



Modernizing Consumer Segmentation

QUIRKS CHICAGO 2025



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INSIGHTS & ANALYTICS**

“PROVIDE A ROBUST, GLOBAL, CONSUMER-CENTERED VOICE, PROMINENT ACROSS ALL BRANDS AND CHANNELS, TO DRIVE BUSINESS DECISIONS THAT ENABLE SIGNIFICANT IMPACT IN CONSUMER SATISFACTION AND FRANCHISEE GROWTH.”

LEADS A TEAM OF CONSUMER INSIGHT/
MARKET RESEARCHERS, MARKETING MEDIA
ANALYSTS, AND CONSUMER EXPERIENCE
(CX) MANAGEMENT FOCUSED ON
OPTIMIZED MARKETING, OPTIMIZED
OPERATIONS, PERSONALIZATION, AND
GROWTH OPPORTUNITIES.





REALLY
1. Listen to the Consumer

News Alert: Orangetheory Fitness and Self Esteem Brands Complete Merger, Creating the World's Largest Footprint in Fitness, Health and Wellness Services.

[READ MORE](#)



MANAGEMENT

FRANCHISING

REAL ESTATE

CAREERS

NEWS & PRESS

LOVE WORK

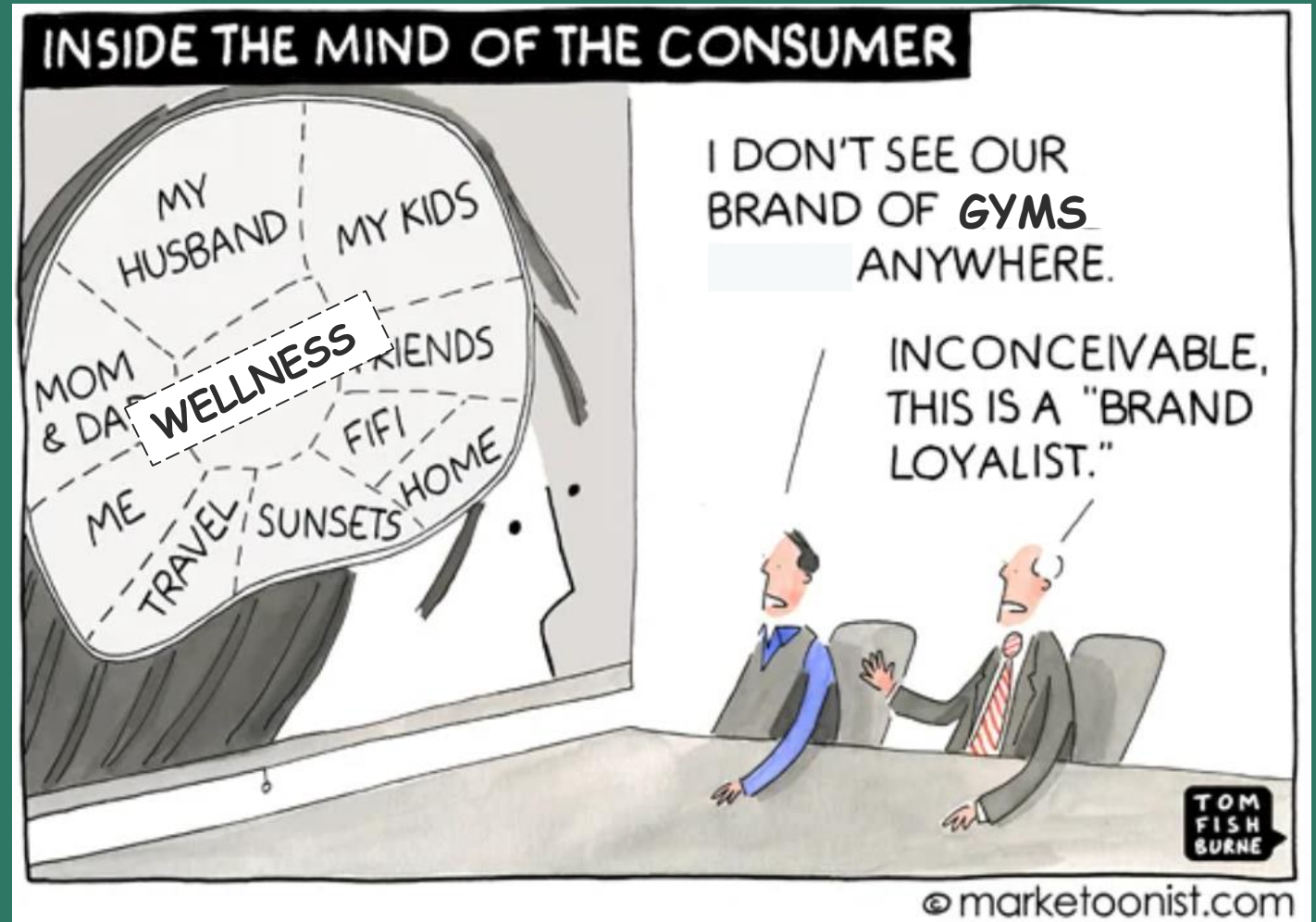
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BRANDS SELF ESTEEM.



