



New Marketing Segmentation now fully operational



You will find attached an updated segmentation list. To avoid confusion, please destroy previous versions.

This “ Marketing segmentation “ is now operational (as a sorting criterium) in Yatou 5 in the follow-up of the Budget , monthly budget or FYP (screens : 301, 302, 303). As a complement to the first Yatou user’s guide, which was sent with Escalade 7, you will find attached a presentation of the new functionalities offered by this powerful tool. In brief :

- You can select one specification (as AMS 5659)
- You can select specification beginning with DMD
- You can select every level of segmentation
- You can select up to 6 classifications and data billposting parameters

As for the other Yatou data, the update will be done on a weekly basis.

The correlation between the traditional “commercial “ data and the new “marketing” ones is based on transfer rules managed by the Marketing Department. If you see anything wrong, then let us know.

We remind you that all the EscalADe issues and their attachments are permanently accessible through the following link : [" EscalADe "](#) or in Tatou way : **Directions Transverses >> Direction Commerciale >> Référentiel.**

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