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Thread: [Why Demographic Segmentation Is Costing You Customers, And What to Build Instead](#)

Stanley - March 6, 2026, 3:55 pm

Why Demographic Segmentation Is Costing You Customers, And What to Build Instead

Marketing teams were segmenting audiences based on who people are rather than what they do. Customer acquisition costs across digital channels have jumped 40 to 60 percent between 2023 and 2025.

<https://hackernoon.com/why-demographic-segmentation-is-costing-you-customers-and-what-to-build-instead?source=rss>

??? - March 6, 2026, 9:59 pm

My team and I have implemented solutions similar to this to help CAC. It feels like a given for any organization with a large enough spend on media buying to understand splitting demographics with such harsh lines doesn't really lead it's a great acquisition cost.