



# Profitable Customer Segmentation with C3

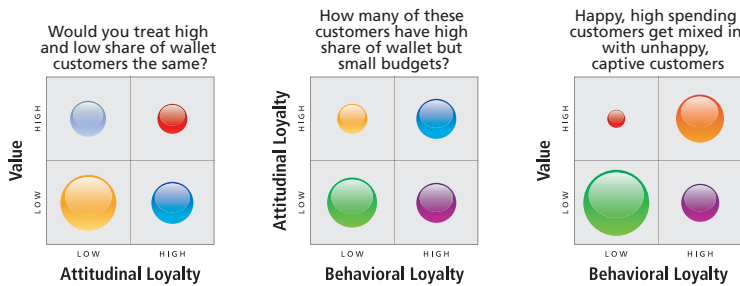
Quite frequently, clients tell us that they have an in-house customer segmentation scheme that they are unable to take marketing actions against. The reasons for this are typically threefold:

- Too hard to “find” the customers using the segmentation.
- Impossible to apply the segmentation scheme to the existing client data base, thereby limiting its reach and applicability.
- The segmentation has no strong ties to existing client buying patterns, limiting its ability to forecast ROI.

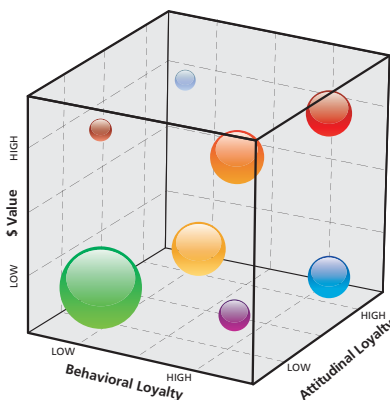
Ipsos’ **C3 Loyalty Based Segmentation** model corrects the weaknesses that are inherent to most segmentation schemes and allows you to not only identify your best, most profitable customers, but helps set marketing priorities.

The C3 model integrates behavioral, attitudinal and value based customer information and is unlike any other segmentation scheme in the market today.

## Using the more common “2-Dimensional” view of the world obscures the true business realities...



## Ipsos loyalty has developed C3 – “Customers in 3 Dimensions” to ensure that your segmentation solution:



**The Clarity of C3**  
 Profitable Loyals are customers high in value, behavioral loyalty, and attitudinal loyalty

- Incorporates attitudes, behaviors and true customer value so you can measure the ROI of your marketing actions.
- Provides segment based marketing drivers that address the needs of specific, identifiable customer groups.
- Links to your customer database.
- Determines which customers are at greatest risk of defection.
- Prescribes corrective action to keep your customers on board for the long haul.





**For more information on profitable segmentation using C3 from Ipsos Loyalty please contact:**

**Joe Mann** • [Joe.Mann@ipsos.com](mailto:Joe.Mann@ipsos.com) or **Mark Greene** • [Mark.Greene@ipsos.com](mailto:Mark.Greene@ipsos.com)

**Ipsos Loyalty**

Ipsos Loyalty is a global organization that is dedicated exclusively to the issues of customer satisfaction measurement (CSM), customer retention and customer loyalty. Ipsos Loyalty intimately understands that customer satisfaction research is dynamically different than traditional marketing research, demanding unique skills and expertise.

**Ipsos Loyalty Scientific Papers & Publications**



- Top 20 marketing science article written in the past 25 years (by the INFORMS Society for Marketing Science).
- Citations of Excellence "Top 50" award (top 50 management papers of approximately 20,000 papers reviewed) for the year from Emerald Management Reviews.
- Best paper in the Journal of Marketing... TWICE.
- Best paper in Managing Service Quality... TWICE.
- Best paper in the Journal of Service Research.
- Finalist for best paper in the Journal of Service Research.
- Finalist for Best Book in Marketing for Loyalty Myths (2007 Berry-AMA Book Prize).
- The Globe & Mail (Toronto, Canada) counted Loyalty Myths as the Number 4 best business book of the year.
- Soundview Executive Book Summaries chose Loyalty Myths as one of the 30 best business books of 2006.



**Ipsos Loyalty**  
The Customer and Employee Research Specialists