

# Customer Segmentation and Personification

## Home Building Industry



### Situation

- New homes represent only 10% of national home sales on average – **identifying and profiling home shoppers searching for new construction presents challenges**
- National new home website attracts thousands of consumers starting their home shopping journey, daily with some sharing email and creating accounts with personal information
- Consortium of new home builders needed to collect market intelligence, understand home shopping journey, and **create personas to impact ROI of marketing efforts**



### Insights and Model

- Conducted primary research among home shoppers – **collected attitudinal, behavioral, demographic data** regarding preferences in home shopping, moments of truth and pain points in new construction home shopping journey
- Partnered with national data aggregator's customer identity management program to get accurate view of the home shopper's identity across channels -- **appended wide variety of variables and segments** to create robust data set
- Conducted segmentation analysis to **identify clusters of like-type home shoppers**



### Outcome

- **Identified unique segments of home shoppers** who strongly preferred new construction
- **Created 8 personas** allowing unique understanding of varying home shopping journeys, key sources of information used during their research, comfort/trust level during stages of process, and messages that best resonated with each
- Developed sales training for the builder's sales team to **identify and best meet needs of prospect base**