**Incorporation.ai**

Incorporation.AI offers a range of AI solutions depending on the complexity from single purpose to multifunction and digital clones with AI.Factory for enterprises that want to harness the power of AI and their existing teams to succeed in today's Intelligence Revolution

# Customer Segmentation - Ideal Customer Profile

Customer segmentation is a way of arranging your customers into distinct sub groups that typically have separate needs. Standard customer segmentation can be completed by hand, however this typically lacks accuracy and precision, and takes a large amount of time to complete.



## Benefits

- More Customer Retention
- Enhances Competitiveness
- Establishes Brand Identity
- Better Customer Relationship
- Leads to Price Optimization
- Best Economies to Scale
- Improves Channel of Distribution

## Details

AI lifts the limitations of traditional market segmentation by analysing customer data to create more targeted segments. It goes one step further by automatically adjusting campaigns to be more personalised for each segment. The goal of segmenting customers is to decide how to relate to customers in each segment in order to

### What AI can do for you?

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Decision-making Insights
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### Industries we Serve

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