* focusing on the customer's needs and desired outcomes rather than product



Global consumers united by six dimensions of wellness



Better health

Extends beyond medicine and supplements to include medical devices, tele-medicine, and remote healthcare services, as well as personal health trackers



Better fitness

Was steadily increasing over time before experiencing some upheaval over the past year, with many consumers struggling to maintain pre-COVID-19 fitness levels



Better nutrition

Has always been a part of wellness, but now consumers want food to help them accomplish their wellness goals in addition to tasting good



Better appearance

Primarily relates to wellness-oriented apparel (“athleisure”) and beauty products (skincare and collagen supplements), but also includes service-oriented offerings like nonsurgical aesthetic procedures



Better sleep

Now goes beyond traditional sleep medication, like melatonin, to app-enabled sleep trackers and other sleep-enhancing products



Better mindfulness

Has gained mainstream consumer acceptance relatively recently, with meditation-focused apps and meditation-oriented offerings



Consumer-Centric Mindset

"In the minds of consumers, 'wellness' now encompasses a whole lot more than just "being in shape" or free of sickness.

It's reducing stress.

It's feeling confident.

It's finding a sense of community and belonging.

It spans mental, physical, and spiritual dimensions."

65% OF AMERICANS
BELIEVE THAT
BEAUTY/GROOMING IS
AN IMPORTANT PART OF
THEIR "WELLNESS."

2022 MINDBODY
WELLNESS INDEX:
BEAUTY REPORT



Identifying the right framework



**Health & Wellness
Category**

**Holistic Wellness:
Physical, Emotional, and
Mental Wellness**





2. Leverage AI **appropriately**

400 Qualitative Interviews moderated by AI

400 interviews! JTBD focus on desired outcomes comes from extreme focus on understanding all of the nuances of the job itself.

I now want to get your thoughts about health and wellness. Talk to me about what comes to mind as you think about your own health and wellness. Tell me specific health and wellness needs, beyond general ideas like “being healthy” - consider the things you personally need. Think about the things you are proactively trying to accomplish, prevent, or maintain ... so take a moment to think about your health and wellness needs, and then tell me about them.

What are the choices or steps you take for your own health and wellness?

Let's talk more about [most important health and wellness need]. What is it about you and your lifestyle that makes that particularly most important to you?



Study shows AI chatbot provides quality and empathetic answers to patient questions

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By Dr. Sanchari Sinha Dutta, Ph.D.

May 14 2023



A study published in *JAMA Internal Medicine* indicates that artificial intelligence assistant-generated responses to patients' questions are better than physicians' responses regarding quality and empathy.



"I really would love getting suggestions for food based on my weird needs instead

"I enjoy them a lot; there's variety, a beautiful atmosphere, inspiring people and I leave feeling strong, healthy and accomplished."

"It's just not something I would pay for. I do my own research and know what works for me."

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the itself, and with me."

long their bodies Crunch workouts are something like. I will

Linguistic Analysis

"I've participated before it was fun to do with friends usually prefer exercise alone but this is an where I would only do with me."

"I want to be able to start out slow and build to the intensity I want. This sounds like it starts out very high intensity and would probably make me not want to go or come back."

"I am on a budget. Members only sounds like it would cost a lot of money. If I can work on this end of nutrition myself, I would rather do that."

it was an effective method of exercising. I like that it can be done quickly but is highly effective. It has a lot of variety especially for people who want to do cardio but do not enjoy running."

eed some to have up with daily work out regimens own. And getting a personal trainer is ridiculously expensive."



AI + Linguistic Algorithm found 2 themes

Fighting Negative Mental Health

Depression

Anxiety

Struggles

Stress

"for years I've dealt with intermittent anxiety and depression. for me, exercising, getting sleep, and eating well* always* make it at least a* little* better. if you are working on your mental health and aren't quite sure where to start, your* physical* health is a good place."

