

Customer segmentation template

A quick way to understand your customers is through customer segmentation. After all, segmentation arms you with the data needed to fulfill your target customers' needs. This handy table has prompts so that you can easily split your audience in a range of ways.

Segmentation type	Geographic	Demographic	Psychographic	Behavioral
Definition	Splitting your customers based on where they are physically located.	Dividing customers based on census info such as age, gender, and job title.	Splits customers based on personal preferences and internal motivations.	Divides customers by what they do and their purchase behavior.
Considerations	- Customer location - Local area - Region - Frequently visited places - Urban/rural	- Age - Gender - Income - Job title - Generation - Marital status	- Interests - Personality - Lifestyle - Social class - Motivations - Attitudes	- Brand awareness - Loyalty - Shopper type - Rate of usage - Readiness to purchase
Your customer segmentation info				