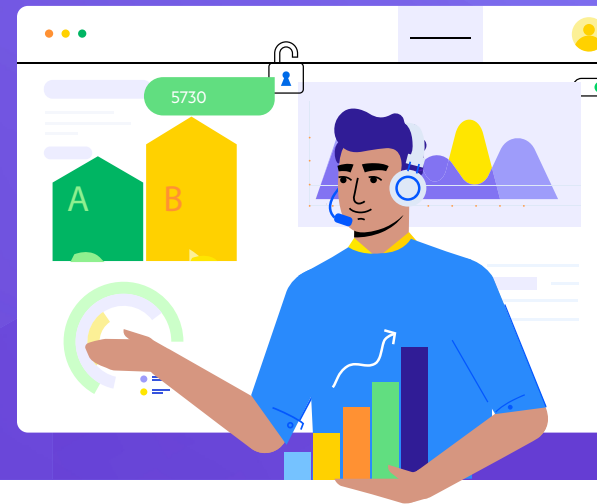


Maximize Engagement With Audience Segmentation

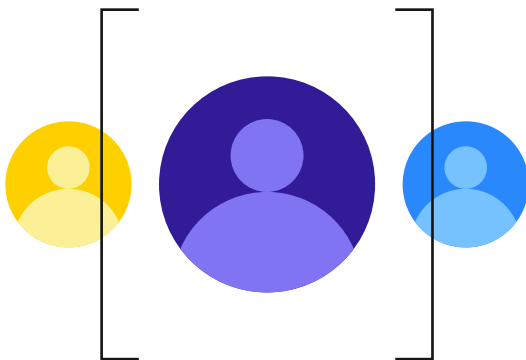
Learn how audience segmentation with Sitefinity Insight CDP boosts personalized marketing and improves engagement.



What Is Audience Segmentation and Why Is It Important?

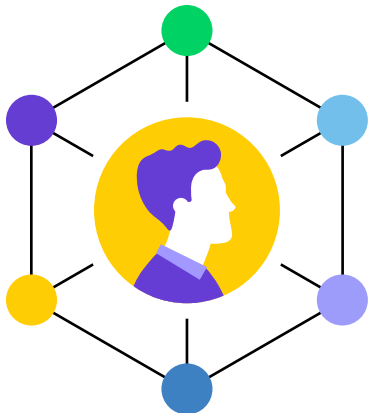
Launching a marketing campaign that tries to speak to everyone at once—a one-size-fits-all approach is like addressing a crowded room where everyone has different interests, needs and preferences. Your message might reach a few but most will tune out because it may not resonate with them. Audience segmentation changes this. It transforms marketing from a loudspeaker approach into a precise and thoughtful dialogue by dividing a broader audience into smaller, more homogeneous groups based on shared characteristics and how they interact with your brand.

Regardless of your business model and industry, there are countless opportunities to segment your audience. By offering tailored content, promotions and messaging that resonate with their needs, you can create more meaningful connections while staying aligned with your business goals.