Combating Stressful Lives

University

Employment

Family

"how to protect your mental health against the struggles that life throws: move more talk to someone you trust spend time outside improve the quality of your sleep eat a balanced diet and avoid dieting! learn how to understand your feelings be kind to yourself& to others"





QUESTER[®]



1

Managing Reaction to External Stressors

(n=56)

Managing reactions/emotions, such as stress or being overwhelmed to externally driven situations (e.g., work, family, or other demands of life)

2

Managing Internal Mood

(n=34)

Managing internally driven moods such as anger, boredom/restlessness, feeling sad/down, or mental lethargy

3

Managing Mental Health Issues

(n=28)

Managing clinical mental health-related emotions such as anxiety or depression

**AI is an enabler,
not a human
replacement**



**Going to the
gym to stay fit
and healthy**



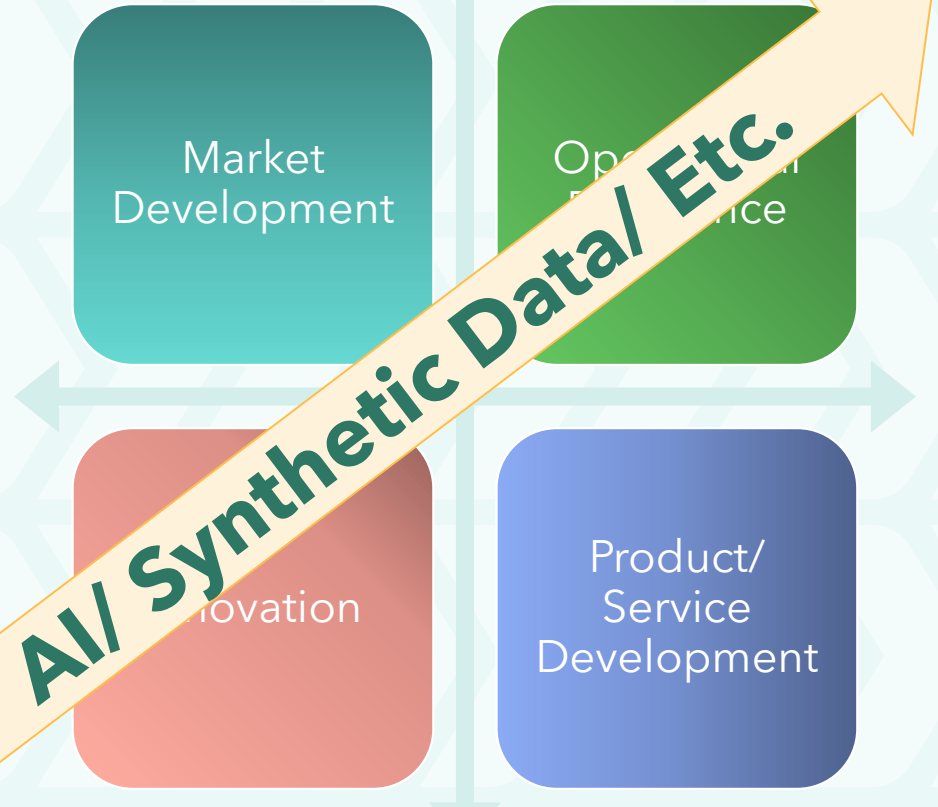
**Going to the gym
to replace
emotional pain
with physical pain**



AI doesn't know what it doesn't know...

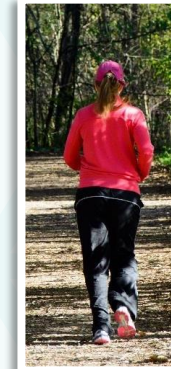
Market/ Industry

- ✓ How well established?
- ✓ How much do we know?
- ✓ How much does it matter?
- ✓ Who does it matter to?



Consumers

- ✓ How well do we know them?
- ✓ How much do we know about them?
- ✓ How strong is our relationship with them?
- ✓ How much does the market matter to them?





3. "KISS" - Keep it simple

➤ *** & shareable ***

Name is "job"

MIND-BODY
BALANCERS

A relatable face that reflects the segment

Outcome is defined in their language

"HELP ME
FIND A HOLISTIC
SENSE OF
WELLBEING."

