

A CONSUMER ELECTRONICS COMPANY PERSONALIZED MARKETING ADVERTISEMENTS FOR DIFFERENT TARGET AUDIENCES BY LEVERAGING MARKET SEGMENTATION ANALYSIS

CASESTUDY

BUSINESS CHALLENGE



To understand their customers' needs and demands and categorize customers with similar requirements together

OUR APPROACH



Analyzed the evolving needs and demands of target customers

BUSINESS OUTCOME



The client was also able to create targeted advertising and marketing campaigns for different subsets of customers

INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

Infiniti offers a variety of COVID-19 support solutions to help clients in the consumer electronics market to prepare for the rebound, gain agility, and ensure rapid response.

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