

Segmentation without activation is just a deck

Lindsey Gladden, At Home

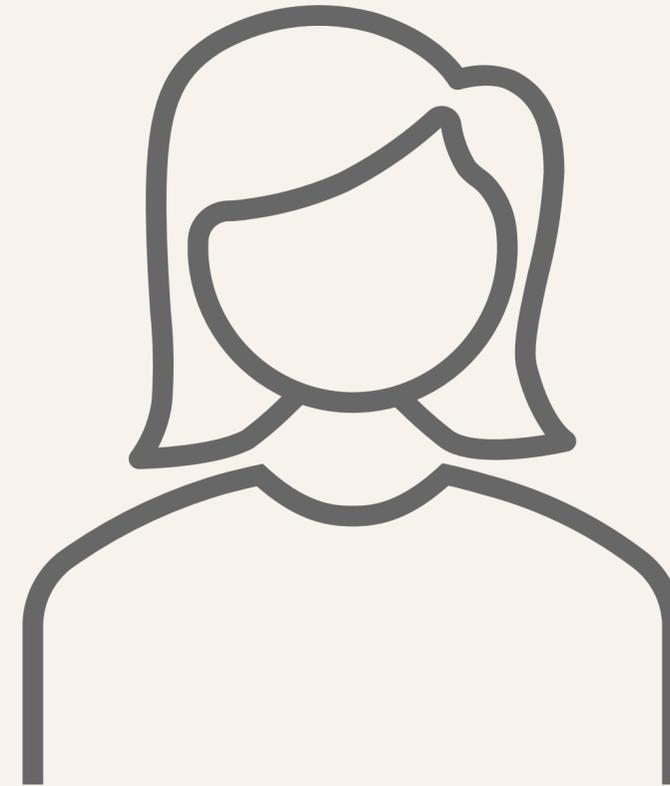
Kristopher Gauthier, Emicity

The logo for 'at home' is displayed on a dark grey building facade. The words 'at' and 'me' are in white, lowercase, sans-serif font. The letter 'h' is replaced by a teal-colored house icon with a white outline. The building has a gabled roof and a window is visible at the bottom.

at home

We knew our customer, but we didn't know enough

Our demographics + purchase history didn't give us enough to go on if we wanted to reach her where she was at in her decorating journey.



**Loves Home
Décor
Self-Identified
Female**

**Middle-to-High
Household
Income
Homeowners**

Psychographics round out the story

- **Psychographics can uncover your customers'**
 - **Motivations and goals with your category**
 - **Desires, preferences, and turn-offs**
 - **Decision-making process**
 - **Unmet needs**
 - **Personality**
- **By focusing on the 'Why?' questions, a psychographic segmentation is better able to develop actionable, strategic directives that target the core needs of each segment.**

Don't be afraid to be creative in your segmentation!

Novel psychographic topics can help to solidify internal buy-in while also providing a more well-rounded view of how and why customers engage in your category



