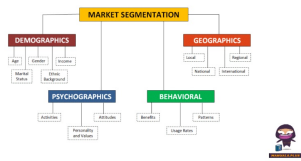


Calix Audiences and Segmentation



# Calix Audiences and Segmentation User Guide

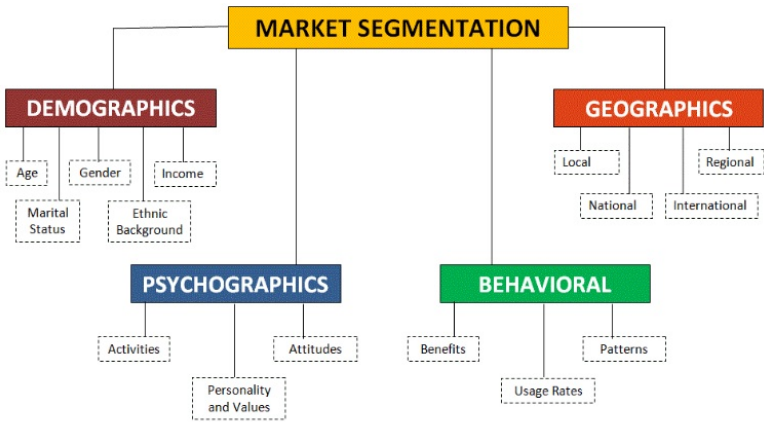
[Home](#) » [Calix](#) » Calix Audiences and Segmentation User Guide 

**Contents**

- 1 Calix Audiences and Segmentation
- 2 Product Information
- 3 Product Usage Instructions
- 4 Your Guide to Audiences and Segmentation
- 5 Documents / Resources
  - 5.1 References



## Calix Audiences and Segmentation



## Product Information

**Specifications:**

- Product Name: Marketing Blueprint

- Category: Marketing Guide
- Content: Guide to Audiences and Segmentation

## Product Usage Instructions

### What is Audience Segmentation?

Audience segmentation involves dividing your target audience into sub-groups based on various criteria such as network usage, demographics, and purchasing behavior.

### Importance of Audience Segmentation in Marketing:

Audience segmentation in marketing helps in narrowing down the target audience, tailoring offers to specific segments, personalizing messages for higher conversion rates, selecting relevant marketing channels, refining audience based on feedback, improving campaign performance, and increasing ROI.

### Who to Include in Audience Segments:

Define your campaign objective first, then segment your audience based on demographics, psychographics, motivations, and subscriber data to engage with the desired segment effectively.

### Channels to Reach Different Audiences:

Utilize insights from subscriber data to determine the most effective channels to reach different audience segments. Consider multi-channel approaches for maximum impact.

### Leveraging Data-Driven Insights:

Use data-driven insights to identify Qualified Leads (MQLs) for marketing campaigns that can increase Average Revenue Per User (ARPU), improve retention, target qualified prospects, enhance subscriber experience, and provide a strong return on investment.

## FAQ

**Q:** Why is audience segmentation important in marketing?

**A:** Audience segmentation helps in tailoring marketing efforts to specific groups, leading to higher engagement and conversion rates.

**Q:** How do you determine which channels to use for different audience segments?

**A:** Analyze subscriber data and behavior patterns to identify the most effective channels for reaching each audience segment.

## Your Guide to Audiences and Segmentation

We understand the challenges you face as a broadband service provider (BSP) marketer. You are responsible for a seemingly endless array of initiatives and activities; from developing strategies and executing campaigns to drive revenue, to enhancing the subscriber experience to increase satisfaction, to creating a positive brand perception to build loyalty, to engaging with the community to raise visibility and foster goodwill—and everything else in between. You need to manage a wide range of stakeholders, keep abreast of trends shaping customer demands, navigate complex regulatory requirements, and fend off competitive threats from both emerging and traditional players. And, of course, you need to deliver amazing results with relatively limited budgets and resources.

To help you excel in your marketing efforts, we've put together a series of marketing-specific how-to guides that explore some of the foundational elements of marketing. Here we're covering the ins and outs of audience segmentation and creation.

### What is audience segmentation?

Simply put, audience segments are sub-groups within your overall target audience.

You can create audience segments based on a wide range of criteria including network usage, demographic information, solutions or services purchased, and much more.

**USE CASE:** One Montana-based cooperative leveraged advanced behavioral analytics to proactively identify members whose experience has been negatively impacted by service limit hits. Focusing on this audience, the cooperative undertook a campaign to get these subscribers on the optimal service tier for an improved managed Wi-Fi experience. The result? This highly targeted campaign resulted in a seven percent year-over-year increase in revenue.

