



Hillstrom's Digital Profiles

Kevin Hillstrom

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In Hillstrom's Digital Profiles, Kevin Hillstrom demonstrates a methodology for combining customer channel preferences (retail stores, websites, email, social media, mobile) with customer merchandise preferences, yielding sixteen actionable and robust customer segments, called "Digital Profiles".

The analyst is given everything needed to create Digital Profiles. The analyst is given a dataset in "csv" format, and the analyst is given SPSS code necessary to run the analysis. The analyst will easily be able to read the SPSS code, translating it to SAS or R code, should the analyst use a different statistical software language.

The analyst is shown how to create each Digital Profile. Digital Profiles are used to understand complex customer behavior, and are used for targeting purposes. The analyst will be able to use Digital Profiles in Personalization projects, CRM projects, E-Mail targeting projects, and Dashboard Reporting projects. The analyst will be able to clearly explain to CEOs and Executives how customers interact across channels. This is especially important, now that Social Media and Mobile are becoming an integral part of the marketing mix.

Instead of hiring external consultants, paying them thousands of dollars to create segmentation strategies, why not use the methodology in this eBook to create your own Digital Profiles?

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Deborah Walker:

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