



Segmentation Solutions

Every customer is different, but some differences are more common than others. Amárach has worked with clients and brands to identify key segments within their target markets and audiences and to hone and develop segmentation strategies designed to focus on the ones that matter most for future success.



Measuring the Innovation Quotient

Customer Requirements:

to explore and measure differences within the adult population in relation attitudes towards innovation, technology and change.

Research Approach:

Amárach worked OMD to develop a survey of Irish adults the results of which enabled us to identify four key attitudinal segments using cluster analysis.

Research Output:

Amárach published a report on the findings with OMD, sponsored by Ulster Bank, which described each of the segments in detail and invited readers to go to a website* to answer a few short questions that enabled them to see which segment they belong to.

* Innovation Quotient questionnaire here:
http://www.futureofireland.ie/articles/show/innovation_quotient

Amárach has delivered segmentation solutions for:



Segmentation Solutions

Amárach works with brand and marketing teams to deliver robust and actionable segmentation studies. To discuss our segmentation solutions contact: gerard.oneill@amarach.com



Find out more

Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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