

STREAMLINING MARKETING INITIATIVES AND INCREASING SALES BY 33% FOR A CPG COMPANY | MARKET SEGMENTATION APPROACH

BUSINESS CHALLENGE



To segment their target customers and personalize offerings for them

OUR APPROACH



Categorized their customer segments into various groups based on their spending patterns, buying behavior, interests, and value for the brand

RESULTS OBTAINED



The CPG company increased sales by 33% within one year of leveraging our market segmentation analysis

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 support solutions to help companies in the CPG market to understand the change in volumes and values post the COVID-19 crisis

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