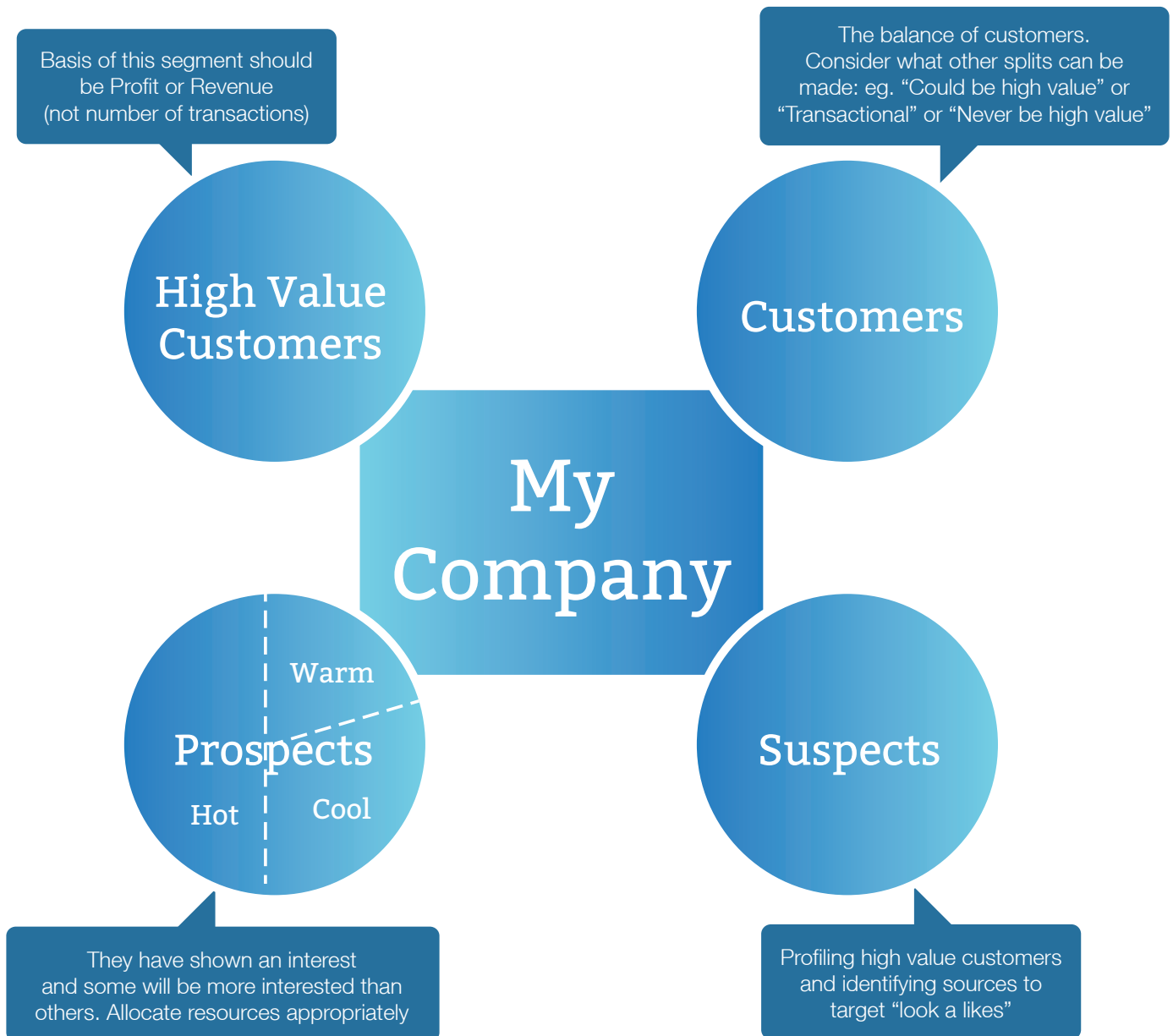


# Executable Database Segmentation

Database segmentation needs to be driven by executable action steps that will deliver business growth.



## 3 Reasons to Segment

1. To push highly relevant messages to an engaged audience when they are ready to buy
2. To minimise wastage. Ask yourself - "What do I have to do to get 100% response?"
3. To allocate resources: money, people and time.