### Why are audience segments important in marketing?

Audience segmentation delivers myriad benefits for BSP marketers. It allows you to:

- Narrow your target audience so that you're not taking a scattershot approach
- Tailor your offer to address the specific needs and interests of that subscriber segment
- Personalize the message to increase its resonance, leading to higher conversion rates
- Select the most relevant marketing channel(s) to increase subscriber receptiveness
- Refine your audience based on feedback and experience, improving campaign performance over time
- Increase ROI and avoid wasting precious advertising/marketing budgets on targets that just aren't interested

### USE CASE:

The South Carolina regional communications cooperative WC Tel examined subscriber data to identify those that were experiencing severe service limits and found the issue was high use of streaming services from Amazon Prime and Netflix. They developed a specialized offer for this audience segment—upgrade service tiers and receive a gift card for streaming services—and undertook an omnichannel marketing campaign that leveraged social media heatmaps to determine the ideal platform and timing to reach their audience. The result? They increased ARPU by 30 percent and reduced service limit hits by 92 percent.

### Who do you want to include in your audience segments?

Once you've defined the objective of your campaign—for example, getting work-from-home subscribers to upgrade their tier of service or increasing adoption of your mobile app to reduce service calls—you can determine what audience segment you want to engage with. With a wealth of subscriber data available to you, you can break down your subscribers by:

- **Demographics.** Demographics include characteristics such as geographic location, age, number/age of children in the home, occupation, income, or primary or secondary residence.
- **Subscriber experience insights.** Subscriber experience insights inform you about how subscribers are using your network. You can then easily identify the power users, gamers, streamers work-from-homers, visitors, etc. You will understand who is exceeding service tier limits, and much more.
- **Solutions/services purchased.** This can include residential gateways, mesh solutions, managed Wi-Fi services, mobile apps, connected home solutions (cameras, doorbells, thermostats), and value-add applications such as parental controls or home network security, among others.

### USE CASE:

A Utah cooperative leveraged subscriber experience and demographic insights to identify customers that would benefit from value-added applications such as parental controls and home network security. They ran a focused marketing campaign to drive uptake of these applications, as well as their branded mobile app. The result? The

cooperative saw a 60 percent increase in adoption of their mobile app and a 59 percent increase in downloads of the parental controls and security apps. A further campaign converted an impressive 20 percent of mobile notifications into new application downloads—more than 10 times the industry average.

### **What channels will you use to reach different audiences?**

You have many channels through which you can convey your message to your subscribers—direct mail, email, paid social media, in-app messaging and notifications, advertising, outbound calls—how do you pick the right option? Perhaps most important, you want to select the channel(s) that your audience prefers—you might use direct mail to communicate with older subscribers but use in-app messaging to connect with millennials. You would also want to identify the channels that offer the highest conversion rates; is your audience more likely to take the desired action from an email, a Facebook ad, or a phone call? Another key consideration, particularly with limited budgets, is ROI—what channel will give you the biggest bang for your marketing buck?

### **USE CASE:**

Based on subscriber data, this south Texas-based BSP determined that the heavy gaming segment was potentially suffering from a sub-par experience, regularly hitting service limits. Armed with these insights, they ran a multi-channel (mailer, email, and outbound calls) campaign to ensure their subscribers were on the optimal service tier. The result? The two-week campaign drove a 51 percent take rate, with 31 percent of subscribers upgrading one or more service tiers.

### **How to leverage data-driven insights to create audience segments**

As BSP marketers, you have a vast amount of subscriber data available to you; however, it can still be challenging to transform this data into the intelligent insights that will help you shape your audience segments, tailor your campaigns, and optimize ROI. That's precisely why we developed Calix Engagement Cloud, an analytics service providing up-to-date, targeted, and on-demand intelligence based on subscriber segmentation. With Calix Engagement Cloud, you can discover actionable insights on subscribers, simplify subscriber data analytics to reveal subscriber preferences and elevate your business with targeted data for campaigns. The platform allows you to identify Marketing

Qualified Leads (MQLs) to drive marketing campaigns that may immediately increase ARPU, increase retention, identify qualified prospects, and provide an unmatched subscriber experience, all while delivering a compelling return on investment on your marketing dollars.

To learn more about how broadband service providers are leveraging Calix Engagement Cloud—check out our Customer Success Stories

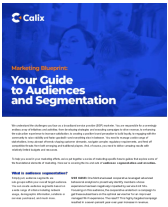
2777 Orchard Parkway, San Jose, CA 95134

T: 1 707 766 3000

F: 1 707 283 3100

[www.calix.com](http://www.calix.com)

Rev. 1 (09/23)



## Calix Audiences and Segmentation [pdf] User Guide Audiences and Segmentation, Segmentation

### References

- [Calix](#) | [Calix Services](#) | [Calix Software](#) | [Calix Inc](#)
- [User Manual](#)

#### Manuals+, Privacy Policy

This website is an independent publication and is neither affiliated with nor endorsed by any of the trademark owners. The "Bluetooth®" word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. The "Wi-Fi®" word mark and logos are registered trademarks owned by the Wi-Fi Alliance. Any use of these marks on this website does not imply any affiliation with or endorsement.