



**International**  
a gyro: company

## CASE STUDY:

### Marketing Segmentation

Developing a sophisticated attitudinal and needs-based segmentation for a major printing equipment manufacturer

#### The Challenge

A multinational electronics equipment company approached us to review their existing customer segmentation in the printing category with the aim of more successfully penetrating their target markets and growing market share in the most profitable segments across Europe.

Alongside the segmentation, our client wanted to gain insight into the following:

- To better understand the customer journey, from identifying the need to purchase the printer and purchase motivations
- To understand the optimum customer for their key products
- To better understand which functions most resonated with which type of end-user

## The Solution

The study covered 7 major markets in Europe and included SOHO (small office / home office) and SMB organisations. The sample was made up of customers and potential customers representing a range of SMB sizes and IT decision making roles. The research was carried out in 4 stages:

- 1** Establishing the Segmentation: We carried out over 4000 quantitative online interviews with a cross-section of SOHO and SMBs.
- 2** Analysis, Segmentation Generation: Segments and personas were derived from online interview data by employing regression and cluster analysis techniques.
- 3** Presentation Workshop & Strategy Development: Final workshop presentation was delivered in an interactive fashion and provided the opportunity for the European Team to share the research results and encourage “buy in” of the findings and develop concrete actions.
- 4** Bringing the Segmentation to Life: Following the segmentation, we carried out depth interviews with panellists to further explore their views, behaviours and needs and build on the personas for each of the segments. Those findings helped us to develop a communication strategy with the aim of better embedding the research findings in our client’s organisation.

## The Insight

The segmentation delivered five distinctive segments. For each of these segments our client received insights into the segments’ firmographics, their product usage and purchasing behaviour, their attitudes, needs, their typical customer journey and perceived attractiveness of existing products. On top of that, the client received detailed insights into product features that should be further developed for each of the respective segments.

Following the presentation of the segmentation findings, we developed a communication strategy to embed the new segments within the client’s organisation. As part of this strategy, an online portal was developed, which gave employees access to multimedia content designed to better understand their target personas. This content consisted of videos in which personas personally introduced themselves (played by actors), short summary profiles, mock LinkedIn profiles and simulations of typical workplaces, including insights into the solutions the segment most valued and segment-specific opportunities. Additionally, persona summary posters were put up across all the different offices.

The project and its communication strategy received sensational feedback and laid the foundation for far-reaching strategic developments within the organisation for years to come.