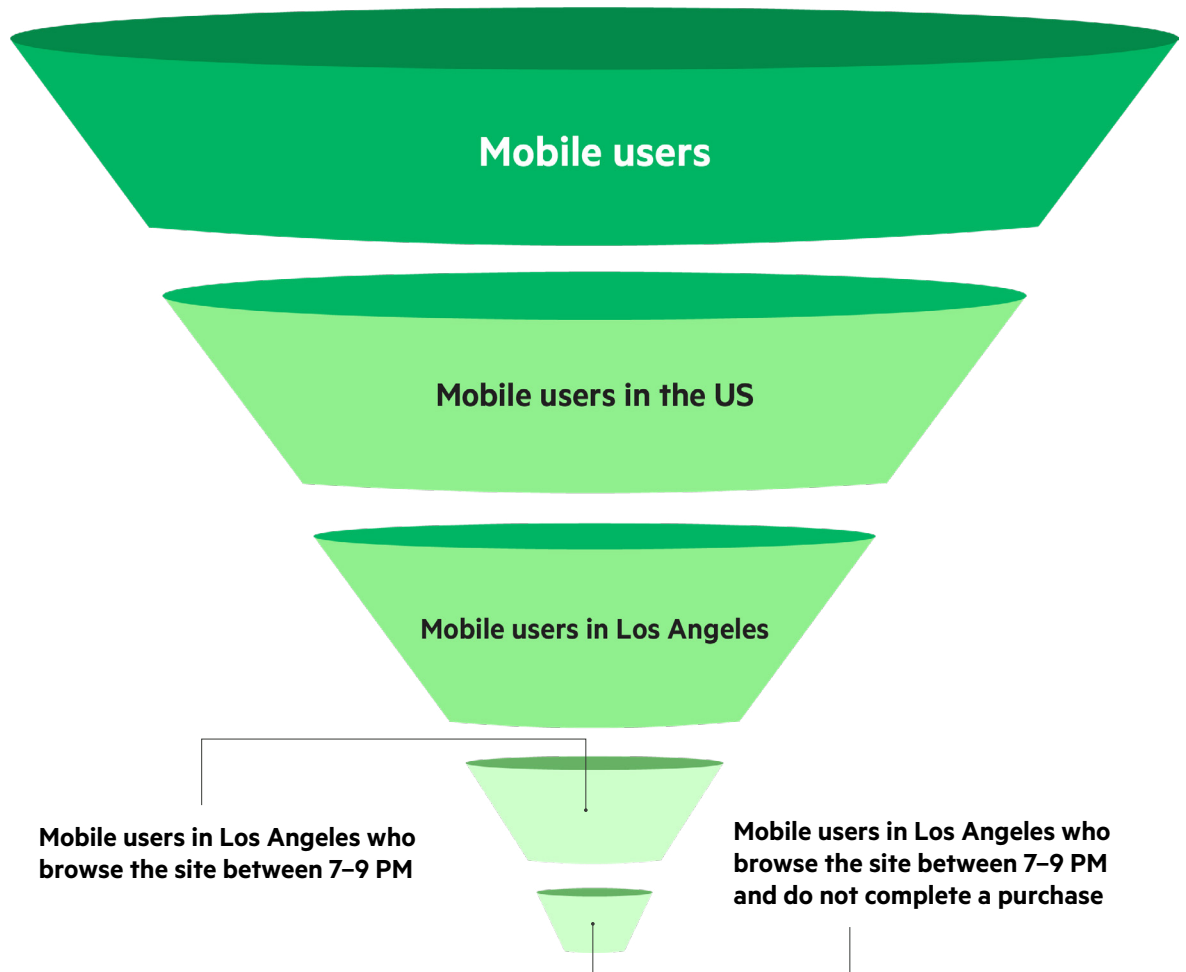


Key segmentation use-cases include:

Demographic Segmentation Group customers by age, gender or location for tailored messaging.	Aggregate demographic data from CRM systems, loyalty programs and other data sources to target users with location-specific offers, time zone-based communication or localized content.
Purchase History Segmentation Identify high-value customers who have purchased frequently over a set period and offering them exclusive benefits.	Consolidate purchase data from your CRM or billing system to analyze and segment based on spending behavior.
Engagement-Level Segmentation Categorizing customers depending on how frequently they interact with your organization via different channels – emails, ads or social media.	Monitor and score engagement metrics like email open rates, ad clicks and time spent on the website to create audience segments.
Churn Prediction Segmentation Create a segment of customers likely to churn based on declining engagement.	Uses predictive analytics and machine learning to flag at-risk customers based on historical trends such as purchase history, service utilization and target them with retention campaigns.
Lifecycle Stage Segmentation Separate customers into “Prospects,” “New Customers” and “Loyal Customers” and tailor communication for each group.	Utilize a lead scoring model to tracks lifecycle stages and update segments dynamically as customers move through different stages – offering them content specific to their journey stage.
Behavior-Based Segmentation Segment users who added items to their cart but didn’t complete the purchase, subscribed to a newsletter but never opened it or registered for a webinar but never attended it.	Track user behavior across websites, apps and emails to identify abandonment patterns and activate the audience segment with email campaigns or personalized offers via another channel.

