The New Investor Segments: A Persona-Based Client Segmentation Model for Institutional Investment Managers

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Executive Summary:

Recognizing that traditional client segmentation models lack the precision needed for efficient resource allocation, Greenwich Associates has created the Greenwich Institutional Investor Segments.

These persona-based segments are defined by the actual marketplace behaviors of institutional investors across Europe and this new model provides managers an out-of-the-box solution to help them to target the best growth opportunities and identify unattractive areas—all while retaining the strict P&L discipline required to maintain profitability in today's competitive industry.

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