marketing strategy. Through Artificial Intelligence, AiTrillion will continue to unlock new possibilities for brands looking to curate magical customer experiences.

For everything, you need to get started with Segments, click here

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