



evoSeg™

Your customers, their voice

People choose brands for different reasons. Some are motivated by quality, others by price, and still others by sheer availability. You need to know who is choosing your brands for what reasons so that you can speak to them in words they understand. evoSeg helps you identify your consumers and segment them into actionable groups. Speak to your consumer segments so that they hear you and understand you.

Identify demographic segments

Whether you build campaigns that evolve over time or campaigns that are unique every time, evoSeg can monitor their impact over time.

- Watch trends over time to see which campaigns hit the soft spot
- Monitor competitive brands over time to see whether your overall campaign strategy is overshadowing them

What can evoSeg do for you?

Identify psychographic segments

evoAdScan tracks mentions of your campaigns to analyze when consumers are picking up on them and how they are talking about them.

- Know exactly when consumers took notice of your campaign, not just when the campaign began
- Watch an individual campaign ebb and flow on a daily basis from the very moment it begins
- See how emotions towards a specific campaigns evolve in the crucial early days through to its end
- Use real time data to support the halt or expansion of a campaign



Identify internet segments

Every campaign reflects the heart and soul of a brand. When a campaign misses, you need to see it and act on it immediately. When it hits the sweet spot, know it soon and act on it immediately

- Gauge the immediate impact of campaigns
- Learn what consumer like and don't like about specific campaigns
- Have precise knowledge so that you can capitalize on hits and minimize the misses

Build complex segments incorporating demographic, psychographic, and internet segments

You know that people aren't static beings. Everyone belongs to demographic and psychographic and internet segments. A complete segmentation process includes all aspects and allows you to speak to people in a well rounded way.

- Identify the path of the viral growth from one social network to another so you can be there ahead of time the next time
- Know how campaigns are perceived by different psychographic groups and prepare for them appropriately

PSYCHOGRAPHIC SEGMENTATION

	Brand A		Brand B
	Innovative	Word Choices and Top Interests	Original
Higher Verbal Difficulty	Stylish		Popular
	Clever		Smart
	Blu-ray and home theater		Home entertainment
More Technical Terms	Android phone and PDA		Mobile phone and handheld
	Peyton Manning		Shawn Michaels
Upper Class Indicators	Book		Magazine
	Family		Wife
Higher Income Indicators	Budget, Rich		Poor, Income
	Degree, school		Learn, study

Psychographic segmentation via evoSeg serves multiple purposes. For example, consumers of Brand A are more likely to use words that reflect a higher degree of verbal difficulty (e.g., innovative vs original). Brand A consumers are also more comfortable talking about technology using precise words (e.g., Android phone vs mobile phone). evoSeg also allows you to identify the demographic characteristics of consumers (e.g., discussions of college) as well as personal interests (e.g., discussions of books and football).





Contact

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