SEGMENTATION

INTRODUCTION

If you are in the marketing business then you should be prepared to deal with large amounts of data. There will also be different kinds of information to handle; data from existing customers and prospective ones, the data flow from within the company's website itself, data about related businesses, competitors, and any data that can be used to advance your business, just to name a few.

How do you intelligently arrange a vast amount of data? Segmentation; categorizing huge amounts of data into groups that make sense.

In the age of artificial intelligence and digital information, marketing should not be restricted to the age-old way of selecting columns and values to create segmentation. Neither should this task be performed by human resources alone, who are better assigned to other tasks to improve business. The most efficient system for this task is a program, a segmentation platform; something that doesn't get tired, something that doesn't require constant supervision.

However, dividing and classifying data is not just enough; it should be done quickly and efficiently. A segmentation platform should be intelligent enough to be familiar with this crucial task. Even the small things matter; like being able to recognize between multiple spelling variations of one word, or being able to tell that the US, USA and the United States of America are the same country.

With the LeadAngel platform, segmentation is done by a state-of-the-art marketing and sales segmentation tool. We offer flexibility and agility to marketer.

TITLE LEVEL AND DEPARTMENT

For us people, it is easy to determine someone's seniority level and department just by looking at his or her title. Why should this be any different for computers and programs?

LeadAngel can provide you a proprietary algorithm that scans through each lead record and determines the title level of an employee as well as their department to be used for segmentation. You don't have to worry about the wrong people getting access to the wrong information.

Are you concerned some title levels may be open to confusion? There's no cause for worry. You can also prioritize department assignments to be used as "tie breakers". For example, "Marketing Operations Manager" can be inferred from "Marketing" or "IT" department based on your tie breaker preference.

ACCOUNT BASED SEGMENTATION

Do you want to quickly compile a list of contacts who could be excellent targets for a sustained marketing campaign? You might already have obtained a probable list of customer names, but what do you do with it? You need to run it through your database to get those contacts to market. LeadAngel has an advanced account

based segmentation engine. Simply upload the list of names and LeadAngel's segmentation tool will fuzzy match the list.

INDUSTRY MAPPING

SIC and/or NAICS codes are available to label and categorize a company, but how accurately can they described the nature of a business? If you have worked on SIC/NAICS even for a day, you could easily say that most of the companies are grouped under manufacturing or services category. We all know the modern world has opened up many new markets for needs not even envisioned a decade ago, as well as the businesses that rush in to fill them.

More often than not companies are just grouped into the same category even if they are not similar in nature. LeadAngel's algorithm can accurately label and categorize businesses so your company can have a better understand of them and their needs.

ACCOUNT AND LEAD ATTRIBUTES

Use existing account and leads attributes on your segmentation. It is possible to also include secondary attributes such as opportunity status, customer status, campaign history etc.

INTEGRATION

LeadAngel has developed an awesome system; however it works even better when used with other tools available out there. That's why we have designed our platform to readily integrate with Salesforce, and other CRM tools. Web services integration is also available for marketing automation tools such as Marketo and Eloqua.

Segmentation is not just about list pull; it's also about being able to get as much usable and relevant information as you can. Get the LeadAngel platform and give yourself the advantage when it comes to segmentation.

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