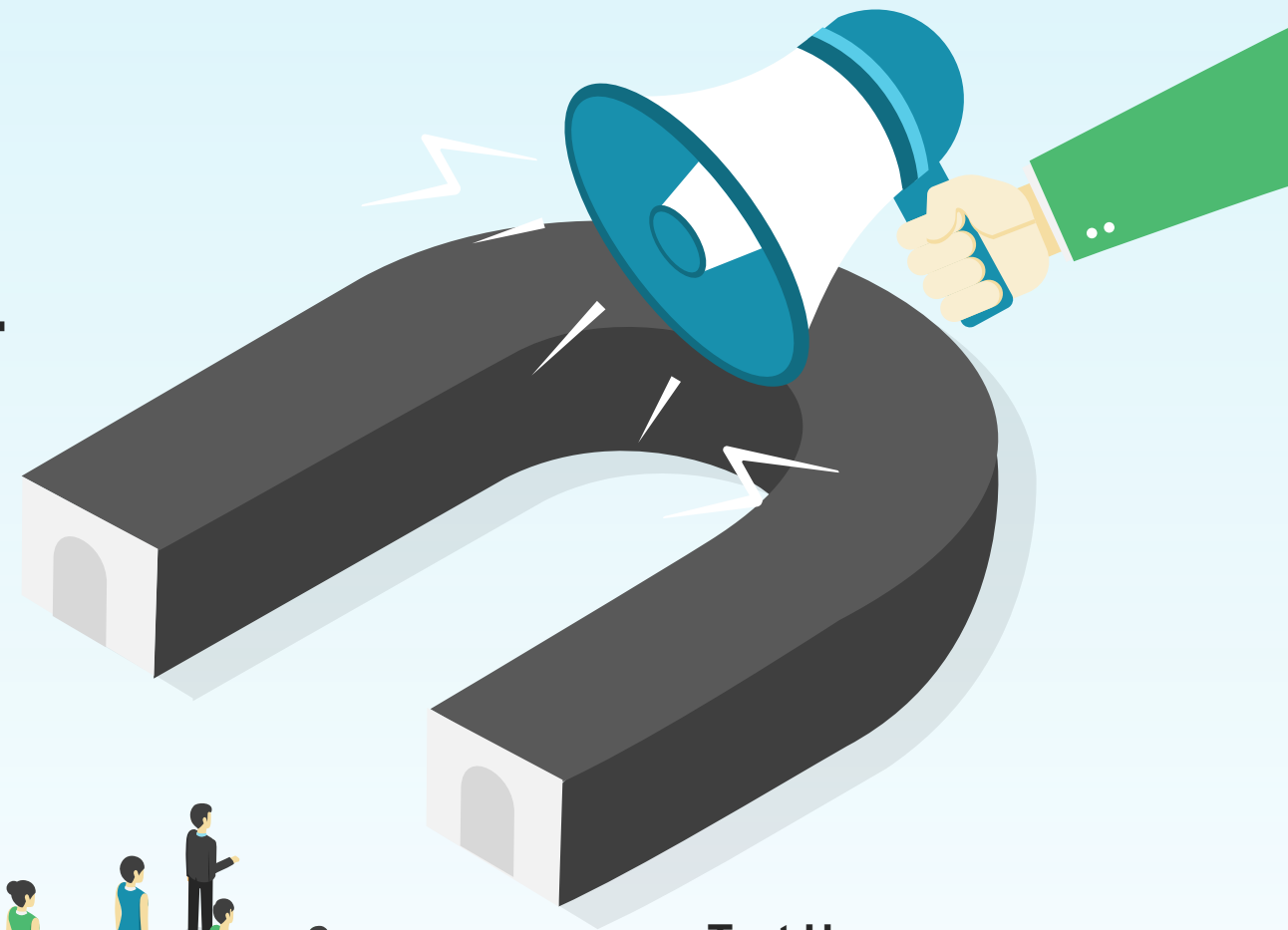
