GPDP in the perspective of STP

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What is STP?

Targeting Segmentation Positioning Divide market into Create product Determine which distinct groups of positioning and customer group marketing mix that is customers (segment) to focus (segments) using most likely to appeal your marketing segmentation to the selected efforts on. practices. audience.

Segmentation









Targeting

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

Positioning



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