Home Décor



Clothing/Apparel



Health/Wellness

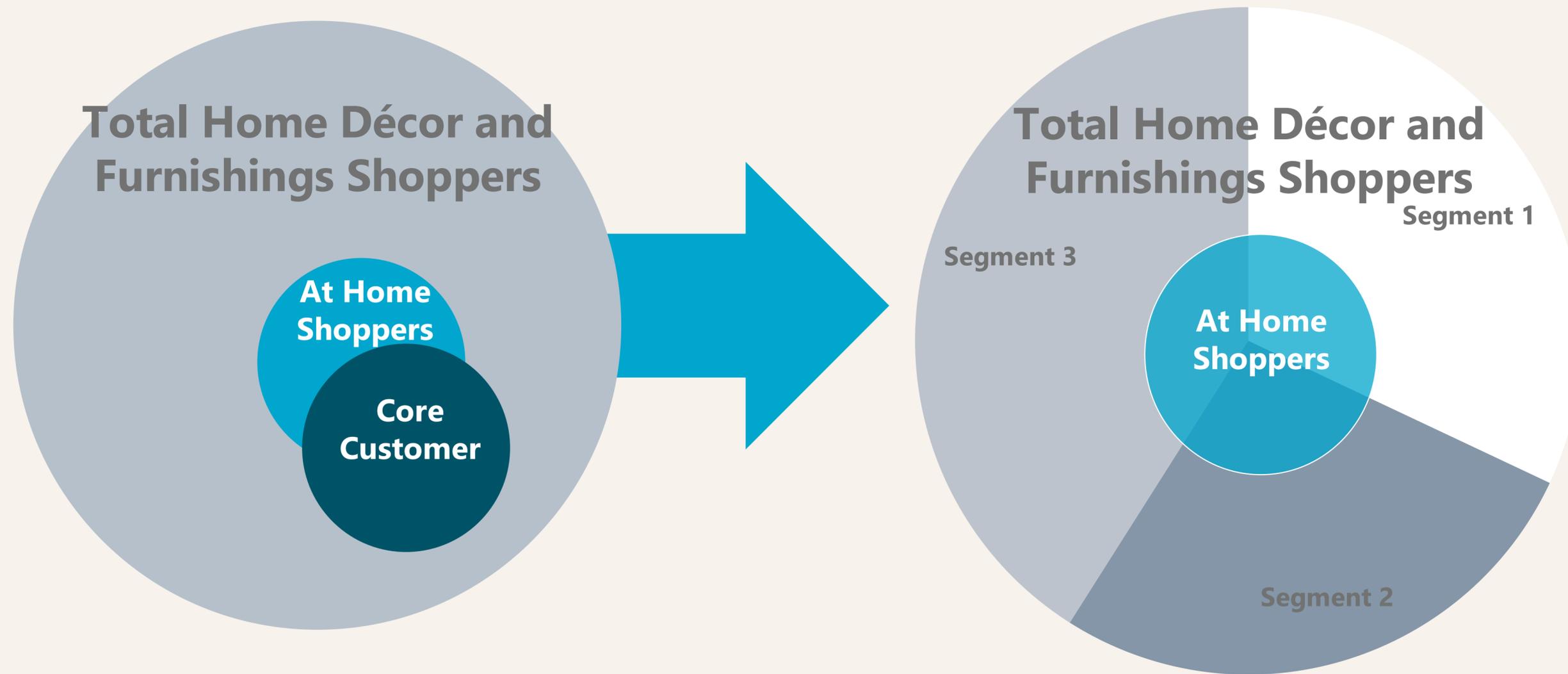


Utilities



Coffee Shop

Conducting a psychographic segmentation at the category level allowed us to understand current and future customers



