

# Track & Segment Customers

Capture, segment & analyze customers to improve engagement.



- 👉 Expand your customer base by using website forms and other tools to attract and capture new users.
- 👉 Segment your customers into different groups based on attributes or behaviors (purchase history, subscription status, etc.).
- 👉 Monitor and analyze customer data to effectively manage your customer groups. Compare insights across different customer groups to make strategic decisions about your communications.

**71%**

*Of Consumers Expect Personalization in Brand Messaging\**

**80%**

*Of Consumers Said Personalization Would Make Them Likely to Repurchase\**

**33%**

*Of Small Business Owners Struggle in Determining What Is Working\**

*\*Mckinsey \*\*Luisa Zhou*