

Deepen understanding of segments and personas

The shift from controlled interactions with consumers to ongoing conversations online has brought the opportunity for brands and retailers to understand who those consumers are in real-time. Marketers now have access to dynamic consumer intelligence to accurately serve their evolving target segments and personas. Word of mouth (WoM) content gives you data to better understand who those personas are and how to maximize your relationship with them.



Cabela's, the World's Foremost Outfitter of hunting, fishing, and outdoor gear, uses WoM content to inform merchandising and product development decisions. They also merge their existing consumer profiles with product sentiment.



Cabela's Unlined Trailhiker II Pants

Regular Price: \$39.99 - \$44.99

Qty: Item: IK-904661

Step 1:

Step 2:

Step 3:

Through an integration of Bazaarvoice Intelligence and CRM data, Cabela's is able to create a 360° view of its customers.

Cabela's combines data sourced from the review submission process as well as internally identified segments to understand its customers in more detail. It noticed that a particular pair of pants showed up at the top of the "Polarized by Segment list" for the men's clothing category. Upon one click, it was immediately apparent that one of their younger target personas rated the pants at 4.1 stars and one of their older personas really didn't care for the pants, rating it 2.4 overall.

Cabela's Unlined Trailhiker II Pants Persona Code (i):

★★★★☆ 57 👁 130

Cabela's decided to work with its internal product development team to create a new version that is more in line with the original version that appealed to the older persona.



Here's how to leverage the Bazaarvoice solution to understand your consumers in their own words and improve the way you serve them.

1. **Identify the dimensions for targeted segments.**
2. **Align data collection** in submission process to segmentation dimensions.
3. **Analyze content** collected according to segments and personas.
4. **Explore new persona characteristics and opportunities.**

1

Identify dimensions for targeted segments. You probably already have a well-defined market divided into the different target segments and personas within those segments. A clear understanding of the attributes that define your segments will be necessary to properly structure your WoM content data so that it aligns with your existing consumer profiles.

Some example dimensions aligning to business goals:

- **Demographic dimensions** define who your target market quantifiably is. This includes age, race, gender, income, marital status, etc.
- **Psychographic dimensions** define how your target market thinks, feels, how they spend, what things they enjoy, etc. These parameters are not quantifiable or standardized and will vary based on your business.
- **Behavioral dimensions** define how your target market responds to your products or marketing communications. Think about the different ways that consumers use your products or the conditions in which consumers may purchase your products. Are they sale-only shoppers or will they buy regular price as well?
- **Geographic dimensions** capture where your consumers live. This is a standard segmentation dimension and it can help uncover trends relating to environment.

2

Align data collection. Once your target segmentation attributes are identified, think about how you will capture them within an easy, user-friendly experience when a consumer is writing a piece of content. Bazaarvoice uses contextual data values (CDVs) in the submission form for ratings and reviews, questions and answers, and stories content to provide more insight into the contributor. Age, gender, and location are all standard values that are recommended to be included in the submission form.

a little info about your place

where do you live?

do you rent or own?

what type of dwelling?

how many sq ft?

a little info about your review

where did you purchase it?

how did you hear about cb2 product reviews?

Please send me an email when my review is posted.

login with email required We will ONLY use your email to notify you in regards to your submission.

Use the content submission form to capture additional segmentation dimensions from your customers through contextual data values (CDVs).

Beside those standard dimensions, you can include more CDVs to capture other attributes you have identified. For example, if you are an apparel retailer, you may want to capture “Fashion Style” according to your pre-identified psychographic classifications. If you are a mobile phone retailer, you may want to capture “Text Frequency” or “Surf Frequency” to better understand your contributors’ mobile behaviors. Not all dimensions translate into a smooth experience. For example, customers may not want to share their income level through a review submission form.

3

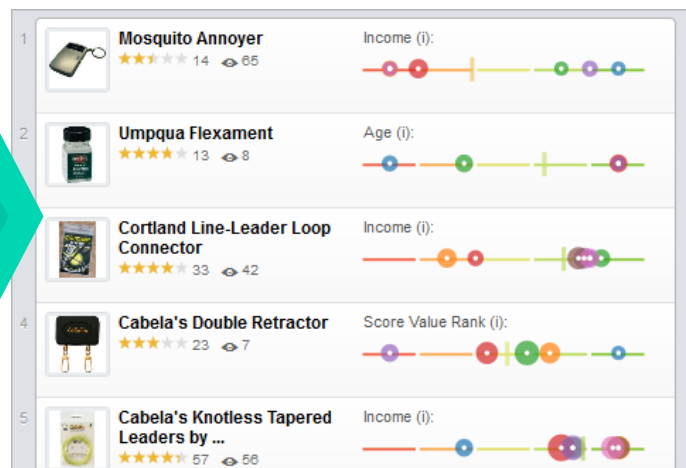
Analyze content. By coupling your CRM data with their WoM content, you will begin building a more complete picture of what your consumers think about your brand and products. As with any data-set, you can approach the content collected with any question you may want insight into.

Some insights that can be drawn from segmented WoM data:

- What products are heavily polarized by segment?
- Why are some products highly rated by a particular segment?
- Is a product's overall rating masking some underlying issues?
- Did we properly address the needs of a product's target market?

An important data-point mentioned above is gauging the performance of products that were launched with a particular consumer in mind. If these products are low-rated by that segment you can use WoM content to determine changes to your marketing message or explore new product development opportunities.

Through Bazaarvoice Intelligence, you can easily filter WoM content by different segmentation dimensions. Cabela's used polarization reports to uncover product issues that wouldn't surface by looking at average rating.



Another important piece of data that you can collect through the submission form is your customers' net promoter score (NPS). You can measure how often or not each contributor would recommend your products or services which can feed back into analysis of your target segments. Use WoM content to learn how to turn more of your customers into promoters.

share your opinion about cb2

would you recommend cb2 to a friend?

0 1 2 3 4 5 6 7 8 9 10

0 = no way 10 = absolutely

please tell us why:

Collect net promoter score (NPS) on your submission form to turn detractors and neutrals into promoters. Turning a neutral customer into a promoter can often be accomplished through improvements suggested in WoM content.

4

Explore persona characteristics and opportunities. Analyzing WoM data with the added segmentation dimension layer can also help you understand how your target personas are reacting to products in real-time. Through filtering by the dimensions defined, you can surface frequently mentioned themes to gain an organic understanding of who your segments and personas really are.

For example, a sporting goods retailer may find that females with an income of 50-70K between the ages of 35-44 frequently mention “value” in the content they submit and may adapt its marketing strategy and shopper profile to this particular segment.

Another way to use segmentation and text analysis is when identifying consumers to reach out to for new product trial and feedback opportunities. Filter by your dimensions to identify the right group of consumers to engage. If the sporting goods retailer mentioned above is looking to launch its own private label of football compression sportswear, it can search for 18-24 year old football playing males from specific geographical locations that have submitted content for other compression sportswear brands. In this scenario, age, sports played, gender, and location are all dimensions that can be captured in the content submission process.

Other clients also use WoM data to understand how to better serve specific customer segments:

When launching a new product line targeted for split-ends, Nexxus identified a segment of top contributors who suffered from split-ends to test the products and provide feedback.



In the hyper-connected market of today, it is more important than ever to have a firm understanding of who your target customers are at any point in time and what the health of their relationship with your company is. WoM content gives you real-time data to the complex changes in how consumers think and what they look for most from your products.

Let your customers help you understand them. Listen to their feedback for opportunities to better meet their specific wants and needs from your products.

