BEHAVIORAL SEGMENTATION

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WHAT IS BEHAVIORAL SEGMENTATION

Behavioral Segmentation can be defined as any market segmentation based on customer behavior or customer buying behavior.With behavioral segmentation, the customers can be quickly classified on the basis of number of times they have visited the online store, what products they have bought, what categories they prefer, if they are registered members – so on and so forth.

Importance of Artificial Intelligence in Retail

AI is designed to manage large amounts of data. In fact, the more the data, the better the prediction. The effective usage of data is then translated into more predictive intelligence to support behavioral marketing efforts.

Uses of AI in Behavioral Segmentation

- Improves search capabilities

- Improves customer interactions

- Fuels personalization

- Helps recognize patters

Behavioral Targeting

- Leads way for targeted ads

- Captures page views, locations and time spent on sites and serves ads to customers accordingly

- Provides context for Personalization

- Personalization further benefits the retailer, as well as, the customers through every stage of their journey

The ultimate goal of behavioral segmentation is to understand your target audience and optimize your conversion by leveraging your products with contextual branding and marketing approaches.

THANK YOU

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