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

Tech Savvy

Purchase Behavior

CYBER MONDAY

consumer persona insights

✈ Travel Case Study: Orlando Resort

The Results:

Reach: 51,468

Performance Lift: +14.78 %

🔵 Size of bubble indicates Reach
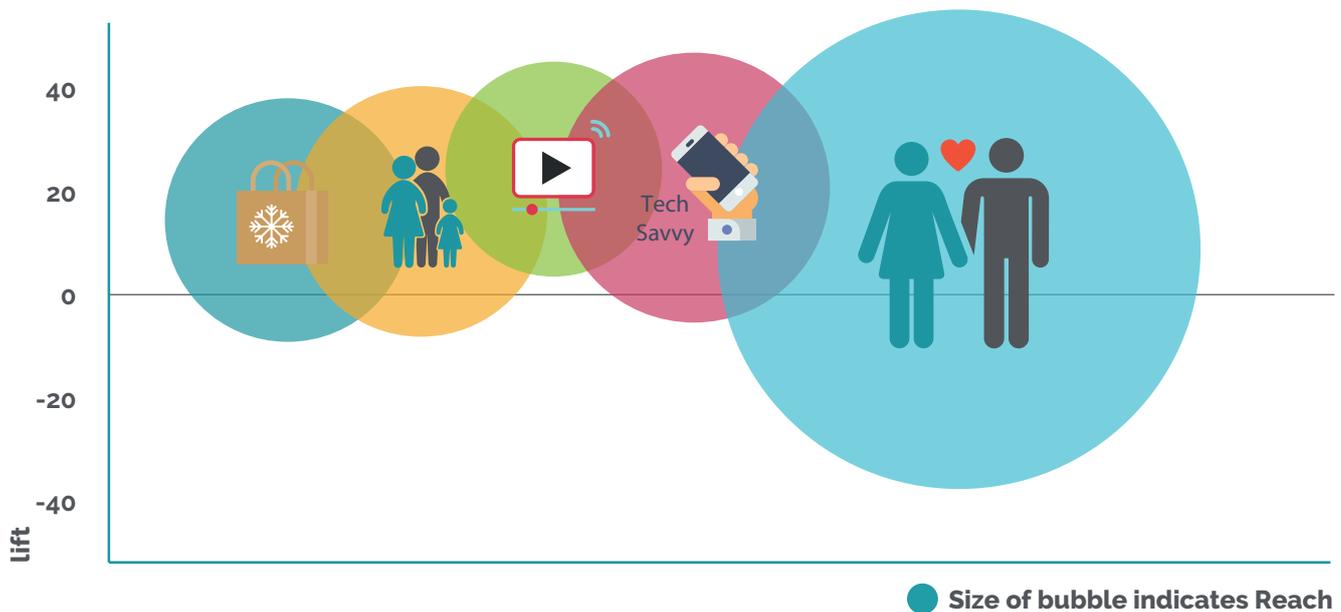
▸ **Each bubble on this graph represents a different audience** profile and the campaign lift is achieved by targeting these profiles in combination with each other.

▸ 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.