

# Improving customer segmentation

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on [ebizradio.com](http://ebizradio.com), discuss how customer segmentation can help companies in the expansion stage.



Also known as market segmentation, customer segmentation is the division of potential customers in a given market into discrete groups. That division is based on customers having similar needs and buying characteristics.

For more, visit: <https://www.bizcommunity.com>