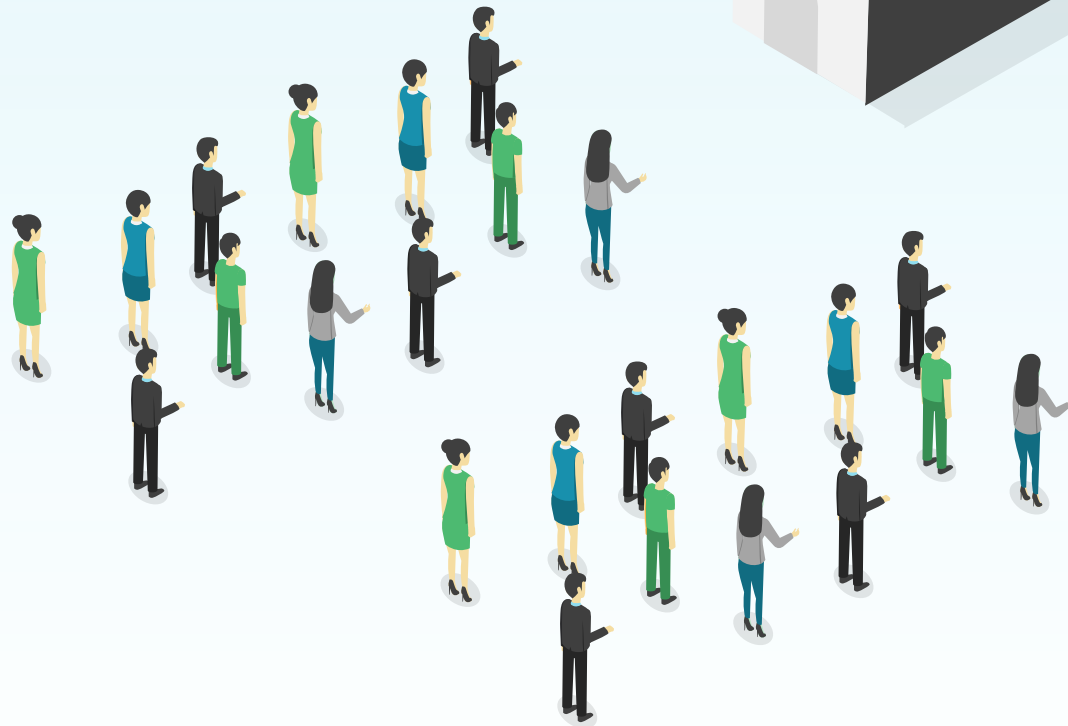


