

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.