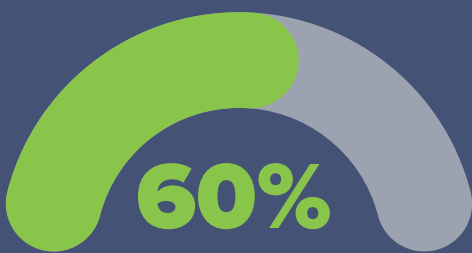# Radar

The Power of
Marketing Segmentation

By segmenting the diverse facets of consumer behaviour, demographics, and preferences you can really elevate your campaigns, build strong connections with your audiences and increase engagement with your target market.

60%

BUILDING CONNECTIONS

Customers' challenges and concerns are 60% more likely to be understood by businesses that create personas and segment their customers.[1]

MULTI SEGMENT SUCCESS

53% send the same email to their entire list, and only 4% use layered personalised targeting. 31% businesses use basic segmentation. 14% use segmentation and dynamic content.[2]

Bar chart: Same email, Basic segmentation, Dynamic content, Layered targeting

77%
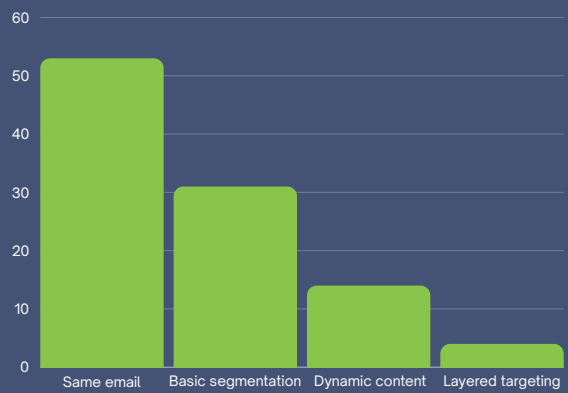
IMPROVE YOUR ROI

77% of marketing ROI comes from segmented, targeted and triggered campaigns, which emphasises the significance of personalised and relevant content.[3]

GENERATE MORE BUSINESS

Marketers who segmented their audience before campaigning, stated that the revenue generated increased to up to 760%.[4]

760%
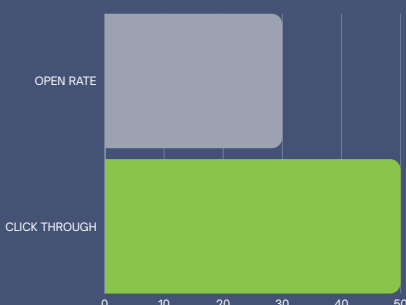
INCREASE ENGAGEMENT

Segmented emails drive 30% more opens and 50% more click throughs than unsegmented email campaigns.[5]

Bar chart: OPEN RATE, CLICK THROUGH

Radar, the essential precision tool for customer profiling!

TRY RADAR FOR YOURSELF

Sources: 1. DMA, 2. Smart Insights & GetResource, 4. Convertkit, 5. Online Dasher