

Template — Customer Segmentation

Target Market Segment	Behavioral Objective	Criteria for Selection			
		Ability to Win (and Rationale)	Size of Opportunity (population)	% Reached	Prioritization (1 / 2 / 3 / 4)
• Provider (Public)	• Adopt our new product over outdated solution	Increased efficacy of solution	150K	12%	1
• Provider (Private)	• Adopt our new product over outdated solution	Increased efficacy of solution	50K	35%	1
• Pharmacist	• Increase awareness of solution to 60%	Segment prefers CMEs as an info channel	85K	10%	2
• Medicine Vendor	•				
• Community Health Worker	•				
• End-User	•				

MIRAS CHECKLIST

Measurable

Can the segment be quantified?

Identifiable

Does this group share specific characteristics that are identifiable and well differentiated from other groups?

Responsive

Are customers actually likely to want, and therefore respond to, a tailored and targeted offer?

Actionable

Can this group of people be reached with communication methods / techniques?

Substantial

Is the segment big enough to be worth targeting and developing?