



Seize the Moment

Moments Segmentations and the art of connecting with your customers.

Kelton Moments Segmentation

Timing is Everything.

As wifi expands to every corner of our world, we've become the ultimate time shifters: we grab some news and gossip while stuck in traffic; we watch last week's must-see TV on a long flight; and we shop in the very moment we realize we need (or want, or simply *must have*) something.

The ability to time-shift has made our lives easier as consumers but harder as marketers: it's now much more difficult to predict not only what a potential customer is looking for, but also when and why.

And while marketing technology has made it possible to reach audiences in a specific time and place, it's also made it harder to know exactly what to say or do. **To satisfy our customers, we have to consider the wider range of shopping situations that influence their thoughts, feelings and actions.**

In an age where technology has made it easy to order anything from a new shirt to a flight on a private jet in just a few clicks, **Moments Segmentations are becoming an essential tool across categories.**

This type of research helps us identify the feelings, intentions, and expectations that people share during different occasions. Is she satisfying a quick craving? Or is just in the mood to browse? Is he restocking? Or looking to trade up? Moments Segmentations help us seize these moments with the right message, directed at the right person, in the right moment – whenever and wherever it may be.

Read on to learn more about Kelton Moments Segmentations, how they drive sales, and what you can do to set yourself up for success before you even begin.

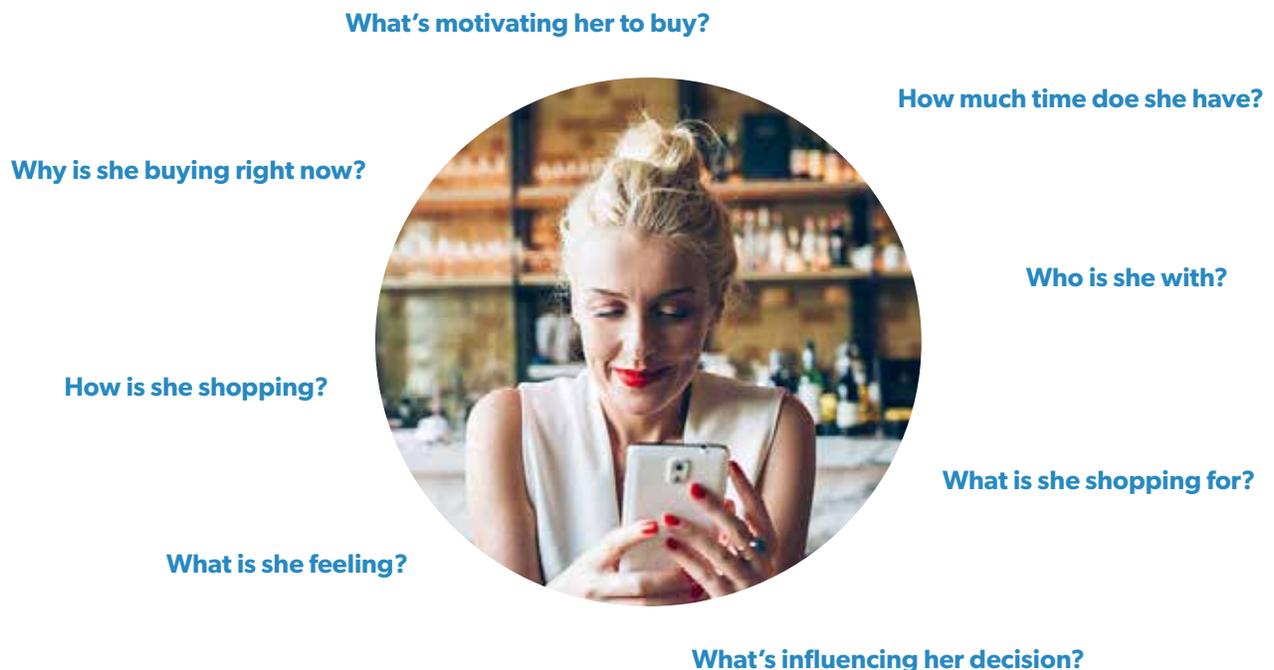


Exactly what is a **Kelton Moments Segmentation?**

Moments Segmentation (also known as Occasion-Based Segmentation) differs from People Segmentation in that it focuses on specific *experiences* people have instead of characteristics of groups. Think about going to Starbucks. One day, you might order via app and grab coffee on your way to work. Another day, you head in with your kids for a treat after soccer. Your motivations, needs and purchases are likely to look completely different in each scenario, even though you're going to the same place.

Fast food restaurants, grocery stores, and other businesses with frequent repeat buyers have relied on Occasion-Based Segmentation for decades. But today, we use **Moments Segmentations for any organization that wants to optimize customer experiences** by fine tuning for differences in how, when, where and why customers are shopping.

A Moments Segmentation goes beyond time and place to better understand:



Make every moment count.

