



# It Takes All Types!

Customer segmentation is a tool to help you look at your customers in smaller, more specific groups so you can target your marketing. It is important not to assume that everyone in a group is the same—but thinking about your customer base in subgroups can be useful for your marketing strategies.

## Use these prompts to think about forming smaller group profiles:

- What types of cookies do your male customers buy?
- What types of cookies do your female customers buy?
- What is the common age of your customers?
- What types of cookies do your younger customers buy?
- What types of cookies do your older customers buy?
- What do all your customers have in common?
- Are their purchases in the same price range?
- What type of customer buys more than one package?
- Are there customers who only donate cookies?
- Who do you consider your target market?