

Tips for Segmenting Your SaaS Customers

This is an extra resource to go along with the original article:

[How to Inspire Customer Loyalty in Your SaaS](#)

Start by identifying your target audience which, in this case, is made up of your current customers, not your prospective customers. Create three to five personas to represent these customers.

To create a customer persona, fill out the following:

Demographics

Age:

Gender:

Location:

Education level:

Job title and description:

Income level:

Psychographics

Personality type:

Interests:

Values:

Pain points:

Hesitations to upgrade:

Behaviors

Average app activity (light, medium, heavy):

When they made a purchase:

What they purchased:

Login frequency:

Lifecycle stage:

Lifetime revenue:

Decide which way you'd like to segment your customers. Would you prefer to focus on: Basic demographics, psychographics, or behaviors?

Create a specific, measurable, actionable, realistic, and time-bound goal for communicating with your customers. What is the goal that you'd like to achieve? How long will it take for you to actually reach this goal? How will you know that you've reached it?

When creating an engagement campaign, be clear and specific about your desired outcome. Hoping for "more engagement" isn't specific enough. Assign specific dates, numbers, and strategies you'll use to reach your goals.

Monitor your success. Keep an eye on your progress and tweak as necessary. If you have a goal to upsell to 100 customers within six months, check your progress each week to verify if you're still on track to meet your goal, or if you need to alter your methods.

Don't go too deep with your segmentation. You can go too far and over-segment, which means that you'll have almost as many segments as you do customers. Instead, aim to create three to five personas.