

## Research & Analysis / Industry Reports

Extract demographic, behavioral, and psychographic profiles of each customer segment in the report.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: GTM Strategy, Product Positioning, Marketing Targeting

Updated: May 2026

Why This Prompt Exists

Industry reports segment customers — but the segments are buried in narrative. You need the profiles extracted and actionable.

You get:

- knowing segments exist but not how to reach them
- marketing to the wrong people because you misread segment definitions
- product features that serve the wrong segment's needs
- no clarity on which segment is most profitable
- wasted ad spend targeting segments that don't buy

But customer segments have profiles:

- demographics: age, income, location, education, job title
- firmographics (B2B): industry, size, revenue, tech stack
- behaviors: purchase frequency, channel preference, usage patterns
- psychographics: values, pain points, goals, decision criteria
- segment size and growth: how many, how fast

Without deep dive, you market blindly.

This prompt extracts complete customer segment profiles from industry reports.

The Prompt

Assume the role of a GTM strategist who profiles customer segments.

Your task is to extract complete segment profiles from an industry report.

Generate (per segment):

#### 1. SEGMENT IDENTIFICATION

- Segment name
- Segment size (number of customers, market share)
- Growth rate (YoY)

#### 2. DEMOGRAPHICS (B2C) / FIRMOGRAPHICS (B2B)

- [B2C: Age range, income, gender, education, location]
- [B2B: Industry, company size, decision-maker title, annual revenue]

#### 3. BEHAVIORAL PROFILE

- Purchase frequency
- Average transaction value
- Channel preference (online, in-store, B2B sales)
- Usage patterns (heavy, moderate, light)

#### 4. PSYCHOGRAPHICS & PAIN POINTS

- What keeps them up at night

- What they value most (price, quality, convenience, status)
- Decision criteria (top 3 factors)

#### 5. UNMET NEEDS

- What the report says this segment still needs
- What competitors are missing

#### 6. SEGMENT ATTRACTIVENESS SCORE (1-10)

- Size + growth + profitability + accessibility

#### INPUTS:

Industry report content (customer/segment sections):

[PASTE OR DESCRIBE]

Your product/service:

[E.G., "Premium project management software"]

Segment priority (if known):

[E.G., "We currently focus on enterprises, considering SMB"]

Report publisher and date:

[E.G., "McKinsey, 2025"]

#### RULES:

- If a segment dimension isn't reported, note "Not specified"
- Distinguish between segments the report defines vs. segments you infer
- Flag when segment definitions are vague (e.g., "millennials" is too

broad)

- Note the difference between "most attractive" (report's view) and "best fit for us"
- Calculate attractiveness score based on your capabilities, not just market size

How To Use It

- Use segment profiles to write ad copy, landing pages, and sales scripts.
- Score segments by fit (your capabilities) + attractiveness (market size/growth).
- Build a "segment cheat sheet" for your sales team — one page per segment.
- Prioritize segments where your product uniquely solves an unmet need.
- Update segment profiles annually — customer priorities shift.

Example Input

**Industry report content:**

"CRM software customers split into three segments: Enterprise (1,000+ employees, 35% of market, 8% growth), Mid-market (100-999 employees, 45% of market, 12% growth), SMB (under 100 employees, 20% of market, 5% growth). SMB values low price and ease of use. Enterprise values security and integration. Mid-market values both. Unmet need across all segments: AI-powered forecasting."

**Your product/service:**

"Premium CRM with advanced AI forecasting (priced for mid-market and enterprise)"

**Segment priority:**

"Currently focused on mid-market"

Why It Works

Most companies read segment descriptions and say "we target all of them" — which means they target none effectively.

This framework improves outcomes by forcing:

- segment identification (name, size, growth)
- complete profile (demographics + behaviors + psychographics)
- unmet needs analysis (where you can win)
- attractiveness scoring (which segments to prioritize)
- fit assessment (not just market size, but your capabilities)

Great segment deep dives don't just describe customers — they tell you exactly how to reach and serve them.

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