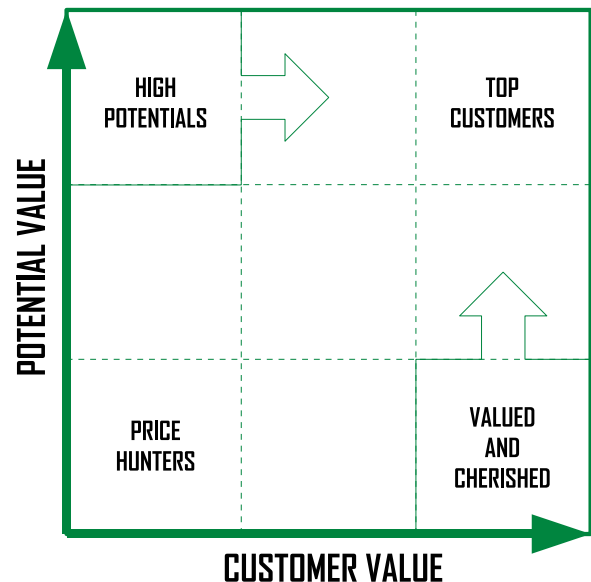
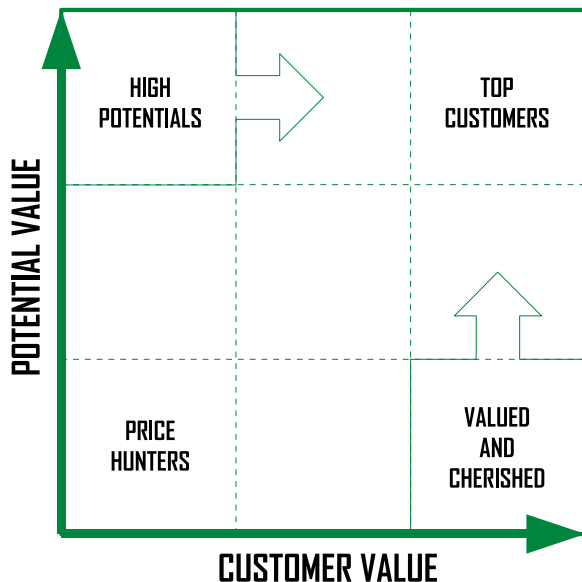


Marketing Opportunity Matrix

Customer value based segmentation



A powerful basis for added value driven marketing

Segmentation is one of the database marketing tools that has been around for a long time. Databased Marketing virtually started with the ever underestimated Recency Frequency & Monetary (RFM) analysis as a first step to filter valuable customers from less valuable ones.

The Marketing Opportunity Matrix can be seen as RFM 2.0. Where we put an extra dimension in calculating potential value based on customer life cycle analysis. The key use for an instrument like this is to make migration of customers through the defined segments transparent. This enables the marketer to track & trace the impact of the applied marketing strategy to the customer base.

Are you interested?

Please do not hesitate to contact DIKW Consulting for a presentation or workshop on how to develop a Marketing Opportunity Matrix.

Contact us!

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