

## Case study

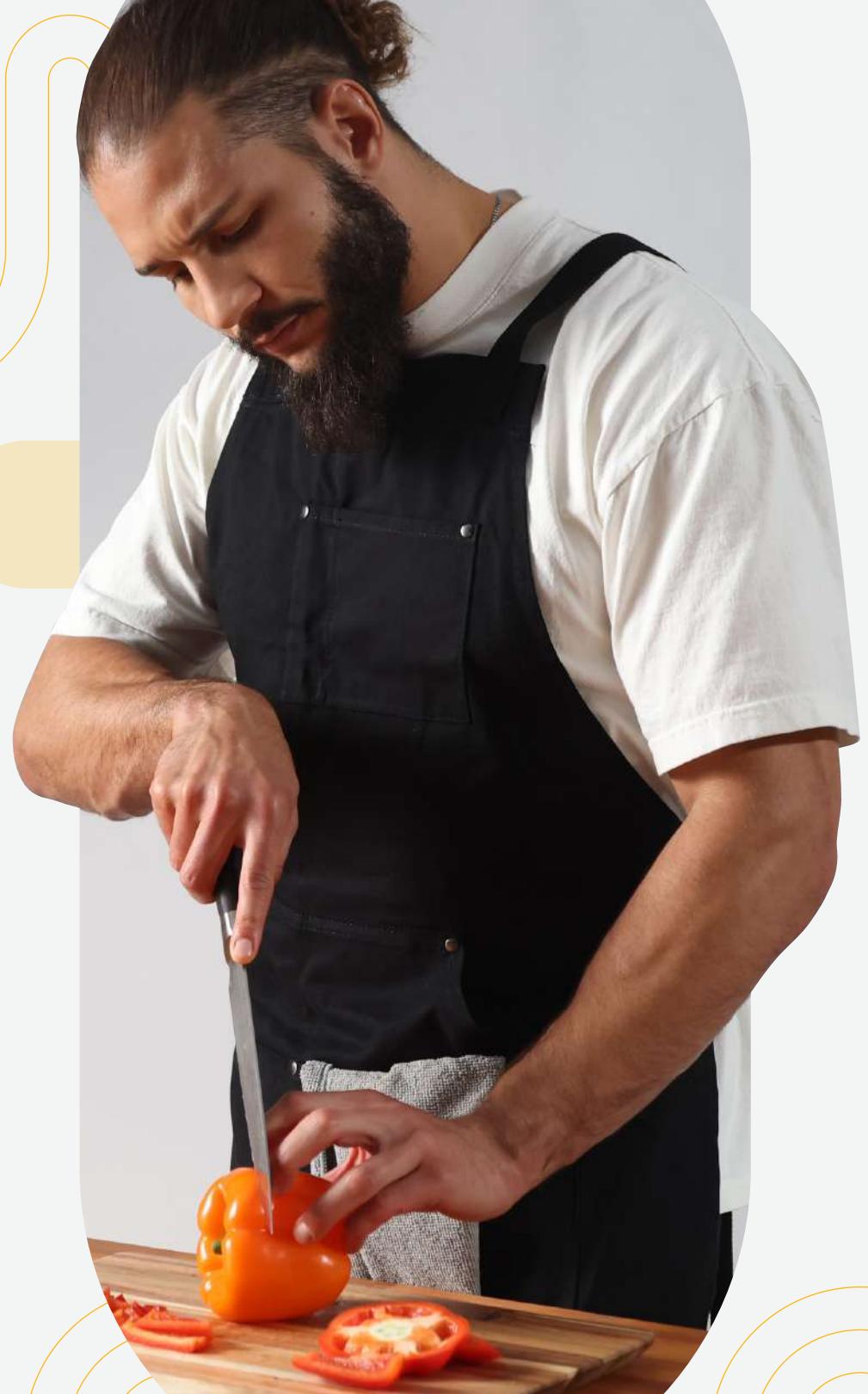
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How focusing on the right audience can drive growth for eCommerce brands

