Shopper Insights

Shopper Segmentation Can Help You Recognize and Target the Differing Needs of Category and Outlet Shoppers.

Shopper Segmentation is traditional segmentation research applied to shoppers of a specific category, department and/or retailer.

Segments can be defined based on a number of different shopper attributes such as category buying behavior, shopping trip drivers or attitudes toward shopping the category.

Burke’s four phase approach to segmentation helps you identify an actionable shopper segmentation that guides strategy and tactics inside and outside your organization.

Phase One: Discovery

**Internal Discovery**

Internal Discovery involves an in-person kick-off meeting with all internal constituents to set the course for the segmentation process by establishing clear goals, objectives, and expectations.

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**External Discovery**

During External Discovery, we listen to shoppers describe their needs in a qualitative research setting. Contrary to most qualitative research, qualitative research for segmentation focuses on identifying dimensions on which shoppers differ instead of those on which they are similar.

**Phase Two: Measurement**

**Shopper Segmentation**

A solid questionnaire forms the foundation for solid segmentation. However, use of proper sampling techniques is crucial for representative segmentation. We work with your team to determine the best method for reaching your shoppers, so that your team can use the research results with confidence.

**Phase Three: Collaboration**

**Analysis and SEGUE™**

Based upon our years of segmentation experience, we have found that an in-person working session during the analysis is crucial to the success of any segmentation project. Our analysts present the most viable segment solutions for discussion with your core team and collaboratively decide which segment solution best fits your needs and goals. Once final, our analysts bring the segments to life through profiling and the use of SEGUE™, Burke’s proprietary technique for maximizing the actionability of segmentation.

**Phase Four: Action**

**TRACTION®**

Finally, Burke leads a day-long session, starting with a presentation of segmentation results to your entire team. Next, we deploy Burke’s TRACTION® protocol to help your team fully integrate the segmentation and take action immediately.

We often recommend follow-up research to breathe life into the segmentation by allowing your team to observe representatives from each of your target segments in a qualitative setting.

At the end of the process, your team walks away with an action plan for turning your shopper segmentation into success at the shelf.

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