Solane launch segments — criteria, headcounts, exclusions

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4 segments built from 70,400 contacts · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Every headcount quoted is a REACHABLE headcount**, with consent verified channel by channel — never a theoretical one. The excluded headcount sits alongside, with its reason.

Why four segments rather than two

Fact measured across 54 campaigns	Value	Reading
Segments per campaign, on average	2	The constraint is not conviction, it is time to adapt
Campaigns run with 4 segments or more	**6**	**Click rate × 2.4 against single-segment campaigns**
Budget compared	Equivalent	The gain does not come from spending

Fact measured across 54 campaigns	Value	Reading
Time spent building segments	50 % of the time of a campaign	**Brought down to 8 %**

The four segments

Segment	Criteria	Size	Reachable by e-mail	Excluded
Active trade painters	Trade account, order 6 months	6,400	**5,780**	620 — objections, invalid addresses
Building firms	Trade account, buying for sites	3,900	3,410	490 — contacts who left the company
In-store consumers	In-store purchase 12 months	18,700	13,260	**5,440 — no agreement obtained before 2023**
Website customers who never visit a store	Online order, 0 till transaction	9,200	6,490	2,710 — no agreement obtained

The three criteria used, and what they predict here

Criterion	What it measures	What it predicts — measured on your base
Recency	Date of the last order	**Tradesperson under 6 weeks: 71 % reorder within 6 weeks. At 14 months: 4 %**
Frequency	Orders per year	Above 8, the contact responds to product information; below, to price
Monetary value	Average basket	**Does not sort good from bad: it chooses the channel**

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Overlaps and the priority rule

Situation	Number	Rule applied	Why
Tradesperson also buying for their own home	**2,840**	**The trade segment wins**	**A consumer offer to a professional says you do not know who he is**
Contact in two consumer segments	410	The most recent segment wins	Avoids two contradictory messages the same morning

> **Every definition changes with one criterion, and the headcount recalculates in front of the CRM manager.** The agent builds and proposes; **which segments actually go out is marketing management's choice.**

For the CRM manager to settle

Recency threshold for an active trade account, in months: _____

Priority rule in case of dual membership: _____

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