Quick facts they need to know

14m people | \$6.1b oppty
60:38 female to male
63% White / 18% Hispanic
13% Black / 4% Asian
Avg. age 38.4

Simple synopsis

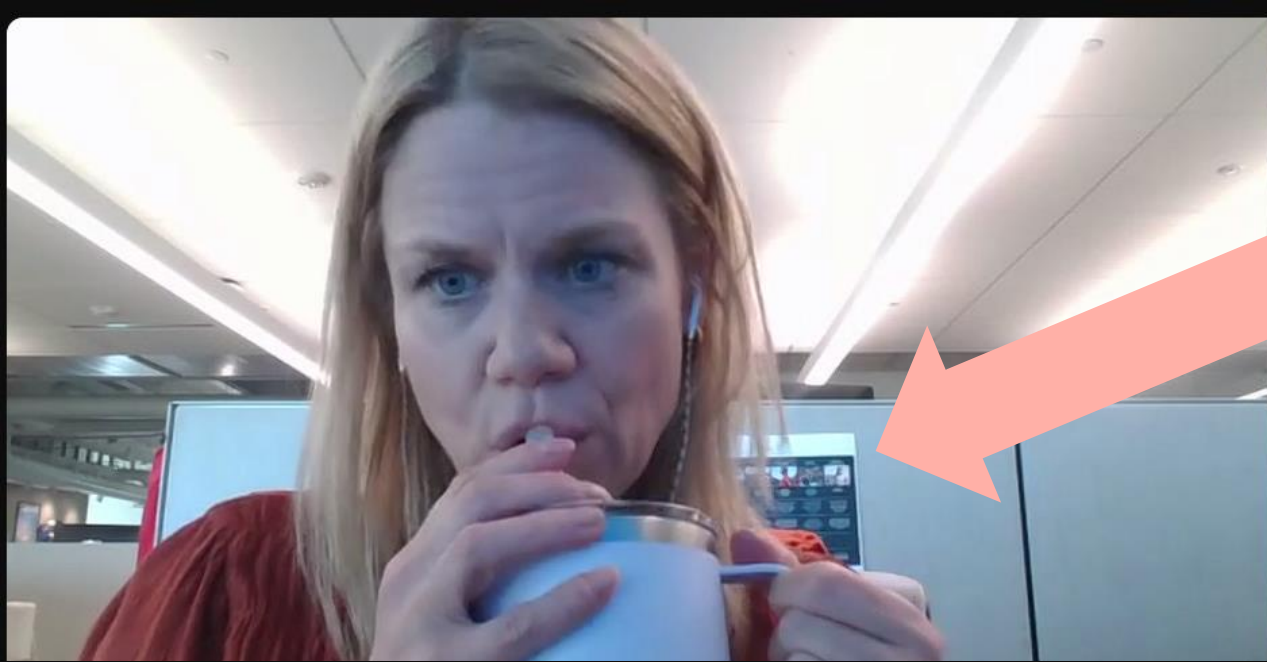
A more female group
focused on the link
between mental and
physical health,
with a priority on
managing emotional and
mental health needs.

Brand alignment

Anytime Fitness
(secondary)

Image representation for marketing integration





Marcie DeLuca

Angelina Iturrian (She/Her)



4. Robust Segments provide insights for more capabilities

➤ **So many mouths to feed!**

Personas: Online Diaries & Social Narratives



- **Add depth, texture and richness to the established segments while also giving a fuller picture of what is important and how to reach each segment.**
- **Quester Social Narratives (Listening) team created a dynamic segmentation to enhance the consumer segmentation, using not only organic consumer conversation but also targeted online diaries.**
- **Using the consumer voice AND behavior to drive marketing initiatives across capabilities (digital experience, CRM, etc.)**



Step 1



Mind-Body Balancers

Start with Linguistic Segmentation:

Linguistic terms and phrases from the segmentation combined with behavioral insights from online diaries to create a robust query term for each segment

Allows you to isolate the needs, experiences and emotions in consumer language



Key Word: **Mindful**



Health Focus: **Mental Wellness**



Mindset: **Prioritize mental health and flow from there**



How to help:
Reinforce the holistic wellness balance, grounded in mental health





Step 2

Fitness/Wellness Discussions:

Saneforums.org
r/advice
r/anxiety

Outside Interests:

Forums and blogs about healthy living, time management, and social awareness

Challenges:

Adapting to change and adding flexibility to routines



Mind-Body Balancers



Create terms to leverage in social and identify their language in conversation:

Isolate unique users and vet the groups; follow their activities and behaviors



Benefits



Mind-Body Balancers

Expands the qualitative and broadens the personality of the segments:

Identifies specifics like hashtags, buying behavior, personality and additional interests and nuances of each segment



