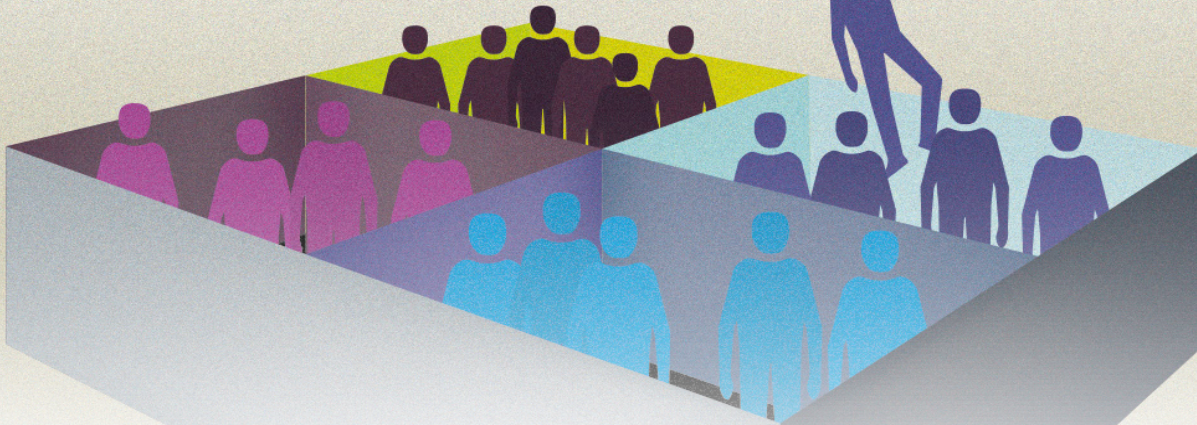
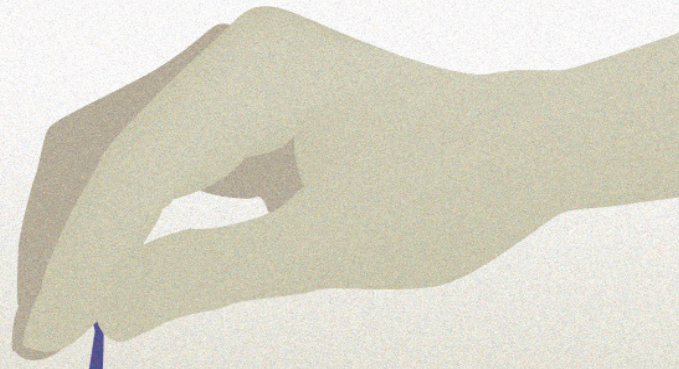


# SEGMINE



# TARGETED SALES TO THE RIGHT CUSTOMERS

**20% of customers generate 80% of sales.  
Do you know who they are?**

SegMine is a flexible and innovative segmentation tool that – based on customer data and criteria – can divide a large homogenous customer group into relevant customer segments. SegMine makes it clear to you where you need to focus your sales efforts.

## Why choose SegMine?

Many years of experience with data and segmentation in different pharmaceutical companies showed that there was a need to get an overview of the effect of sales efforts. Unnecessary amounts of man-hours and resources were used on segmentation. There was no doubt that it could be made easier and less resource-intensive, and at the same time make the value of the effort measurable.

This is why we developed SegMine.

## Segmentation itself is the foundation

With segmentation it is possible to:

- Analyze the market and marketing activities in certain segments
- Better understand your customers and your customers' needs
- Aim campaigns at certain customer groups
- Make your marketing team more cost effective and reach a higher ROI

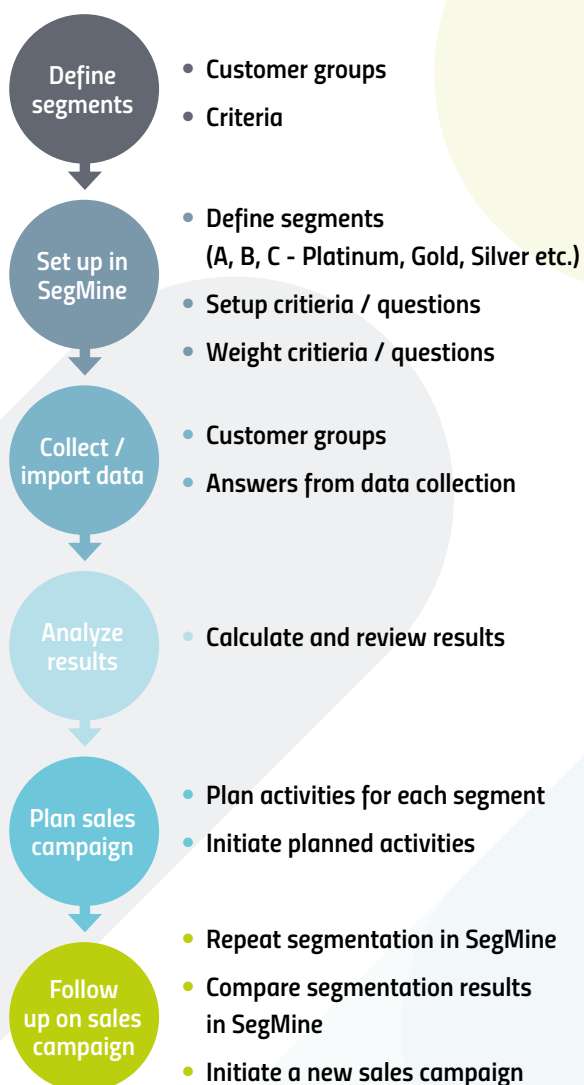
In other words, segmentation is the basis for targeting and streamlining sales and marketing efforts starting with the customers' specific needs.

## SegMine is adapted to your needs

As all companies have individual needs, preferences and resources, SegMine is flexible and can be adapted to the individual company. You decide for yourself which parameters you want to measure and what is important for your sales work. SegMine can help to:

- Analyze and segment your customer data
- Save a lot of resources both in terms of man-hours and money spent on calculations
- Optimize your work processes
- Focus on the right customers

## The Process



## Follow-up on activities

SegMine is not a stationary tool. You can continuously repeat your analysis and follow development in the individual customer segments. In this way, you can follow whether your sales and marketing activities have the desired effect on an ongoing basis.

SegMine can also be set up to integrate with your CRM-system.

## It is simple

It sounds simple, and it is. It takes approximately 15 minutes to set up a segmentation case, and it does not require technical insight to use the programme. There are of course many years of development work behind the programme, just as a comprehensive 'calculator' processes all your data.

## Do you need help to define your customer segments?

Before you use SegMine, you must define your customer segments. What are the characteristics of the customers that are important to you?

We can draw on our experience from the pharmaceutical industry and advise you on how to set up the best criteria for your company.

## Price

SegMine can be delivered as an in-house or cloud solution. You pay for a start-up package, where you get an introduction to the tool. You then pay an ongoing annual license.

## Contact

Would you like to learn more about SegMine? Then please contact us for a demo.

SegMine Software ApS.  
Ulrikkenborg Alle 38-40  
2800 Kgs. Lyngby  
Denmark  
www.segmine.com  
Susanne Siewers Christensen

ssc@segmine.com  
+45 93 39 40 44  
+45 60 82 06 13