Our segmentation at its simplest has 3 defining characteristics

Joy in shopping for decor



Comfort in Designing their space



Annual Spend on Décor & Furnishings



Meet our segments



Segment 1



Segment 2



Segment 3

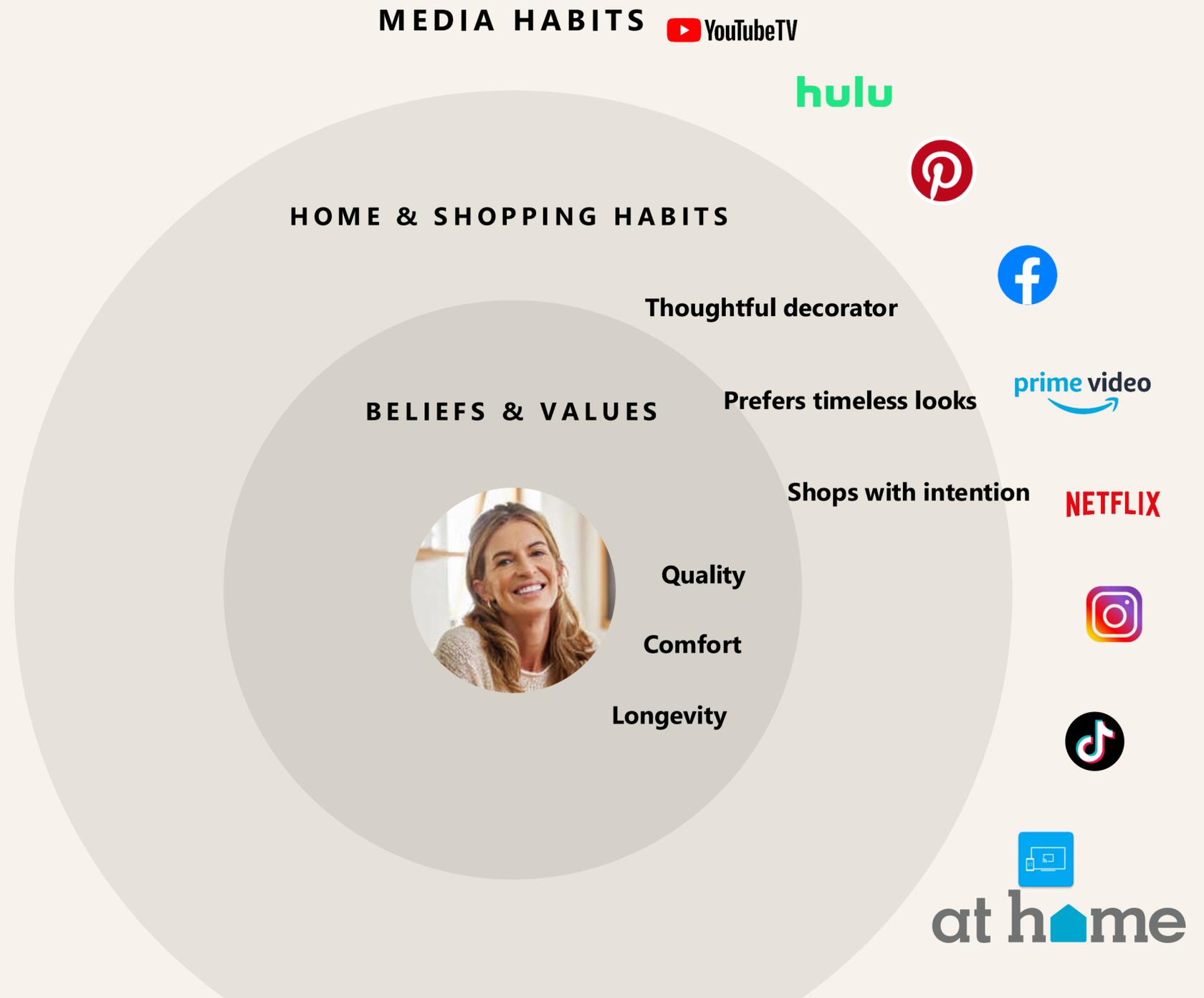
Segment 1

- **Mindset: Confident, expressive, trend-forward decorators who see home furnishings as self-expression.**
- **Behavior: Spend more annually, enjoy shopping for home décor and decorating, use Pinterest and Instagram.**
- **Strategic Opportunities: Emphasize design, curated style and quality.**



