



CUSTOMER SEGMENTATION | MODULE 4

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Potential customer segments

B2C

Potential customer segments

Existing customer segment 1

FACTS

1. What is their home address?
2. What are their gender and age?
3. What is their family life like?

SALES

1. What do they buy from us?
2. How much money do they spend?
3. How often do they return?

VALUE

1. What are their aims?
2. What value do we create for them?

Existing customer segment 2

FACTS

1. What is their home address?
2. What are their gender and age?
3. What is their family life like?

SALES

1. What do they buy from us?
2. How much money do they spend?
3. How often do they return?

VALUE

1. What are their aims?
2. What value do we create for them?

Potential customer segment 1

FACTS

1. What is their home address?
2. What are their gender and age?
3. What is their family life like?

VALUE

1. What are their aims?
2. On what areas do they focus?

SALES

1. What is their financial leeway?
2. How can they strengthen our company?

Potential customer segment 2

FACTS

1. What is their home address?
2. What are their gender and age?
3. What is their family life like?

VALUE

1. What are their aims?
2. On what areas do they focus?

SALES

1. What is their financial leeway?
2. How can they strengthen our company?

