Segmentation and Targeting

Targeting works. Serving the right content to the right customer can quickly double conversion rates and savvy segmentation is critical to effective targeting.

Given the proliferation of marketing channels and increasing globalization, the pace at which new segments emerge and the rate at which customer affinities change has accelerated dramatically. In addition, the vast amount of information that marketers can tap into, relating to customer interests, sentiment, behavior, and demographics, is growing by the day.

To keep up, marketers must now automate the intensive process of generating granular, detailed segments, based on intensive listening and a deep understanding of customer interests, common characteristics, and affinities. To monetize these groups and act on this new level of understanding, marketers must also be able to automatically match the right products, content, and messages with each group, and then target them at the moment of highest impact to drive sales, increase awareness, or generate leads.

Discovering the traits that unite visitors and customers into a discrete segment has traditionally been one of the “black arts” of marketing. In years past, marketers would look at demographic profiles, website analytics, and campaign response data and make inferences and generalizations about customer groups, personas, or segments based on their insights. Performing this analysis in any meaningfully robust way has been difficult, because it is nearly impossible to get a truly holistic view of the variables, and the resultant conclusions are subjective. Doing it in a reasonable timeframe that enables marketers to act has been next to impossible.

The pace of change in customer affinities and the volume of information at the marketer’s disposal have grown dramatically. Manually adding in data in about real-time bidding on cost-per-click advertising is unfeasible and ineffective. Unable to keep pace with these dramatic changes, marketers are forced to either rely on outdated segmentation techniques that they know are imperfect and too broadly defined, in order to keep the segments manageable, or turn to “black box” systems that force the marketer to “trust” the system’s reporting. These black box systems, however, leave the marketer without an understanding of why specific customers are being targeted with a particular product, offer, or message.

To compound the problems faced by marketers, these segments could not be applied across new types of campaigns – online video, mobile platforms or social media – much less across all channels. In recent years, attempts have been made to target people with more specific content based on behavioral metrics, but these systems are constrained to a very limited set of data and fixed content options. In the end, the marketer, the creative design team, and the web team all have ideas on which content to target, but only one or at most a few combinations of content can be displayed. The limits of legacy systems leave untold creative possibilities and better business strategies unused.

The Solution – Segmentation and Targeting
Autonomy’s Segmentation and Targeting unique solution automatically discovers highly granular segments of customers in any channel. To find these segments, it uses powerful combination of proprietary algorithms, meaning-based analytics and multivariate testing to automatically detect groups of site visitors who share meaningful characteristics and convert in similar ways. Segmentation and Targeting gives marketers new and valuable information to create targeted campaigns to influence key groups with offers and content that compels them to take action.

One online retailer increased conversions by an additional 7% through intelligent segmentation.
Segmentation and Targeting allows marketers to:

- Automatically discover new segments of customers in real time
- Understand how existing customer segments and affinities are changing over time
- Target segments with specific content and messages
- Deliver dramatically higher conversion rates, leads, and online sales

Segmentation and Targeting for Increased Conversion

Powered by Autonomy’s Intelligent Data Operating Layer (IDOL), Segmentation and Targeting can be used to learn and understand existing customers as they evolve, discover new segments, and quickly respond to each group of customers with targeted offers and content – increasing customer engagement and high-value conversion rates. Rather than relying on statisticians to perform complex analytics based on static, historical data or depending on a black box solution, Segmentation and Targeting empowers marketers with an easy solution that automatically identifies new market segments as they emerge – in real time. Through an intuitive interface, it simply reveals the segment composition and the content that segment responds to. With this information, Autonomy’s system then automatically targets the best content to each segment. The solution automatically clusters customers based on any number of common characteristics, behaviors, and the content or concepts to which they are most responsive. The system then automatically recommends the most valuable segments to the marketer. The segments created can have very specific defining characteristics, allowing the marketer to target content or user experience at a very granular level. For example, a specific message on a button can be targeted to a group of customers at a particular time of day when they come from a search keyword, referrer URL, or even if they have a similar household income.

Automatic Profiling

Segmentation and Targeting allows the interactive marketer to analyze and test a virtually unlimited set of variables (including page flow of the site) against a large set of possible segment drivers to maximize conversion rates. The number of possible combinations can extend to the millions or billions, but the Segmentation and Targeting design engine automatically reduces combinations to only those required for analysis. During the multivariate experiment, the solution builds a rich, multifaceted information profile.

Harness 3rd Party Data Sources

Smart decision making requires a comprehensive view of information. Due to the divergence of systems most organizations are based upon, this data most likely comes from a variety of sources. Autonomy’s flexible solution provides a simple and intuitive way for marketers to select and include any third party data source in their analysis for true understanding.

Sentiment Analysis

Autonomy’s Segmentation and Targeting solution enables advanced categorization based upon degrees of sentiment and tonality. Through sophisticated analysis, it determines whether each piece of information is positive or negative. Now marketers can better identify customer segments by understanding each customer’s opinions of products at a granular level. For instance, a two-star rating for a camera may still include satisfaction with certain features.

With this comprehensive set of information, Autonomy's automated clustering tool forms segments based on the attributes that matter. The marketer can easily see the clusters of visitors and their definitions and then deploy the targeted segments and content to their website.

About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management. Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

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