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



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





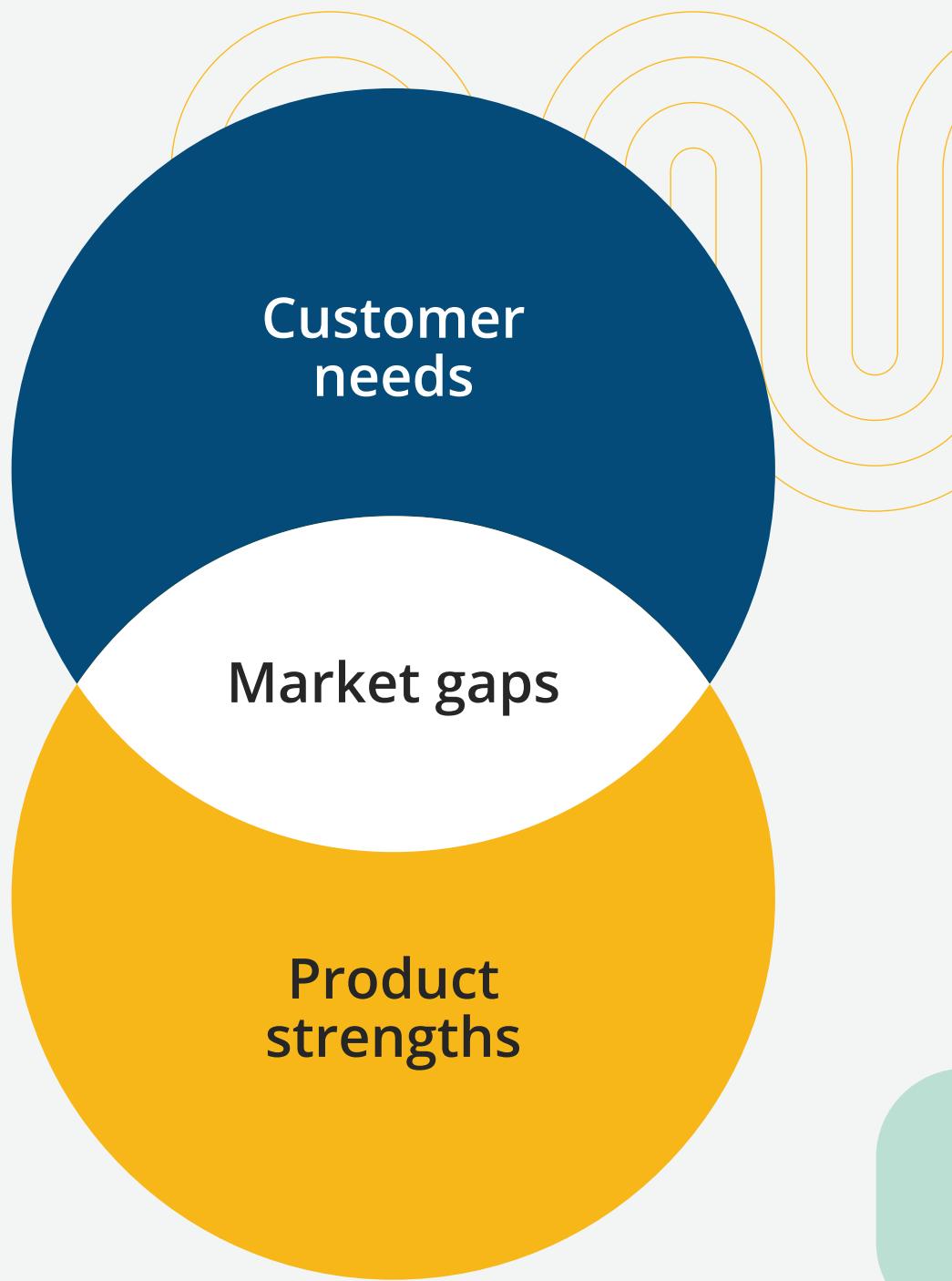
## Curious about how this works?

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

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