

ANALYZE360

Use Case Scenarios

Using Analyze360 is easy, but sometimes you need ideas on how to get started or you want to learn how others have leveraged the information you get in a segmentation report. The following use case scenarios are provided for your inspiration!

SCENARIO 1

USING ANALYZE360 WITHOUT A CLIENT LIST

You don't have a good client list? No problem. Although analyzing your existing client list in Analyze360 is a great starting point, maybe you just don't have a list. Maybe you are a start-up or a small business. Analyze360 can still be a huge asset to building that customer base as well as helping you build your marketing strategy.

GET STARTED

Login to Analyze360 and click around the categories. Start with location and income, and add other demographics. These categories can help you identify customers that might be interested in your product or marketing message. Explore the options and build your custom segmentation report with the right customers from the start.

I don't have a client list.

Can I still use Analyze360 to find new customers?



DATA DICTIONARY

The Data Dictionary is another useful tool to help you browse categories and get ideas about who your customer base may be. Sort and filter what looks like a good starting point and then use Analyze360 to dive in deeper.

LEARN MORE

Watch our short informative [video](#) and if you think there may be value to you and your team, we'd love to provide you with a one-on-one personal demo, just send us an [email](#).

Statistics



99%

Of businesses across the US are small businesses and employ nearly half of all U.S. employees.



47%

Of small business owners run marketing entirely on their own.

analyze360[™]
Intelligent Segmentation

SCENARIO 2

START WITH YOUR CUSTOMERS

Are you sure you know who your customers really are? Sometimes you find out that you really don't. Analyze360 has helped businesses better define and understand their ideal customer so they don't spend money on the wrong strategies. Start by running your current client list through Analyze360, then play with the categories, propensity, and scoring to dial in to your true audience. Your results might surprise you, but will result in the right solutions, services and messages that your ideal customers are demanding.

EXAMPLES

Citron Clothing is a great example of one of our clients who leveraged Analyze360 strategically to get into the right market for their customers. Citron thought they should wanted to invest in a petite line of clothing since they already had regular and plus-sized clothes. With Analyze360's market segmentation they realized their customers were much less likely to buy petite and a significant portion of their spending was on jewelry somewhere else. Citron was able to shift their strategy and invest in a jewelry line instead of a petite line, saving them money and bringing their customer the product they wanted to buy.

[View full case study](#)

Golf Outfitter is another great example of finding the right customer came from an entrepreneur who developed a cool gadget to help golfers carry their equipment. They originally planned on marketing their product to male golfers. With Analyze360 the true audience was discovered. Women ages 35-55, tended to buy their significant others golfing gifts and accessories. The target audience shopped on-line or at high-end stores, and specialty gift shops. The entrepreneur was able to change their marketing message, packaging, and target audience to capture the most out of their investment.



Common Mistakes



Trying to sell to everyone



Not differentiating your product or service



Targeting the wrong market or audience



You don't know your marketing metrics