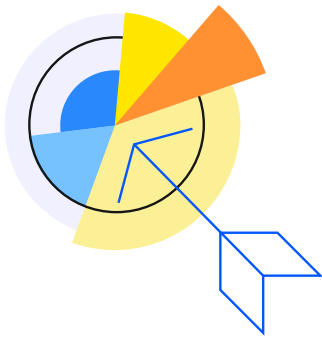


When creating audience segments you can combine multiple criteria to refine your targeting. Start with broader segments and narrow the selection based on available data. For example:



This layered approach enables highly specific and actionable campaigns—whether it's promoting a dedicated mobile app to mobile users or offering tailored discounts, perks and incentives to highly engaged users who might need an extra nudge to complete their purchase.

Over-focusing on segmentation criteria can lead to overly narrow target groups, resulting in a very small number of contacts and reducing the likelihood of achieving optimal results.



Start Where It Makes Sense.

Audience segmentation helps industries tailor messaging, meet unique audience needs and drive results through personalized, data-driven campaigns. Here are some examples for you to consider:

B2B

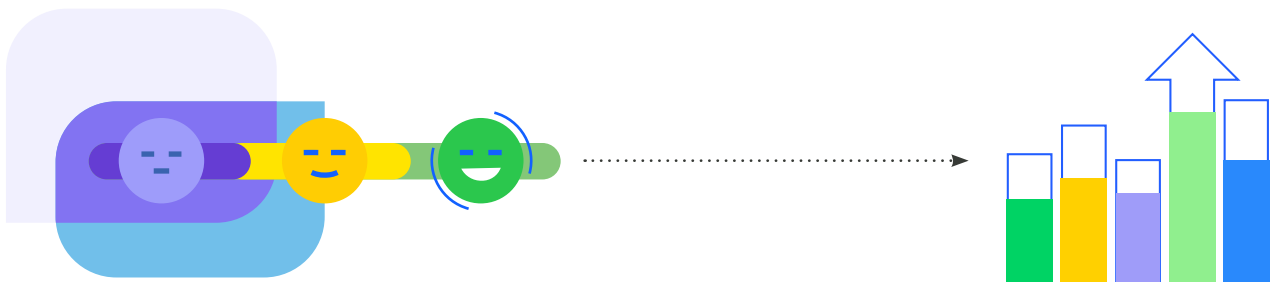
Frequent Website Visitors Businesses visiting multiple product or service pages within a short period..	Decision-Makers Seeking Solutions Visitors who download case studies or comparison guides.	Inactive Prospects in the Sales Funnel Leads who attended a webinar but haven't responded to sales outreach.
→ Action: Trigger a proactive sales outreach or serve personalized chatbot recommendations	→ Action: Send follow-up emails with product demos or consultations tailored to their industry.	→ Action: Re-engage them with limited-time offers, success stories or exclusive content.

BFSI (Banking, Financial Services, Insurance)

First-Time Loan Applicants Individuals exploring personal or business loan calculators.	Customers Eligible for Upgrades Credit card holders nearing spending thresholds for upgraded cards.	Insurance Policyholders with Expiring Plans Clients whose policies are set to expire within 30 days.
→ Action: Guide them through the loan process with educational resources and pre-approved offers.	→ Action: Promote benefits of higher-tier cards or exclusive perks.	→ Action: Send renewal reminders, cross-sell upgraded plans or highlight new features.

Government

Citizens Engaged in Local Initiatives Residents who frequently visit pages about community programs or events.	Applicants for Permits or Services Users who start but don't complete online applications (e.g., permits, licenses).	Mobile Users Accessing Emergency Services Citizens accessing emergency or public safety information from mobile devices.
→ Action: Target with updates on upcoming initiatives or surveys to collect feedback.	→ Action: Send reminders or provide guides to simplify the application process.	→ Action: Promote a mobile app for real-time updates and notifications.

