

Paprika Uses Audience Insights to Double Black Friday Sales for Luxury Client

Use Cases



Brand Health



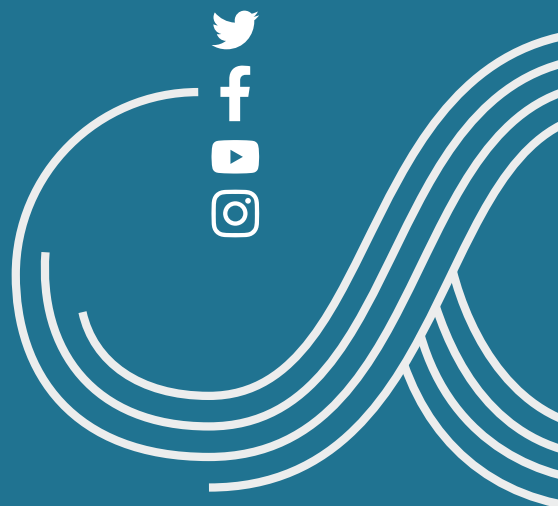
Competitor Analysis



Campaign Analysis

01 The Challenge

Paprika's client, Deep Nature, a luxury spa & wellness brand, wanted to maximize the return on investment for their planned Black Friday Facebook ad campaign. Deep Nature wanted to understand which target audience they should focus their campaign on, and how to create more attractive, impactful content — all with the same advertising budget as their Black Friday campaign the previous year. To do this, they needed to understand the specific characteristics of their target audiences, in order to drive smarter, data-backed campaign planning.



02 The Solution

Paprika turned to Synthesio's audience insights tool, Profiler, to uncover the characteristics of Deep Nature's most valuable audience and understand the type of content that would resonate best with them.

With Synthesio Profiler, you can import information from your internal database. For example, email lists, website visitors and social media fans. Profiler runs demographic audience analysis on these lists, and creates look-alike personas of the desired audience based on their lifestyle, behavior and affinities.

In this case, Paprika used anonymous customer data, compiling a list of Deep Nature customers who had purchased something from their website during the Black Friday period the previous year.

They analyzed this audience with Synthesio Profiler and built personas for Deep Nature's ideal customer profiles. These personas were built on the thousands of interests available in Profiler, including hobbies, media preferences, brand affinities, and social demographics. From there, Paprika was able to recommend that

Deep Nature only target people who matched the specific interests identified by Profiler with their campaign. Paprika was able to suggest the themes that Deep Nature should focus on — in their ad content — to be most relevant and attractive to this target audience based on their behavior.



03 The Result

Deep Nature's Black Friday campaign generated twice as much revenue as the previous year's campaign, with the same advertising spend.

Paprika used Synthesio Profiler to discover valuable data on Deep Nature's target audience and turn it into actionable insights for their marketing campaign. Based on the thousands of interests available in Profiler, Paprika was able to build a 360-degree view of their target persona.

Deep Nature was also able to target their audience with confidence based on the characteristics and affinities identified. The end result was a more effective, tailored campaign — that doubled their return on investment.



Profiler helps us to build more effective campaigns. Based on the socio demographics criteria, we define the target to use in our social ads while affinity categories & hobbies help us to create the right content. We've saved time on set-up & optimisation. Results doubled for our customer.

- Julie Debonne,
Head of Web Marketing at Paprika



About Synthesio

Synthesio, named the **Global Leader** by an independent research firm, provides brands and agencies around the world with the social **listening tools** and **audience insights** they need to measure the impact of social and mainstream media conversations. Synthesio's Social Intelli-gence Suite surfaces strategic insights from the most extensive collection of customer data on the market and can visualize qualitative and quantitative data in a variety of formats.

Teams across the enterprise can leverage dashboards, pre-built personas, customizable reports, and **social media command center** displays to extend the benefits of social intelligence throughout an organization. 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 Intelligence for the Enterprise

Listen



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

Enrich



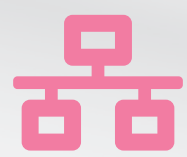
Map your traditional target audience panels on social

Measure



Tie traditional business metrics to social and turn data into insights

Connect



Educate and distribute insights across the organization

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