



# PROFILER

AUDIENCE INSIGHTS



## Use Case:

# Strategic Audience Targeting

*"If you use standard research methods  
you will have the same insights as everyone else."*

- David Nichols

## HELPING BRANDS: STRATEGIC AUDIENCE TARGETING



Every decision you make, from product features to the choice of the right fonts, needs to answer to your customers or your strategic audience. A persona helps you to really understand the type of people you are talking to and is often used as a starting point when creating new strategies or products. Profiler helps you to create a new persona or replenish the existing ones with an unprecedented set of new insights while giving you information on how to target them.

### Create or modify a persona of your desired audience and know how to target them correctly.

- Receive a 360-degree persona on your strategic audience.
- Identify the country-specific elements for the personas created (media, personalities, brands, sports teams, events etc.).
- Verify and challenge your existing personas, and discover new characteristics from over 6,000 audience categories.
- Properly target your audience based on the characteristics you discovered in Profiler.

# About Synthesio

Synthesio, named the Global Leader by an independent analyst in two reports in Q1 2016 and an Editor's Choice by PC Mag, is a global Social Intelligence platform used by some of the world's top brands, and the agencies that support them. Synthesio is the framework for building Social Intelligence that provides real business results.

Whether an organization's social team is built within marketing or crosses multiple departments, business units or geographies, Synthesio helps teams listen to, and analyze, consumer conversations across social and mainstream media within one platform. Founded in 2006, Synthesio has offices in New York, Paris, London, Singapore, and Brussels.

**Talk to an expert and learn more about how Social Intelligence can help your business to optimize campaigns and drive ROI.**

**CONTACT US TODAY**

## Social Media Intelligence for the Enterprise

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### LISTEN



Find, track, and harvest all online mentions about your brand

### ENRICH



Map your traditional target audience panels on social

### MEASURE



Tie traditional business metrics to social and turn data into insights

### CONNECT



Educate and distribute insights across the organization

**LEARN MORE ABOUT SOCIAL INTELLIGENCE**