

GPDP in the perspective of STP

Dr. Subhayan Chakraborty

&

Er. Hillol Das

What is STP?



Segmentation



**Demographic
segmentation**



**Psychographic
segmentation**



**Geographic
segmentation**



**Behavioral
segmentation**

Targeting

Geography / Region	38%	Device type	25%
Purchase history	38%	Referral source	24%
Segmentation model	33%	Predictive model (manual)	24%
User profile / Preferences	31%	Gender	23%
Age	30%	Session click-stream data	20%
Current geo-location	28%	Ethnicity	15%
Browsing history	28%	Predictive model (AI)	9%
Shopping cart history	26%	Other	1%

Positioning



Do You Provide a One-Size-Fits-All Approach?

