

Customer profiling/segmentation

How well do you know your customer? Profiling of your visitor/ customer database is designed to provide an insight into what type of customers are visiting your business and where they travel from. Having this information will allow you to promote and market with increased efficiency and effectiveness, due to marketing to specific market segments. This will in turn will increase the likelihood of a greater return on investment from subsequent marketing and promotional campaigns.

The processes and techniques involved in customer profiling look at the union of geo-demographics (age, social grade, house type, income etc), with geography (postcode area, town, county etc.) and also include specific tourism and lifestyle behaviours, most attractive messages and the best media choices.

The South West Research Company works with contacts at regional tourist boards to provide this service for its' clients and has many years experience of working in this area.

