

consumer persona audiences

Consumer Persona Audiences are targetable segments of users based on website content and product browsing behaviors. Digital marketers have access to browsing information from their own site but what they don't have is data from what those same users are doing on other sites. Consumer Persona Audiences aggregates observed behavioral data on actions that users are taking online to help marketers inform their campaigns and messaging accordingly.



▶ Unlock information on what your customers are browsing across the web, to inform strategy and messaging.



▶ Uncover profile types of customers engaging with your brand, to empower a true understanding of your audience.



▶ Target audiences immediately to reach the right users with the right messaging.

Digilant offers two types of Standard Consumer Persona Audiences:

Interest Audiences

- ▶ Built from real-time data using content browsing behavior
- ▶ Created from assumptions made based on user interests and actions online
- ▶ Two types: Seasonal and Sites Visited

Consumer Persona Interest Audiences

Are built from users' real-time browsing behavior, and can be targeted based on an advertiser's specific goals.



Automotive

Users actively browsing content related to cars, auto parts, services, etc.



Back to School Shoppers

Users actively browsing content about things like backpacks, supplies, apparel, etc.



Back to School College

Users actively browsing content about going to college: what to bring, decorating a dorm, professor reviews, etc.



Back to School Moms

Parents browsing content about getting kids ready for school: packing lunch, taking the bus, staying safe, taking tests, etc.



Deals & Coupons

Users actively browsing content featuring deals, discounts, coupons, bargains and promotions



Entertainment

Users actively browsing content related to entertainment: television, film, music, celebrity, culture, etc.



Food

Users actively browsing content related to food, drink, cooking, dining, etc.



Gaming

Users actively browsing content related to online and offline gaming



Parenting

Users actively browsing content about parenting, babies, raising a family, etc.



Real Estate

Users actively browsing content related to real estate, finding a home, financing, etc.



Shopping Comparison

Users actively browsing sites that provide shopping comparison datasoftware, apps, etc.



Technology

Users actively browsing content related to technology, including laptops, PCs mobile devices,



Travel

Users actively browsing travel content: destinations, reviews, hotels, cruises, etc.

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.




































Digilant offers two types of Standard Consumer Persona Audiences:

Transactional Audiences

- ▶ Built from tracking users' transactional behaviors
- ▶ Modeled and scored for optimal programmatic targeting and performance
- ▶ Two types: In-Market and Shopping Behavior

Consumer Persona Transactional Audiences

Built from product categories browsed, carted & purchased.

- | | | | |
|--|--|---|---|
|  Accessories
Women's Accessories |  Back to School
For Kids (Desktop)
For Kids (Mobile)
For Teens (Desktop)
For Teens (Mobile)
College
Moms |  Financial
Banking
Insurance
Investments |  Movies, TV & Video |
|  Activity Tickets
Concerts
Live Theater
Theme Parks |  Beauty & Fragrance
Fine Jewelry
Fragrance
Jewelry |  Food and Beverages |  News |
|  Apparel
Children's Apparel
Corporate Attire
Intimate Apparel
Luxury Apparel
Men's Apparel
Outdoor Apparel
Plus Size Apparel
Shoes
Sports Apparel
Women's Apparel
Young Apparel |  Cameras & Photography |  Gaming |  Parenting |
|  Appliances |  Children's Products
Children's Apparel
Toys & Games |  Gifts & Flowers
Gifts & Cards |  Pet Supplies |
|  Automotive Products |  Consumer Electronics
Computers & Software |  Health & Wellness
Natural Wellness
Weight Loss & Supplements |  Real Estate |
|  Baby Products |  Deals and Coupons |  Home Office |  Shopping Comparison |
| |  Department Stores |  Home & Garden
Decorative Art
Furniture & Accessories
Furniture and Accessories
Gardening
Home Entertaining
Home Improvement
Home Organization
Home Renovation
Kitchen & Cooking |  Sports
Fishing
Fitness
Hunting
Equipment
Sports Shoes |
| |  Entertainment | |  Technology
Technology Services |
| |  Eye Care | |  Telco |
| | | |  Tobacco
Cigars |
| | | |  Tools |
| | | |  Travel
Hotels |
| | | |  Wine |

Shopping Behavior Audiences:

Built from browsing, clicking & buying

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|---|---|
| Shopping Moms | Bargain Hunters |
| High Response Rates | Recent Clickers |
| Luxury Purchasers | Luxury Female Shoppers |
| Luxury Browsers | Luxury Male Shoppers |
| Luxury Carters | Mid-Affluent Browsers |
| Recent Clickers & Purchasers | Mid-Affluent Purchasers |
| Frequent Purchasers | Frequent Clickers & All Purchasers |
| Recent Purchasers | |