

InsightsEDGE™ | Segment Explorer

Start Making Targeting Calls on Stale data

How brand, marketing, and medical teams align high-stakes decisions with current segment behavior—not outdated views from when the study was fielded. Trinity's Segment Explorer module helps brand, marketing, and medical teams engage with a living source of truth for every priority persona, connected to both primary research and Trinity's secondary data fabric.

Why Segmentations Need to Change

From static segment decks to interactive, evolving personas

- **Segmentation studies lose relevance within months:**
Six-figure segmentations quietly age out, leaving teams to make campaign, targeting, and access decisions on a market picture that no longer exists.
- **Segments are interpreted inconsistently across teams:**
Leadership, field, and medical execute divergent strategies for the same “priority” segment, eroding share and confusing customers.
- **Re-fielding a full segmentation is expensive:** Most teams either overpay to re-field or keep flying blind rather than recognizing that their view of the segment is stale.



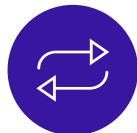
What Segment Explorer Is

A living source of truth to see how each priority segment will respond if you change your targeting, messaging, or access strategy—without waiting for the next big refresh.

Segment Explorer is a module of InsightsEDGE™ | Brand Hub that helps brand and commercial teams turn segmentation outputs into interactive, continuously updated personas. It shifts segments from one-time PPT artifacts to always-on intelligence, supporting targeting, message development, and field enablement.



Combine attitudinal, behavioral, and secondary data to show which segment a new tactic or channel will actually move—and which will not budge.



Interact with segments through digital twin mode by asking, ‘What happens to volume if this access barrier drops?’ or ‘How would this persona respond if we emphasize this benefit?’



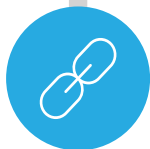
Monitor segment performance and update personas dynamically as new primary or secondary data flows in.

How Segment Explorer Works

InsightsEDGE | Segment Explorer combines curated secondary data, live primary research linkages, and an integrated AI chat experience — all anchored to your original segmentation framework.



Curated Secondary Data Layer: Attitudinal and behavioral data drawn from across InsightsEDGE creates a central source of truth across all brand stakeholders.



Live Data Linkages: Foundational primary research merged with the latest secondary data, allowing personas to evolve as the market does.



Integrated AI Chat with Digital Twin Mode: Customizable content, verbatims linked to source transcripts, and interactive chat let users explore a segment as if they were speaking with it. Teams can challenge a plan by asking, 'Which persona is most likely to break this strategy, and why?' instead of guessing from a static slide.

Expected Outcomes

What brand, marketing, and medical teams can expect

**One shared understanding
of every segment**

Fewer conflicting plays because everyone sees the same, current view of who the segment is and how they will behave.

**Higher ROI on segmentation
investment**

Segmentation is no longer treated as a sunk cost and can be used to rehearse 'what if' questions before big investments.

**Faster, more confident
targeting decisions**

Targeting decisions become 'we modeled how this segment will react,' not 'we hope they will respond'.

Connect Today. Own Tomorrow.

Learn how Segment Explorer reveals where your current assumptions are likely to hold and where they will break. For more information, visit trinitylifesciences.com/products/insightsedge-brand-hub/

