

Model of Excellence Profile – Segmint

Company Name:	Segmint	ICG#	22392
Address:	One Cascade Plaza, Suite 1800, Akron, OH 44308		
Product Name:	Segmint		
URL:	www.segmint.com	President Name:	Russel Heiser II, President & CEO

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Buy/Sell – Opportunity Finder	<i>Business Model:</i> Subscription -- Subscription	
	<i>Content Models:</i> Clearinghouse & Exchange: Experiential Clearinghouse & Exchange: Taxonomical	<i>Distribution Model</i> Direct Sales -- Captive	
Company Overview	Segmint takes customer transactional datastreams from its clients and tags each customer with a variable number of “Key Lifestyle Indicators” that are used to drive sophisticated marketing campaigns, coupled with predictive analytics indicating propensity to purchase. Segmint is executing on the fundamental goal of every marketer: to make customer data actionable by creating and delivering targeted, relevant messages customers want to see, remember and act upon.		
Product/Service Description	<p>At a high level, Segmint enables its clients to maximize and leverage their data to create relevant experiences for their customers. While it is initially focused on the financial services market, Segmint can take customer transaction data of any type, from businesses across multiple industries (or verticals), classify the transactions by type into its proprietary Key Lifestyle Indicators (KLIs), then apply an unlimited number of KLIs to each individual customer. There are obviously some powerful categorization algorithms at work to make this happen, and the KLIs can be put to use immediately to improve targeting of marketing messages (and by the way, Segmint’s “Privacy by Design” architecture means that all customer data remains anonymous). It never sees an actual customer name). KLIs are not static; they are assigned and re-assigned dynamically based on new transaction data.</p> <p>But beyond lifestyle flags to improve messaging, Segmint also has a powerful predictive analytics capability that drives off of a rolling window of transaction history to identify which customers are most likely to be interested in any specific client offer. It’s all rolled up into a powerful but simple user interface that lets marketers get as granular as they want, or lets Segmint provide recommendations. Segmint also provides strong ROI analytics along with reporting that can attribute lift and increased revenue, and a re-targeting program (also anonymous) that lets Segmint clients deliver targeted ads to their customers on thousands of websites. Overall, it’s a powerful, real world application of Big Data in the marketing realm.</p>		
Year Founded:	2007	BizDev Contact:	John Cale, VP of Business Development
Employees:	36	Main Telephone:	888.734.6468
Profile Date:	7/19/13	Primary Market Served:	52 – Finance & Insurance
Ownership:	Private	Funding Source:	Private
MofE Class:	2013		