Targeting the Right Customer Base

A Look at the Aging in Place Industry



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Agenda

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The Business

- Vyta: Helping Canadians Age in Place
- What it Takes

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The Challenge

- The Truth About Aging in Canada
- Multiple Services = Catering to Multiple Needs

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The Solution

- Aligning the Solution to the Context
- Moving from Vanilla to Chocolate Mint

04



The Outcome

- The Truth About aging in Canada
- Multiple Services = Catering to Multiple Needs
- A Full Kit, Tailored for Actionability





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The Business

Our Foundations

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Vyta: Helping Canadians Age in Place



Vyta is a B2C national aging-in-place company that helps older adults and their families access care, support services, and home solutions through a single trusted point of contact.

Care Services

- **Personal support**
- **Nursing**
- **Footcare**
- **Wound care**

…

Home & Lifestyle Services

- **Home maintenance** *(Home cleaning..)*
- **Seasonal services** *(Snow removal..)*
- **Everyday support** *(meal delivery..)*

…

Simple Access

- **One point of contact**
- **Streamlined coordination**
- **Designed around client needs**



Our vision is to simplify aging in place by bringing together the services older adults and caregivers need throughout their journey.

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THE FOUNDATION

What it Takes

The Vyta Path

A Comprehensive Solution

Home Care & Support

Post-Hospital At-Home Recovery

Seasonal Non-care Services & Products

+ Expanding Catalog of Services & Products

Successful Implementation

Upcoming

Services & Products ⬇

⬆ **Bookings, Schedules & Payments**

Organizational Efficiency

Clear role definition · Reliable organizational structure

Digital Infrastructure

Seamless · Frictionless · Convenient · Adapts to client needs

Client Experience

A seamless client experience · Regrouping a multitude of services

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The Challenge

Clear opportunity, unclear path

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CONTEXT

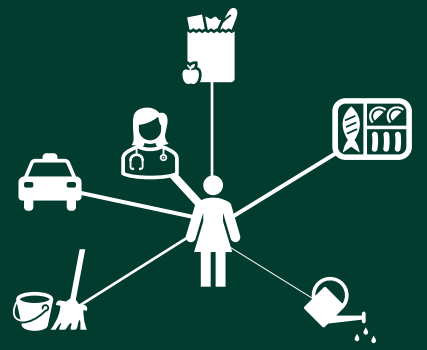
The Truth About Aging in Canada

92%

of Canadians aged 45+ **want to age in their own home** and community.[4]

150,000+ community and government services[1], most supporting only a single aspect of aging in place

Canadians need Coordinated Comprehensive Care



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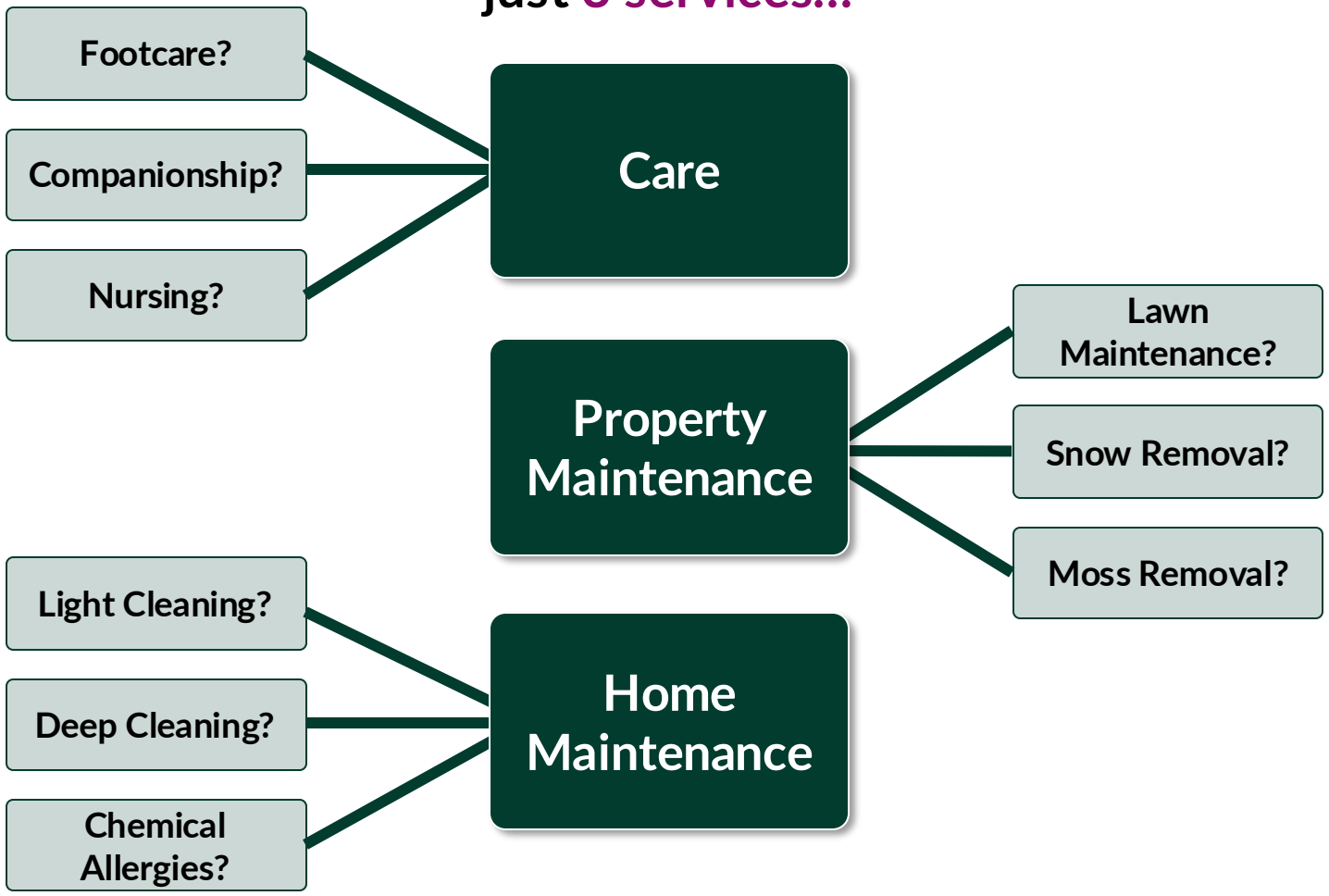
One Call, Better Living

