

## 5.10: Key Terms

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**ADAMS** | the essential factors in effective market segmentation—accessible, differentiable, actionable, measurable, and substantial

**affinity audience** | a group of potential customers who have interests or hobbies in common

**behavioral segmentation** | method of grouping customers by their behavior patterns or interactions with a brand

**buyer persona** | semi-fictional representation of an organization's ideal customers based on data and research

**concentrated marketing** | marketing segmentation strategy in which the firm concentrates its efforts and resources on serving one segment of the market

**demographic segmentation** | grouping customers and potential customers together by focusing on certain traits such as age, gender, income, occupation, and family status

**determinant attributes** | those attributes of a product or service that consumers rely upon when making a purchase decision

**differentiated marketing** | marketing strategy that involves creating marketing campaigns that appeal to two or more different target audiences, demographics, or marketing segments

**differentiation positioning** | product/service positioning based on the differentiating characteristics or qualities that make an organization better than its competitors in the mind of the target audience

**firmographics** | a grouping of B2B customers based on shared company attributes; includes five categories: industry, location, size, legal structure, and performance

**geographic segmentation** | marketing strategy used to target products or services at people who live in or shop at a particular location

**head-to-head positioning** | directly competing with competitors on similar product attributes in the same market

**market segmentation** | the process of dividing a broad consumer or business market into subgroups based on shared characteristics

**micromarketing** | marketing strategy used on a targeted group of customers in a niche market

**multi-segment marketing** | marketing strategy in which the firm targets several different market segments simultaneously

**needs-based segmentation** | dividing the market up into smaller groups of people who have approximately the same needs

**perceptual map** | visual depiction of how target customers view and feel about a given brand or product

**positioning statement** | short description of an organization's target market(s) and the product(s) provided to them

**product positioning** | the process of deciding and communicating how an organization wants its market to think and feel about a product or service

**psychographic segmentation** | dividing consumers into subgroups based on shared psychological characteristics, including beliefs, motivations, and priorities

**STP model** | three-step marketing framework in which an organization segments the market, selects target market(s), and positions its products or services

**target market** | group of people with some shared characteristics that a company has identified as potential customers for its products

**technographic segmentation** | organizing B2B prospects by their technology ownership and usage

**undifferentiated marketing** | also called mass marketing, a strategy that entails creating one message for an entire audience

**value-based segmentation** | evaluating groups of customers in terms of the revenue they generate and the costs of establishing and maintaining relationships with them

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