Done right, a clear and well executed Moments Segmentation can have a huge impact on sales. But the research is meaningless if it doesn't lead to actionable insights that drive positive business results. How can you use it to get your customers to buy more, buy more frequently, or stay longer?

Here are some illustrative examples of how Moments Segmentations can help you accomplish a wide range of strategic goals across your business:

Better Digital Creative + Sharper Mobile Targeting

Moments Segmentation Strategy combines insight into shopping time, place, mode, mindset and trigger in one cohesive package. It allows for streamlined coordination of message and location-based targeting.

A Moment in Action

A man walks into a luxury retail store after work. From their Moments Segmentation, the retailer knows that he is likely to be shopping for a gift at this time of day. They also know that he's likely to be alone and in search of inspiration. So they send him a text message with a gift guide promoting their latest offerings. The shopper finds the guide so helpful, he buys a second gift for another upcoming celebration.



More Intuitive Storytelling

Moments provide richer, more authentic inspiration for creativity than traditional people segment profiles. They are real experiences that everyone can identify with. Nothing says "you get me" like a campaign speaking to a complete range of real-world moments.



A Moment in Action

A fast casual restaurant finds out customers often dine with them on nights when they're forced to work late. They design a TV commercial showing how their restaurants are quick and delicious, and advertise a "workhose special" that speaks to the occasion narrative. The ad attracts even more people to stop by on their way home, and keeps their brand top of mind among those already in the habit.

Anchor Innovation in Moments

Whether you're developing new products or new experiences, you can more fully take situation and circumstance into account. Instead of basing innovations on general habits and average profiles, consider situation-specific needs and how consumers feel before, during, and after their shopping moment.



A Moment in Action

After reviewing their Moments Segmentation, a popular coffee chain learns that parents often stop by for beverages with their kids on the way to and from school. The company decides to expand non-caffeinated beverage offerings to meet this need, inventing new lower sugar options to give parents more healthy choices. The new products are so successful that they help the coffee chain steal market share from a top competitor.

Uncover White Space Opportunities

Moments Segmentations consider which occasions are most "own-able" for your brand, in the context of your competitors. They're a useful tool for evaluating what moments your brand can easily win share of, and which ones work best with your unique brand positioning and product offerings.

A Moment in Action

A beauty retailer's Moments Segmentation reveals that special event moments like birthdays often lead to happy splurging, yet no brand was truly owning or even targeting this moment with their advertising narrative. The company reallocates marketing dollars to a campaign that speaks to birthday occasions, and enjoys an uptick in basket sizes month over month as a result.



Fine Tune In Store Experience

Introduce new channels or in store activations that speak to customers' key need states during important moments. This can include rearranging your shelves with a given moment or occasion in mind, or increasing staffing during certain times of day when shoppers are likely to need more help.

A Moment in Action

A grocery store chain's Moments Segmentation uncovers some tensions around planning big family meals. Customers were overwhelmed with their ingredients lists when preparing for a big family meal, and many wound up turning to caterers instead. So the chain piloted live cooking demonstrations featuring mouthwatering recipes perfect for family dinner moments, and placed everything needed to make the dishes on display all in one place. The initiative was so successful in driving sales, the chain expanded it to all key markets.



Optimize Pricing

Adjust pricing to attract a higher volume of people in a high impact moment, based on moment specific price sensitivity and a shopper's likelihood to look for deals and promotions – especially by time of day.

A Moment in Action

An e-commerce platform develops a new pricing strategy with special promotional offers for Single's Day, a new commerce-centric holiday that inspires shoppers to treat themselves to gifts. Because their Moments Segmentation identified this occasion (and the purchase-happy feelings it inspires) ahead of competitors, they were able to launch a marketing campaign around the holiday before other brands even knew there was something to celebrate.



Their moments. Your move.

Kelton Moments Segmentations can be game changers in terms of driving revenue, but **a segmentation is only as good as the action it inspires**. The research is meaningless unless it's built for action: designed around your business goals and applied to measurable KPIs.

Nothing breaks out hearts more than a killer segmentation sitting idle on someone's hard drive, so we work closely with clients to define clear objectives up front, and plan the levers you'll push internally to take action. The result is more than a report with interesting information about how your customers shop.

We deliver a clear set of guidelines, and a plan that puts the information to work, tackling your most pressing business challenges and making every moment count.

Get real value out of your **Kelton Moments Segmentation.**

Continue the conversation with Kelton Partner, Martin Eichholz. With more than 17 years solving problems for the world's biggest brands, Martin is an expert at finding opportunities in data and helping organizations build insights into strategic initiatives. A published researcher, he loves this stuff and is happy to chat about how segmentation work can further your objectives.



Talk to Martin

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About Kelton

Kelton Global is an insights and strategy consultancy with deep experience in research. We blend a broad range of approaches to generate smart, actionable solutions that help brands move confidently into the future. With a heritage in journalism, compelling storytelling is at the heart of everything we do.

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