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HAVE YOU STILL NOT FOUND YOUR BEST CUSTOMERS?

Proper analysis of the current B2B trends through market research exposes you to greater customer knowledge. That helps you reach customer pockets accurately. As it is important that you know your customers and where they can be found, setting up your business takes some preparation.

Customer profiling helps you connect with your own target market. These profiling techniques help find new customers, retain the existing ones and also identify low-valued customers so as to cut down on the costs of reaching them.

How customer profiling is done

Customer profiling is done by gathering typical information from customers, which is followed up by hunting new prospects with similar profiles. Certain influential variables help classify customers differently. In other words, we find people living near people who are "like themselves". Hence, we are supposed to find where these like-minded people live.

To accomplish this, you must know:

- What kinds of people live within an address area? How many of such people live there?
- What are the types of people living in a certain geographic area? How many are they?
- Where a particular kind of people live, and where to market to trace them
- What kind of people would be drawn towards my product offerings? Who fit in my list of dream customers?

In this context, the term, "kinds of people" refers to a set group of people with common sociological characteristics like age, income, education, household type, etc. Hence, you get to know who your customers are. Then you can add to these list similar profiles, hopefully to precipitate similar buying interests.

We help you reach your customers through a kind profiling that goes like this –

- A customer profile in a targeted area might include demographics such as age, social associations, and newspaper subscriptions among other details.

- Another type of customer info might include the number of visits to online content on specific websites that are relevant to your business.

If we understand these two types of profiling, we get to know, that the former profile is more of a demographic type and the latter is purely behavioral. Demographic profiles are more suited to cater to the needs of an advertiser. Behavioral profiling is suitable for retaining existing customers and increasing business branding. A combination of these two features helps build an effective profile database for realizing customer characteristics more prominently.

For consumer-customer profiles,

- Demographics like age, education, gender, etc. are considered for profiling
- The right database of customer profiles are matched to suit your profiling needs They include geo-demographic attributes such as lifestyles, purchasing behavior, attitudes, etc.
- Survey research data that is gathered through research

In case of business customers,

- Customers can be classified based on Standard Industry Classification and North American Industry Classification, SIC and NAIC, respectively to identify your customers' business type
- We also support you with Firmographics such as number of employees, growth, revenue, spend on computers and tele-communications

Therefore, through our customer profiling services you can,

- Understand market potential for your products and services by gaining greater market penetration, consequently leading to opportunities
- Gain ROI by focusing specific offers to specific customers, especially when you have the highest penetration there

Hence, your solutions to all your sales and marketing problems begin with having the right knowledge about your customers' whereabouts and buying tastes.
Only then can you build a long-term demand and credibility to brand your products and services.

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