

Case Study:

MARKET SIZING & SEGMENTATION: A BLUEPRINT FOR TOMORROW'S DIGITAL HEALTH MARKET

Client Challenge

The U.S. leader in direct-to-consumer digital health sought to completely transform its go-to-market strategy; shifting from a reactive, symptoms-based approach to a proactive, “whole person health” model. This would require redefining the Total Addressable Market (TAM) and developing a deep understanding of potential segments and opportunities within the expanded landscape.

Ironwood’s Solution

Given the incontrovertible differences in men’s and women’s health needs, Ironwood designed a dual-framed study to define the TAM and segment the market for each gender. Highlights of the approach included:

- ④ Designing a tandem screening/survey process to maximize data collection efficiency while capturing the intricately-balanced, census-grounded samples needed to accurately size the TAM’s.
- ④ Leveraging qualitative insights to design a hybrid survey--blending psychographics, values, needs, lifestyles and interests--to establish a deep understanding of category attitudes, behaviors and choice drivers.
- ④ Applying sophisticated analytical techniques--i.e., Principal Component Analysis, Latent Profile-Class Analysis, Divisive Hierarchical Clustering (DIANA)--to deliver highly cohesive AND well-differentiated male & female segments.
- ④ Building a short-form typing tool (8 questions, >90% accuracy) to efficiently classify segment presence in customer and market samples for future research initiatives.

Key Outcomes

Ironwood created two actionable and durable segmentation frameworks and worked with the client to develop several key implementation programs...

Determined priority segments through a synthesis of their size & growth potential, brand affinities, cross-sell potential across the product portfolio, projected lifetime value.

Created an optimization protocol to better-align priority segment needs with the product portfolio; identify cross-sell opportunities (current/new/bundled products) necessary to drive lifetime value.

Profiled priority segments to optimize messaging strategies and tactics against their key needs and traits

