

# 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
<b>Description</b>	SMB Realtors	SMB Financial Firms	SMB Home Services		Average for all customers
<b>Conversion Rate</b>					
<b>Average Revenue Per Account</b>					

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**Retention Rate**

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**Churn Rate**

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**Lifetime Value**

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Please link out to relevant cohort analysis.

### Stage 3: Prioritize Potential

	Segment 1	Segment 2	Segment 3
<b>Description</b>	SMB Realtors	SMB Financial Firms	
<b>Addressable Market</b>			
<b>How many businesses or consumers exist in this market today</b>			
<b>How many can we expect to be introduced each year</b>			
<b>What is the long-term projected growth rate</b>			
<b>What % has a need for our product/service</b>			

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**What % currently has a solution**

**Customer Acquisition**

**Customer Acquisition cost**

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**LTV:CAC Ratio**

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**Primary acquisition channels**

**Competitive Landscape**

**Which competitors are prioritizing this segment?**

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**Is this segment a #1 priority for any competitor?**

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**Final recommendation**

Place your final recommendation here.