The four main market segmentation types.

yellow

Demographic.

Segmenting by demographic is essentially breaking down your audience based on facts about who they are. This includes (but isn't limited to):

- Age
- Income
- Education
- Religion
- Job/career
- Gender

Behavioural.

Behavioural segmentation is a valuable way to approach audience targeting, as it separates your audiences based on their typical acts and behaviours. This includes:
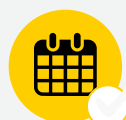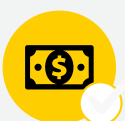
- Previous purchases with your brand
- Brand loyalty
- Browsing behaviour
- Purchasing and spending habits
- Previous purchases with similar brands or products

Geographic.

Geographic segmentation divides audiences based on their physical location. This can be on a small or grand scale, such as:

- Suburb
- Postcode
- City
- Region
- Country

Psychographic.

Dividing your audience up by psychographics is to separate them based on their life choices and preferences. This includes:
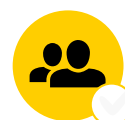
- Hobbies and interests
- Values and beliefs
- Lifestyle
- Personality traits

Remember: There's more than one way to segment an audience. Segmenting by behaviour might work best for retargeting, whereas segmenting by suburb might work best for display ads. Or, you can even mix and match, segmenting a group by their location and their interests!