

consumer persona



Advertisers need scale and there are plenty of data providers who sell scale but compromise with quality, making their data unreliable. And since data is a commodity, not only are you buying the same segment as all of your competitors, you are probably missing out on targeting the users that might really convert.

Consumer Persona:

- ▶ Curates online behavioral data to build a highly accurate picture of who is really engaging and converting.
- ▶ Enables advertisers to reach the right segments and uncover real customers.

Travel Case Study: Orlando Resort

An advertiser wanted to reach non-Florida residents traveling and visiting Orlando. They wanted to **find as many users as possible in order to drive both brand awareness and bring more people to their resort.**

Digilant was able to:

- ▶ Identify people who were visitors and not residents of the Orlando area by looking at both device and IP data
- ▶ Target those users by identifying the audiences that were most likely to convert
- ▶ Find even more of those **Fresh** users to target

Their Consumer Persona looked like this:

TV Preferences



Wealth & Demographics



Leisure Activities



Purchase Behavior



Digilant provides customized ad buying solutions and services specially designed for independent agencies and brands that are increasing their programmatic spending. Digilant's automated ad-buying platform, and data science methodologies enable advertisers to uncover new customers by unlocking complex audience and customer data that gives them actionable intelligence across every important media channel. Digilant is an ispDigital Group company.

For more information visit us at www.digilant.com or follow us on Twitter @Digilant_US.

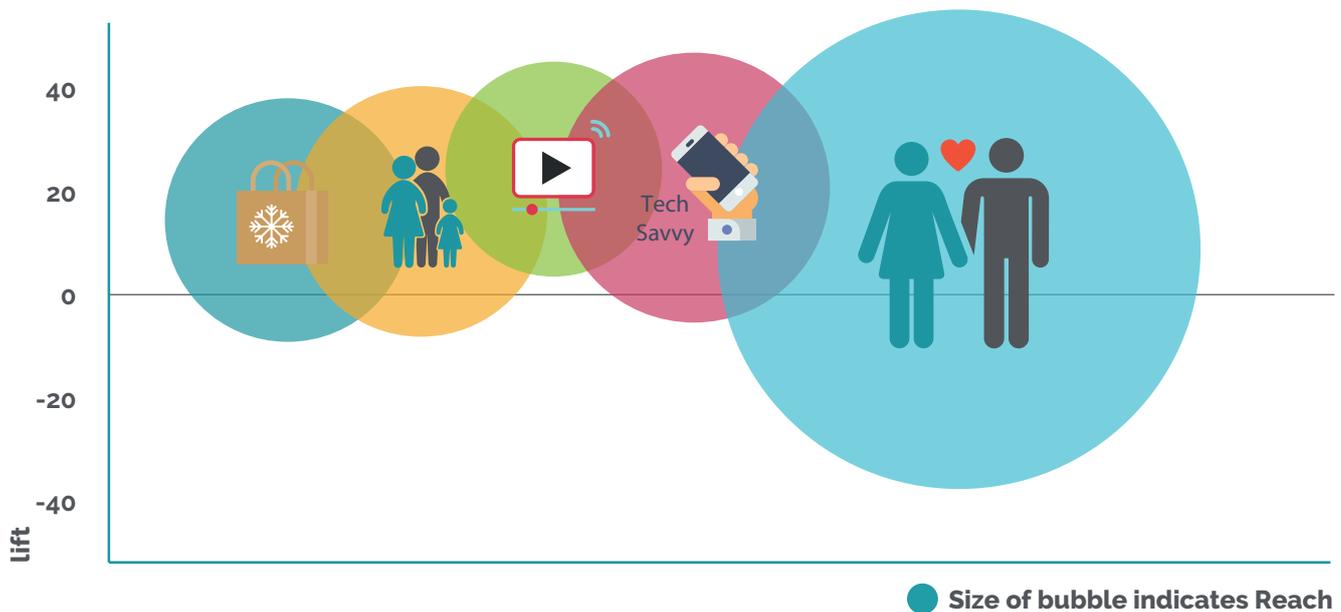
consumer persona insights

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The Results:

Reach: 51,468

Performance Lift: +14.78 %



- ▶ **Each bubble on this graph represents a different audience** profile and the campaign lift is achieved by targeting these profiles in combination with each other.
- ▶ By 'Lift' we mean that by optimizing with Consumer Persona **this campaign will perform 14.78% better than Run of Network (RON)**, represented by the 0 lift line.
- ▶ All of the individual audiences are projected to reach a greater number of potential converters than RON and, most importantly, these users are **Fresh** to the advertiser.
- ▶ The overlapping circles represent users that belong to more than one profile which is taken into account to ensure that **impressions are served to truly unique users**.

UNLOCK actual consumer behavior to UNCOVER new audiences that scale and perform.

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