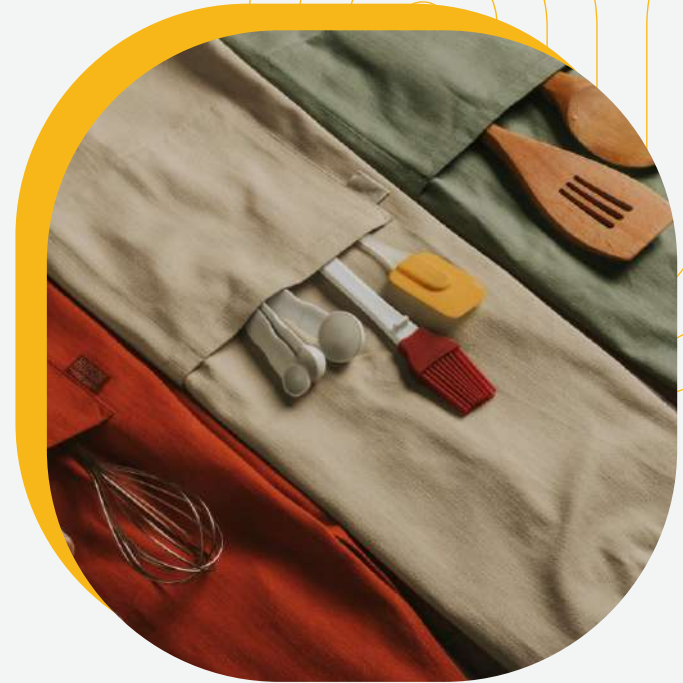




Case study

How focusing on the right audience can drive growth for eCommerce brands

Market segmentation is the process of dividing a broad audience into specific groups based on shared characteristics.



Age



Profession



Interests



Location



Gender

Narrowing your focus lets you speak directly to your core audience, creating more personalized, impactful messaging.





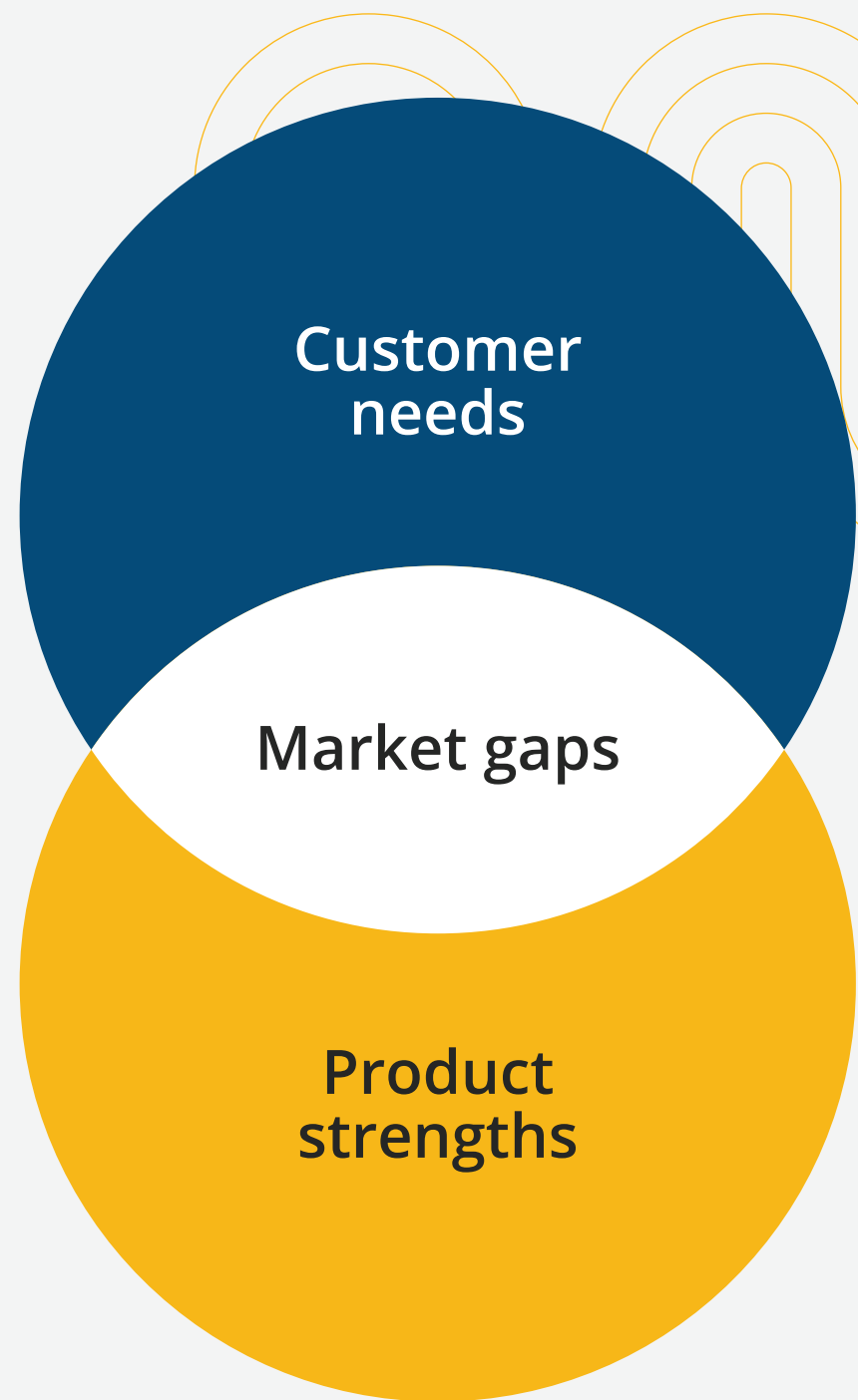
Curious about how this works?

Here's how **talent by Numi Global** helped Hudson Aprons find a perfect niche and achieved growth by shifting its target audience.

Our client initially targeted anyone who needed aprons. This broad approach lacked the precision for real impact.



With **talent's** help, Hudson identified a gap in the market—women seeking stylish, practical aprons. Together, we developed the concept for the cross-back smock apron, designed with colors and styles that appeal to women.



talent by Numi
Global assembled
a dedicated team
to analyze the
market, refine the
product, and craft
a targeted brand
and marketing
strategy. From
branding to
marketing, we
tailored
campaigns to
women.





The outcome?

Higher conversions, increased sales, and boosted customer loyalty, proving the value of precise audience targeting.



Do you want
similar growth
for your brand?

talent by Numi Global can build
the team to make it happen.

Talk to an expert

talentbynumi.com
contact@numiglobal.com

