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Typing Tool Accuracy

A key deliverable of any segmentation is a **typing tool** – a series of questions that can be asked in future survey research to assign decision-makers into segments. Developing a reliable and accurate tool is contingent on...

STRATEGIC SCOPING: PLAN FOR THE TYPING TOOL FROM THE START

Determine the maximum acceptable number of survey questions in the tool. For many of our clients that is ~10-15 depending on the number of segments.

ACTIONABILITY-FIRST DESIGN

Carefully consider question wording for any items that may be part of the typing tool. For example, if a brand health tracker is already being conducted, check that language is consistent to help with more seamless integration of the typing tool in future waves.

ACTIONABILITY-FIRST ANALYTICS

Though many variables may be investigated to help create the segments, generally, the maximum to be included as inputs to a solution should be similar to the maximum acceptable number of questions for the tool. This ensures the segments as defined are clearly and accurately identifiable by the typing tool.

Developing the typing tool using sample replicates provides a better test of reliability vs developing it based on the sample as a whole. The sample is split in parts, so there is a 'training' set of data used to develop the tool and a separate 'test' set of data used to evaluate the tool. Strong classification accuracy in the 'test' data increases our confidence that the tool will be reliable when applied to future data.

Though they are often among the final deliverables of a segmentation initiative, do not let your typing tools be an afterthought.