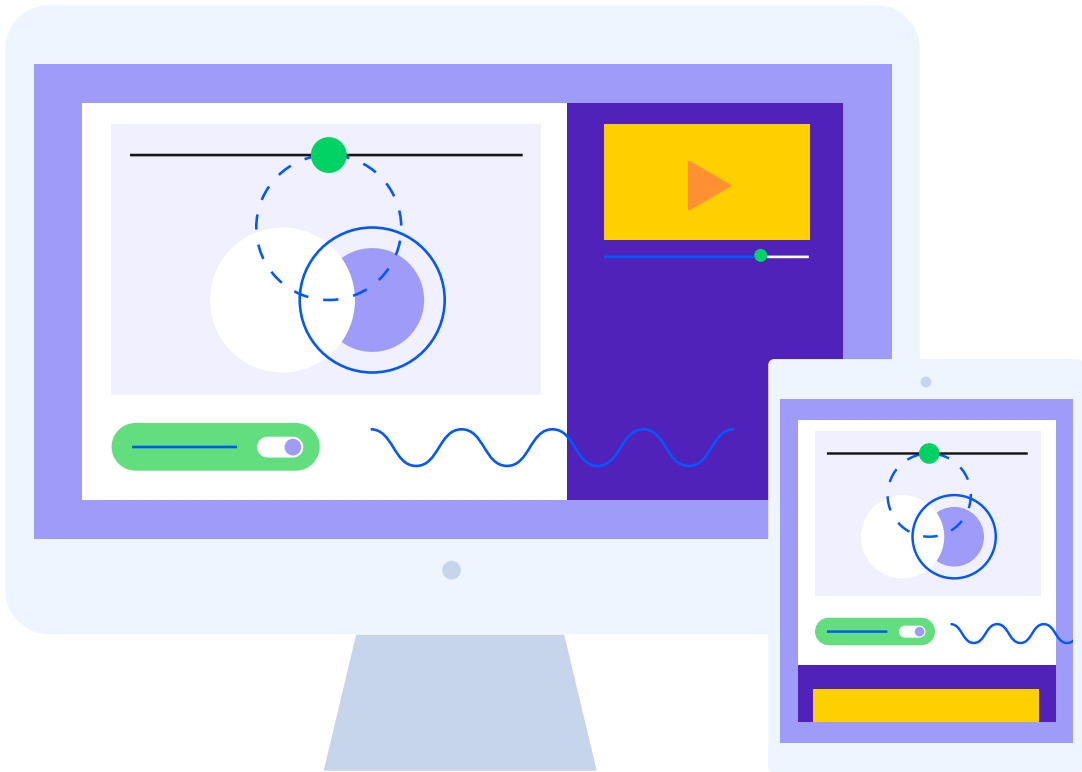


Services

Seasonal Users Clients who book services at specific times of the year (e.g., tax preparation)	High-Spending Clients Customers who consistently book premium services.	Lapsed Customers Former customers who haven't booked a service in over six months.
→ Action: Send early reminders or pre-booking offers to secure their business.	→ Action: Create exclusive packages or VIP perks to reward their loyalty.	→ Action: Offer limited-time discounts or loyalty rewards to encourage re-engagement.

