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B2B CUSTOMER SEGMENTATION METHODS

Firmographic
Segmenting customers based on common workplace attributes.

Attributes: Industry, company size, revenue, location.

Technographic
Segmenting customers based on their tech stack and preferences.

Attributes: Technology stack, software usage, IT infrastructure.

Needs-Based
Divides consumers based on a shared set of met or unmet needs.

Attributes: Specific business needs, pain points, challenges.

Behaviour
Segmenting customers based on consumers' intentions, or intent signals.

Attributes: Purchase history, usage patterns, engagement levels, online behavior.

Tiering
Splitting groups based on their value to the business and expected lifetime value.

Attributes: Customer value, revenue potential, frequency of purchase.

Sophistication
Categorising a business based on their level of acumen within an industry.

Attributes: Level of industry knowledge, expertise, market maturity.

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