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Multiple Services = Catering to Multiple Needs

Even when looking at just 3 services…



…Developing the right targeting strategy becomes overwhelming

We Asked Ourselves

1. ***What*** services do we start with?
2. ***Where*** do we launch first?
3. ***Who*** (personas) do we speak to?
4. ***How*** do we reach them?

ENVIRONICS ANALYTICS

The Solution

Shedding Light on the Market

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Aligning the Solution to the Context

Getting Started

The First thing the Environics team did was take the time to **understand:**

The Business

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Our Priorities

The Market Research Team

The Solution: Customer Personas

- DaytimePop
- DemoStats
- CensusPlus
- PRIZM®
- AgeByIncome
- Opticks powered by Vividata









Moving from Vanilla to Chocolate Mint

From Base Definitions...



Older adults living alone in apartments



Older adults that enjoy simpler lifestyles



Older adults that remain active



Caregivers that manage their parents' care

...To Rich Profiles



Based on income, household composition, location, media habits, health condition and **spend on healthcare professionals at home** and so much more

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THE RICHNESS

A Full Kit, Tailored for Actionability

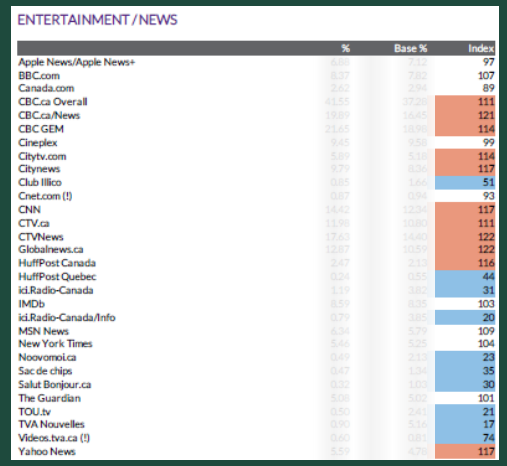
Each of the Subgroups Came With

A High-Level Definition



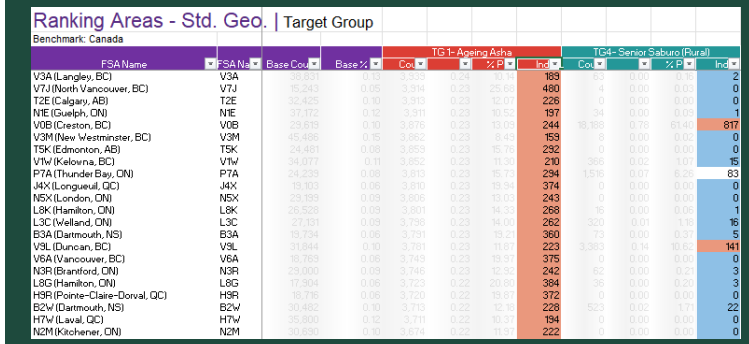
For easy information transfer and onboarding of other stakeholders

Media Habits



For maximizing ad ROI

FSA Level Presence



For geo-targeting prioritization

Also includes: Health Conditions, Preferred Activities, Value and Principles (Psychographics)…

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The Outcome

Compounding Actions & Results

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THE OUTCOME

Laying a Path Across Departments



Area Prioritization

Our operations finally had a reliable source to determine which geographic areas should be prioritized first.



Service Launch & Package Design

Not only were we able to streamline our service launches, but our sales team was able to showcase the right services to the right clients.



Advertisement Efficiency

Knowing exactly where your target audience resides does wonders for digital targeting. We've had to restructure our follow-up process just to be able to call back all the new leads.

THE LESSONS

Maximizing Impact

You Can't Escape the Fundamentals

Don't lose sight of the why

First, envision how the information will be actioned.
Second, don't lose sight of that.

Too many fall into the trap of deviating from actionability and budget efficiency

Know what matters the most when defining your segments

Which parameters matter the most when prioritizing customer groups?

A clear understanding will help your teams focus their effort where it matters

Never be too shy to ask: Can you help?

After explaining our struggles to them, the Environics team shared great ideas on how to use their data

Categorizing your own clients into the appropriate personas, will help predict their future needs

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Thank you

Time for the FAQ ☺



First and last name
Job title, company
Contact email