pmg.

THE MARKETING SEGMENTATION FUNNEL

Total Addressable Market (TAM)

Represents the total revenue opportunity available for a product or service, assuming 100% market share is achieved.

Serviceable Addressable Market (SAM)

This refines your TAM to the businesses you can realistically target or serve, considering relevant constraints.

Target Market

The specific audience you can sell to, where B2B segmentation begins. This is where you narrow your focus and shape your marketing strategy.

Niche

A highly specialized segment within a larger market, with unique requirements or demographics distinct from the broader market.

Wish to navigate from Total Addressable Market to Niche with precision and efficiency?

Write to us at - info@pmg-b2b.com