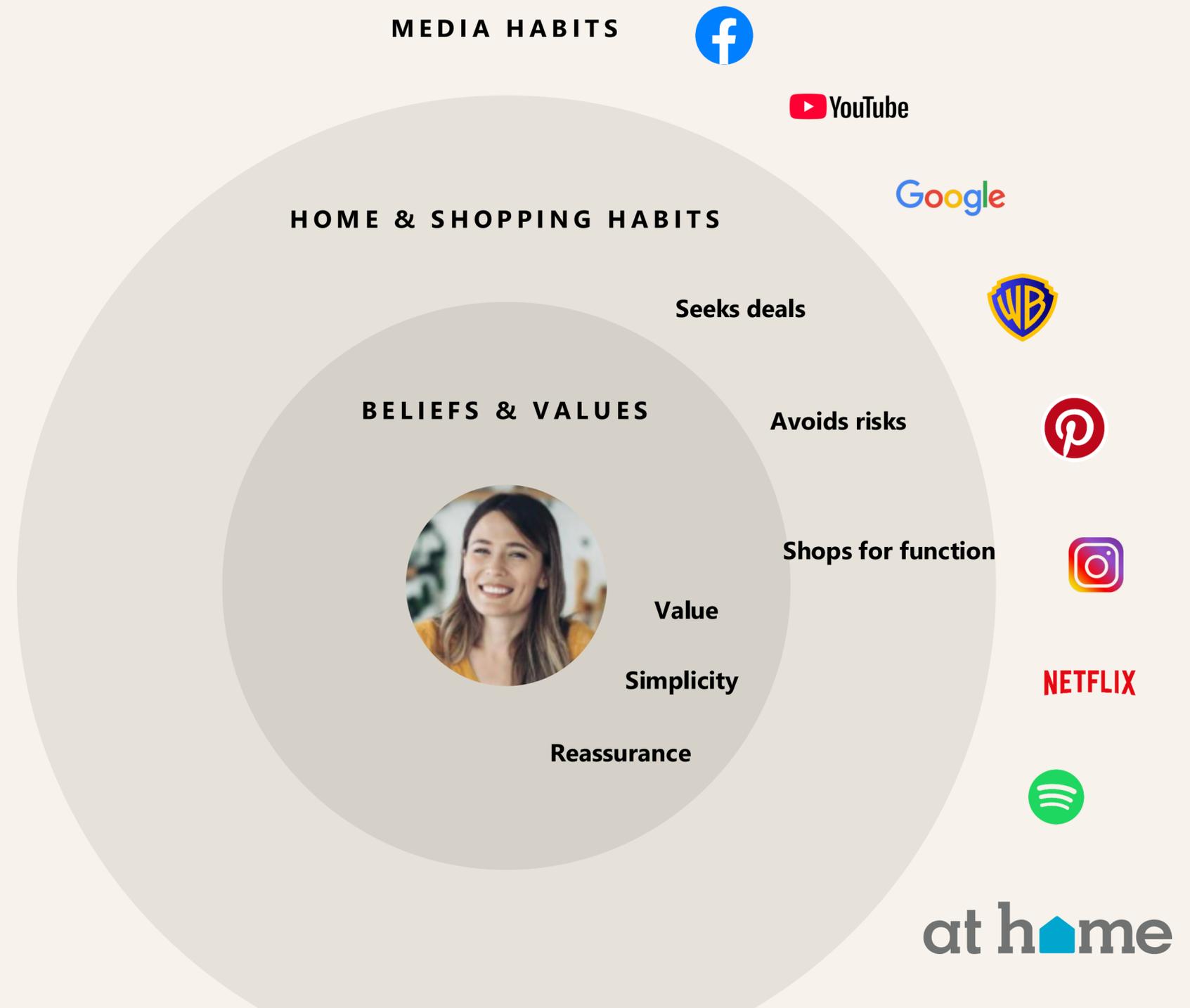
Segment 2

- **Mindset:** Intentional, timeless decorators who value durability and cohesion.
- **Behavior:** Loyal, lower-frequency shoppers with strong seasonal décor engagement.
- **Strategic Opportunities:** Personalized seasonal messaging, quality messaging, and room-based solutions.



Segment 3

- **Mindset: Value-driven, cautious, and low-confidence decorators seeking simplicity.**
- **Behavior: Price-sensitive, frequent, but low-conversion shoppers.**
- **Strategic Opportunities: Create confidence-building experiences in-store and online**



Segmentations are most valuable when they are activated across your organization and frame key touch points for customers



Marketing & Messaging

- Deploy segment-specific message trains that focus on the key motivators and leverage points for each segment
- Customize offers, sales, and coupons based on the preferences and purchase behavior of each segment



Product Development

- Develop segment-focused products or services that key in on the differentiating features for each segment
- Offer upsells on core/broad appeal products that help to make each segment feel heard



Loyalty Programs

- Create loyalty rewards structured around your key segments
- Offer benefit choices tailored to each target segment and their purchase process