



# 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.



## Life Insurance Case Study: Fortune 100 Company

A Large Financial Institution wanted to create a more custom experience for users going to their website to inquire about life insurance, based on predefined marketing personas.

### Digilant was able to:

- ▶ Run a Consumer Persona for each of their custom marketing personas on their website
- ▶ Uncover Fresh audiences and brand new data points about those audiences
- ▶ Assist in Developing more relevant advertising creative based on insights discovered using Consumer Persona
- ▶ Increase the overall campaign CTR by targeting more users that act-like their best converters

## 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](http://www.digilant.com) or follow us on Twitter @Digilant\_US.



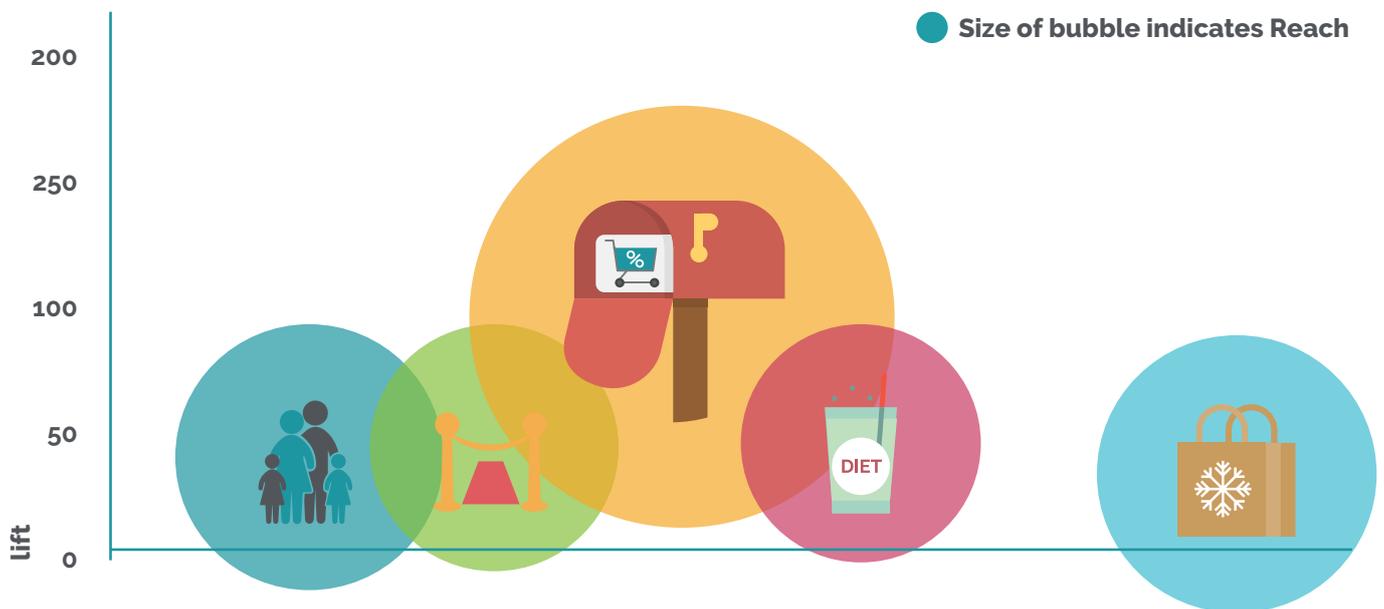
# consumer persona insights

 Life Insurance Case Study: Fortune 100 Company

## The Results:

**Reach:** 1,695

**Performance Lift:** +70.32 %



- ▶ **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 +70.32% 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.**

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](http://www.digilant.com) or follow us on Twitter @Digilant\_US.