

Our proprietary customer segmentation system – InnerCircles™ – defines and clusters consumers based on similarities in behavior-driving characteristics. Developed utilizing a set of descriptive indicators broader than other high-profile segmentation systems, InnerCircles is comprised of 44 clusters that provide clear differentiation among consumer types, maximizing the likelihood of similar behaviors among members of each group.

At A Glance

InnerCircles provides marketers with actionable customer intelligence to develop smarter, more effective marketing initiatives. Use InnerCircles to segment your existing database and identify prospects similar to your most profitable customers.

Generate Improved Response by “Speaking Their Language”

With a better understanding of your customers behavioral and demographic profiles, you’ll be able to develop meaningfully targeted offers and messaging to improve response

Key Benefits

Improve Segmentation Strategies

Target your best customers with superior differentiation between segments

Manage Marketing Budgets

More efficiently plan your marketing strategy by knowing who your customers are, where they live, what they buy, and why they buy

Identify New Customers

Reveal niches of potential customers in unlikely places, and even discover that some favorite targets may be poor prospects

Cost-Effective Approach

InnerCircles provides the same valuable insights for a lower price than other segmentation tools

Who Is This For?

Whether your data is limited or extensive, InnerCircles is an essential tool for your business if you are looking to:

- Understand and differentiate your existing customers
- Identify profitable prospects
- Get on the path to one-to-one communication

Use InnerCircles alone or as an add-on to one of our many products, like Transaction Insight Engine™, Buildabase™ or Relationship Intensity Profiler™.

Customer segmentation can help marketers in a number of ways:

- Establish targeted marketing campaigns to maximize your return on investment
- Market products to unique segments and develop pricing strategies appropriate to your targeted profiles
- Monitor behavioral trends across diverse categories of consumers and track profit potential

SEGMENT 12 - SMALL TOWN SATISFACTION

2010 US Population Estimate: 12,788,122 (4.1% of US Population)
 2010 US Household Estimate: 4,580,664 (3.8% of US Households)
 2010 Household Median Income: \$55,751
 Urbanicity: Suburban



Small Town Satisfaction: High incomes. Homeowners to have one or two cars and retail, and

% of Married Couples: 56%
 % Homeownership: 60%
 % with College Degree: 33%
 % HH with Kids: 35%

SEGMENT 5 - YOUNG PROFESSIONALS

2010 US Population Estimate: 4,246,518 (1.4% of US Population)
 2010 US Household Estimate: 1,606,784 (1.3% of US Households)
 2010 Household Median Income: \$79,023 (Upper 20%)
 Urbanicity: Urban



Young Professionals are typically age 25-44 with high incomes and bright financial futures. A well-educated group, many hold college and post college degrees and tend to work in science, finance, technology and information. Young Professionals live where families of four are common in urban settings with high population density, relying on public transit to commute. The Asian population is nearly 35%, making it the highest concentration nationwide. You'll find them in San Diego, San Francisco Bay Area, Los Angeles and Atlanta.

% of Married Couples: 56% HH composition: 2-5
 % Homeownership: 60% Age: 25-44
 % with College Degree: 33% Ethnicity: 35% White, 34% Asian
 % HH with Kids: 35% Major Industries: Science & Tech., Information, Finance