Segment hypothesis worksheet

MAP your best customers: Measure Volume, Analyze Performance and Prioritize Potential. Use this worksheet to track your progress and record your final recommendation as you make your way through the MAP model.

## Stage 1: Measure Volume

## Hypothesis statements

Write one to three hypothesis statements based on your pattern identification work. Note: each statement may include more than one potential segment.

We believe our best customers are **XYZ** who **XYZ** and **XYZ**.

*For example:*

*We believe our best customers are small to mid-sizes customers who identify as realtors, financial firms or home services and are located in the USA.*

**Stage 2: Analyze Performance**

|  | **Segment 1** | **Segment 2** | **Segment 3** | **Segment 4** | **All** |
| --- | --- | --- | --- | --- | --- |
| **Description** | SMB Realtors | SMB Financial Firms | SMB Home Services |  | Average for all customers |
| **Conversion Rate** |  |  |  |  |  |
| **Average Revenue Per Account** |  |  |  |  |  |
| **Retention Rate** |  |  |  |  |  |
| **Churn Rate** |  |  |  |  |  |
| **Lifetime Value** |  |  |  |  |  |

## 

Please link out to relevant cohort analysis.

## Stage 3: Prioritize Potential

|  | **Segment 1** | **Segment 2** | **Segment 3** |
| --- | --- | --- | --- |
| **Description** | SMB Realtors | SMB Financial Firms |  |
| **Addressable Market** | | | |
| **How many businesses or consumers exist in this market today** |  |  |  |
| **How many can we expect to be introduced each year** |  |  |  |
| **What is the long-term projected growth rate** |  |  |  |
| **What % has a need for our product/service** |  |  |  |
| **What % currently has a solution** |  |  |  |
| **Customer Acquisition** | | | |
| **Customer Acquisition cost** |  |  |  |
| **LTV:CAC Ratio** |  |  |  |
| **Primary acquisition channels** |  |  |  |
| **Competitive Landscape** | | | |
| **Which competitors are prioritizing this segment?** |  |  |  |
| **Is this segment a #1 priority for any competitor?** |  |  |  |

## Final recommendation

Place your final recommendation here.