Cohort

Your Company Name



Advertising and Marketing to Attract Cohort



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Cohort Icon with Targeted Consumer by Organization

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- **A cohort** is the group of customers being studied in cohort analysis.
- These people in a group share a common experience during a specific time period.

Cohort Providing Review for Products

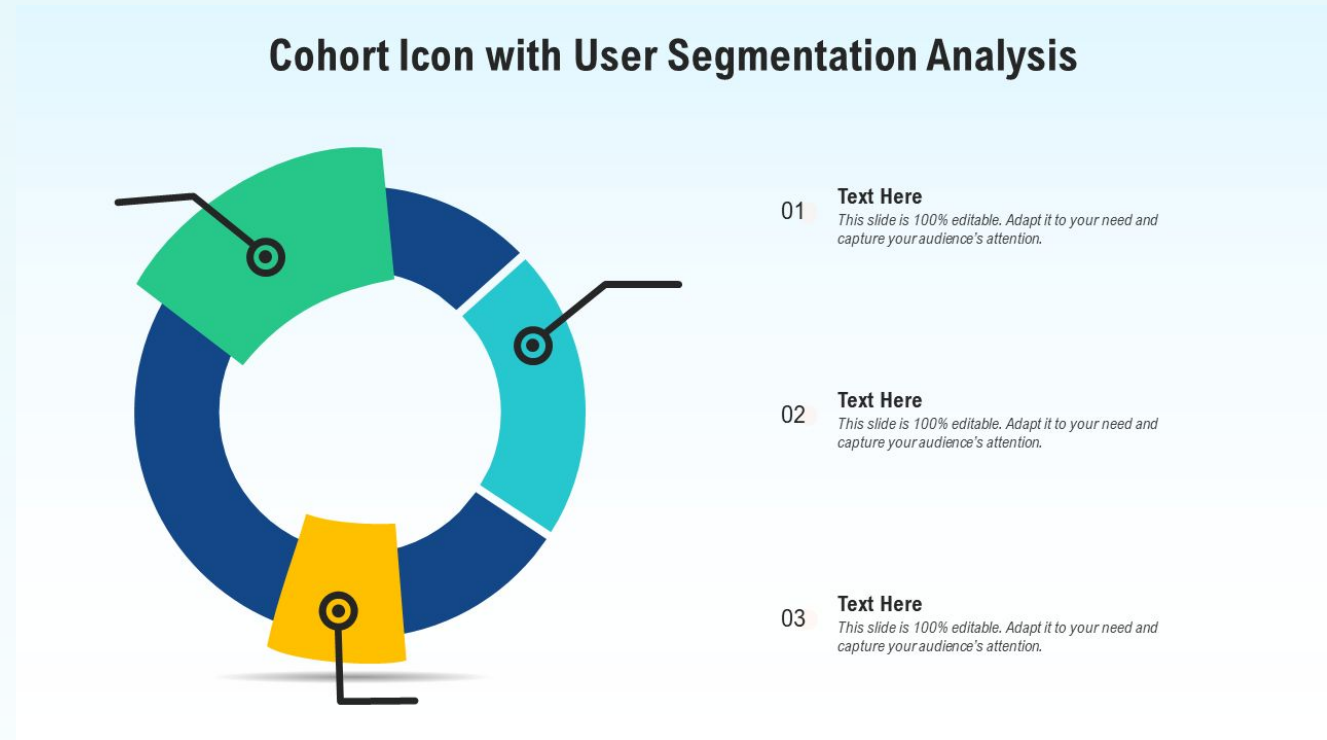


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- **Segmentation analysis** is a marketing technique that allows you to divide your customers or products into different groups according to shared features.
- This allows for the creation of tailored and relevant advertising campaigns, products, or the enhancement of brand image manoeuvring.



- **Customer churn**, also known as customer attrition, is the number of paying customers who do not return.
- In this frame of reference, churn is a quantifiable rate of change over a set period of time.