Themes: Happiness, even-keeled, self-care

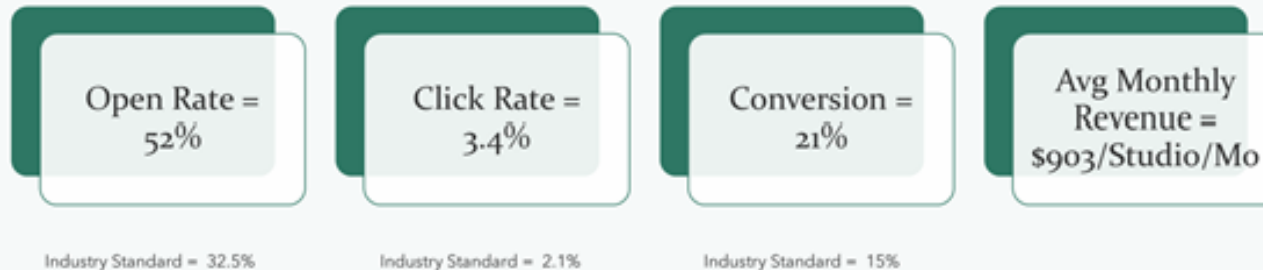
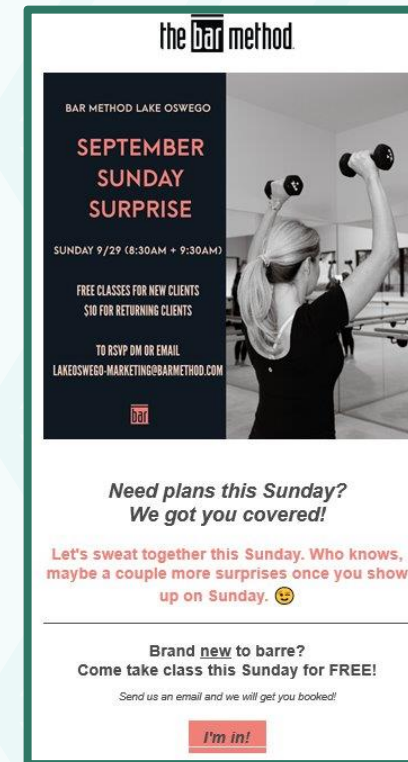
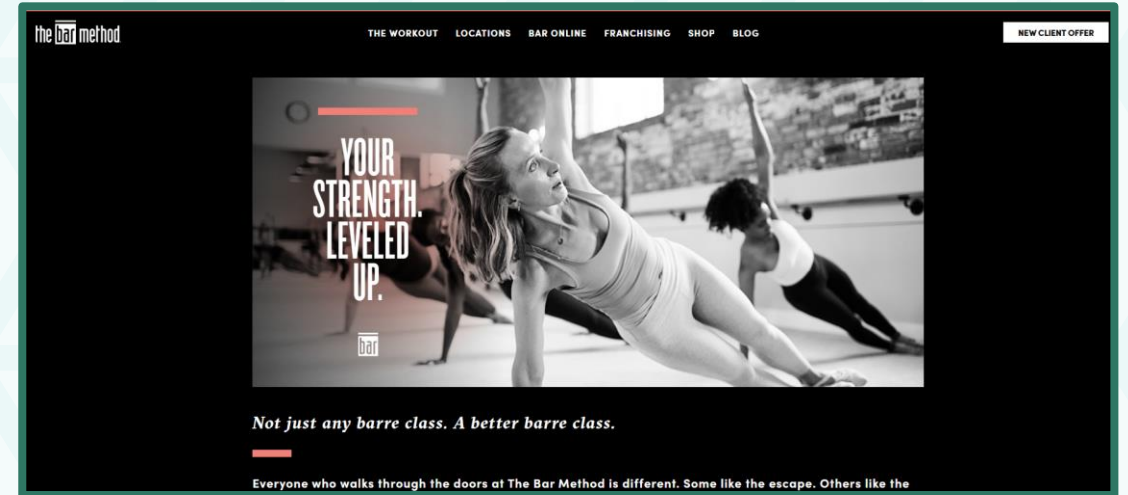


Top Hashtags: Fitness, wellness, healthylifestyle, healthyious, motivation, lifestyle,workout, beauty, exercise, gym, fit, fun, training, fitnessmotivation, nutrition, crazy, funny, humor, lol, comedy, selfcare, weightloss, yoga, comic



Cross Capability Applications

- ✓ Digital, SEO, CRM & Social Media Content Strategy all using segmentation
- ✓ Hero Images for website content:
+12.11% lift in our site to lead conversion/
additional 2,800 leads per year
- ✓ Paid Media/ Targeted Campaigns





Thank you!

1	Better physical health
2	Better mental/ emotional health
3	Better sleep/ recovery
4	Better exercise/ workouts
5	Better mindfulness/ meditation
6	Better nutrition/ diet
7	Better appearance/ beauty or grooming
8	Better spiritual health/ connection to God
9	Better manage stress/ anxiety
10	Better social relationships/ community