

TARGET GROUPS

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Team

Iteration

Date

Take the segmented target groups over to the "Business Model" canvas. Decide whether you need one or many business models to serve them.

Customers

Who are our customers in our today's business model?



Strength of ties ↑

Attributes

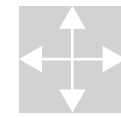
Behavioural differences

What attributes help us understand behavioural differences between (non-)customers?

e.g.
+ Price sensitivity
+ Business paradigm
+ Purchase behavior

Clustering

How can we classify our customers and non-customers into target group(s) based on behavioural differences?



Label both axes with behavioural attributes and position customers and non-customers on the matrix



(Non-)Customers with a similar behavioural characteristic represent a target group for our business. What "job(s)" is each target group trying to get done?

Non-customers

Who are not our customers - but could / should be in the future?



Behavioural commonalities

What attributes are characteristic for all (non-)customers?

How many (non-)customers are on the market for each target group?

Are there any white spots here no market player is serving today?

Label both axes with behavioural attributes and position customers and non-customers on the matrix

What are our onetime acquisition costs (AC) for new customers in each target group?

What lifetime value can we generate with customers in each target group?

Not all target groups generate the same value for your company. Calculate the Customer Lifetime Value (CLV) for each group in order to determine how much profit a customer creates over time.

$$CLV = P \times T - AC$$

- P = Profit a customer generates per year
- T = Number of years a customer stays with your company
- AC = Onetime costs you will have to spend to acquire a new customer

What is our primary segment that unlocks the most value in our business?

- + Positive lifetime value (CLV)
- + Easily accessible
- + Well-understood ("job(s)")
- + Ready to spend
- + Open-minded