Customer Churn Cohort Analysis PowerPoint Slide Clipart

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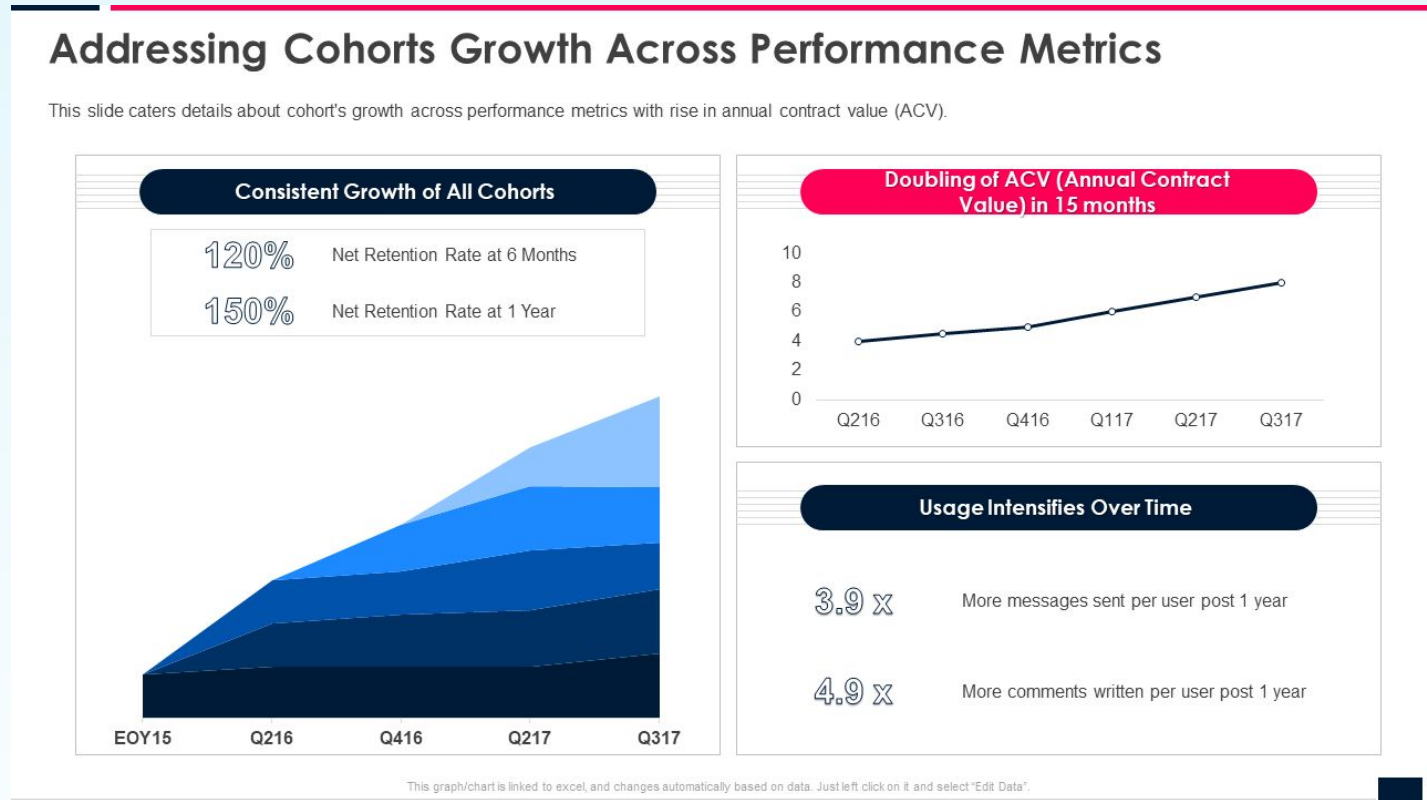
		Months after starting usage						
		1	2	3	4	5	6	7
Cohort	Jan	98%	78%	85%	75%	88%	69%	89%
	Feb	87%	79%	72%	63%	69%	69%	
	Mar	82%	85%	79%	71%	75%		
	Apr	90%	83%	85%	83%			
	May	83%	88%	82%				
	Jun	84%	90%					
	July	96%						

ANALYSIS

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- **Performance metrics** are used to assess a company's behaviour, activities, and overall performance.
- This should take the form of data that higher up data within a range, allowing for the formation of a foundation to support the achievement of overall business goals.



FAQs

What is the difference between cohort and segment marketing?



- In basic sense, when businesses group users into cohorts, they do so based on timeframes and similar actions
- Whereas segmentation involves dividing consumers into categories exclusively according to shared interests, behaviour, gender, location, etc.

How to conduct customer segmentation analysis?

- Determine your target market.
- Customers should be divided into groups.
- Make customer personas...
- Describe the needs of the customer.
- Connect products and services to the needs of customers.
- Top segments should be evaluated and prioritised.
- Create specific marketing strategies.
- Assess the efficacy of your strategies.

What role does segmentation analysis play?

- The objective of market segmentation is to assist businesses in understanding the various groups of consumers that comprise their market.
- Marketing companies can target the segments that are most valuable to their business by grouping people with similar characteristics and attributes.

ABOUT US

- SlideTeam is a premier Research, Consulting and Design agency that develops and templatizes industry processes and best practices, frameworks and models across all industry and verticals to help customers present their strategies effectively and convincingly.
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