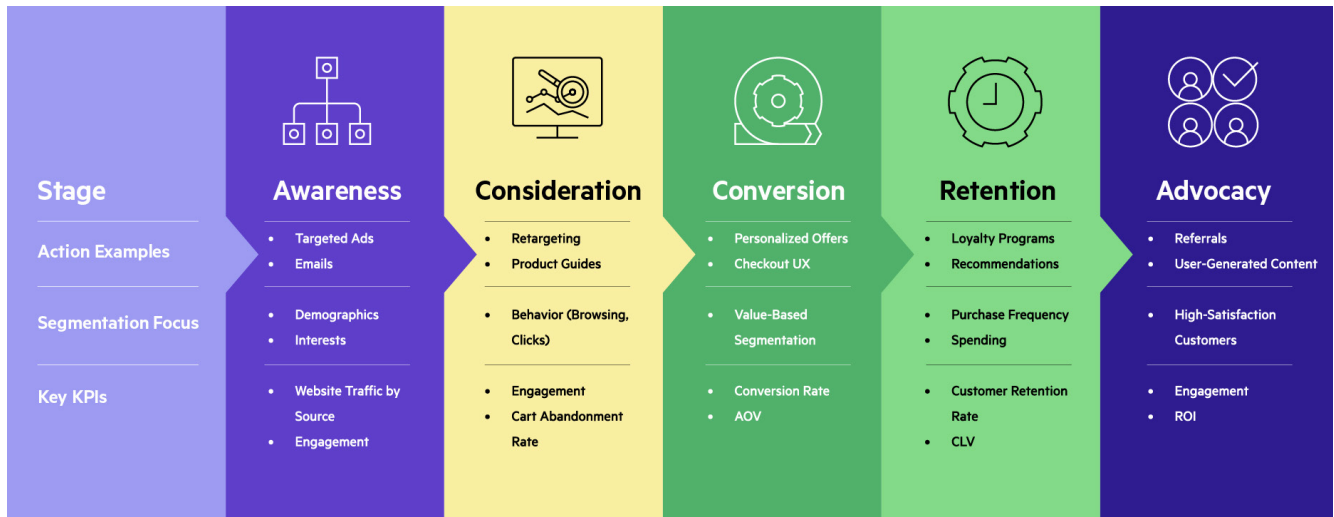
Non-Profit

First-Time Visitors Users who browse the website but haven't donated or signed up for newsletters.	Event Participants Individuals who attend fundraising or awareness events.	Recurring Donors Supporters who make regular monthly contributions.
→ Action: Show pop-ups with donation appeals or offers to subscribe for updates.	→ Action: Invite them to similar upcoming events or volunteer opportunities.	→ Action: Send personalized thank-you messages and updates on the impact of their donations.



What KPIs Can You Influence with Audience Segmentation?

Audience segmentation can have a significant impact on various key performance indicators (KPIs) and web metrics, helping your team measure the effectiveness of marketing strategies.



- 1. Conversion Rate:** Segmenting audiences allows for targeted campaigns that resonate better with specific groups, leading to higher conversion rates for purchases, sign-ups or other desired actions.
- 2. Engagement Rate:** Personalized messaging and content for each segment can improve click-through rates, time on site and reduce bounce rates.
- 3. Customer Retention Rate:** By identifying at-risk segments and tailoring retention strategies, segmentation helps maintain long-term customer relationships and reduce churn.
- 4. Average Order Value (AOV):** Targeting high-value segments with upselling or cross-selling campaigns increases the average order value per transaction.
- 5. Cost Per Acquisition (CPA):** Focused targeting reduces wasted ad spend by delivering campaigns to the most relevant audiences, lowering the cost of acquiring new customers.

6. Return on Investment (ROI): With improved targeting and relevance, segmented campaigns deliver better results, enhancing overall marketing ROI.

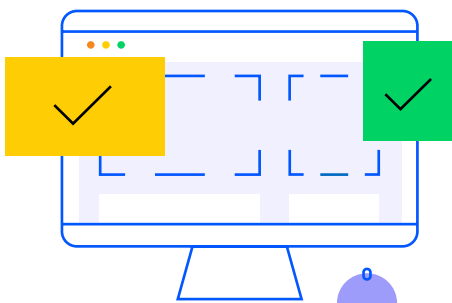
7. Website Traffic by Source: Analyzing how specific segments interact with different channels (e.g., social media, email, search) allows marketers to optimize their efforts and improve traffic quality.

8. Cart Abandonment Rate: Segmentation helps identify users who abandon carts and target them with personalized reminders or offers, decreasing the abandonment rate.

9. Customer Lifetime Value (CLV): Tailoring experiences and communication for loyal or high-value segments fosters stronger relationships and increases long-term revenue.

10. Email Open and Click Rates: Sending personalized emails to segmented audiences means higher open and click-through rates, improving overall email campaign performance.

Audience segmentation is a powerful strategy for understanding and engaging your audience more effectively. By dividing broader audiences into smaller, more specific groups based on behavior, location, engagement or preferences, you can replace generic messaging with targeted communication—avoiding low engagement and minimizing wasted resources.



Learn More

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