



Profiler: Introducing New Digital Audience Analysis

How to go beyond what your customers say to understand who they are?

Webinar, November 2019

Agenda

01	Context	Why your brand needs Audience Analysis.
02	Reminder Of Profiler	Why Profiler is the tool for your brand?
03	Demo	Let's walk through a demo.
04	What's New?	Overview of the new features and improvements.
05	Q&A	Any questions?



Context

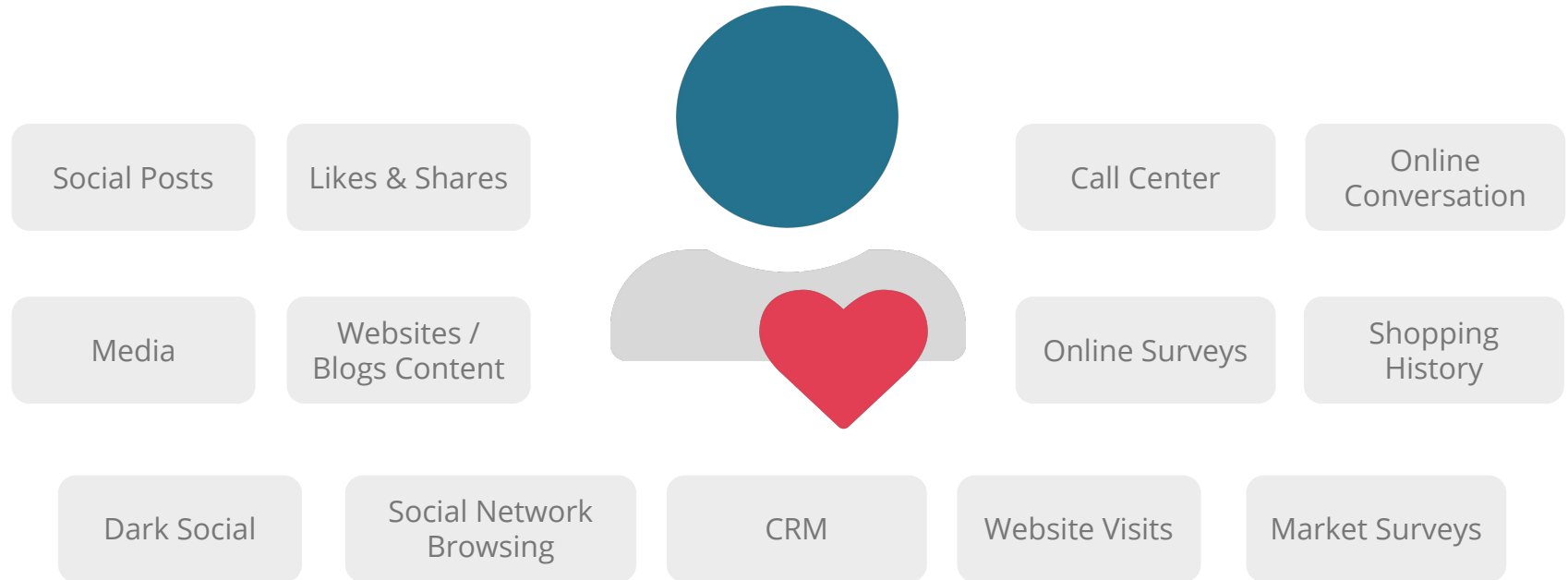
Audience Analysis has always been a challenge for brands ...

... As it is not easy to set-up high quality customer understanding processes.



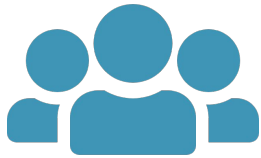
Your Customers Are Creating A Wealth Of Data

How Much Insight Are You Getting From It?



The Method to Understand Audiences

Market Research Studies



Step 1 Define Your Audience

What are the audience that matter to your brand? Who do you want to reach?



Step 2 Gain Insights

Perform **data analysis** to get **actionable insights** about your audience **characteristics**.



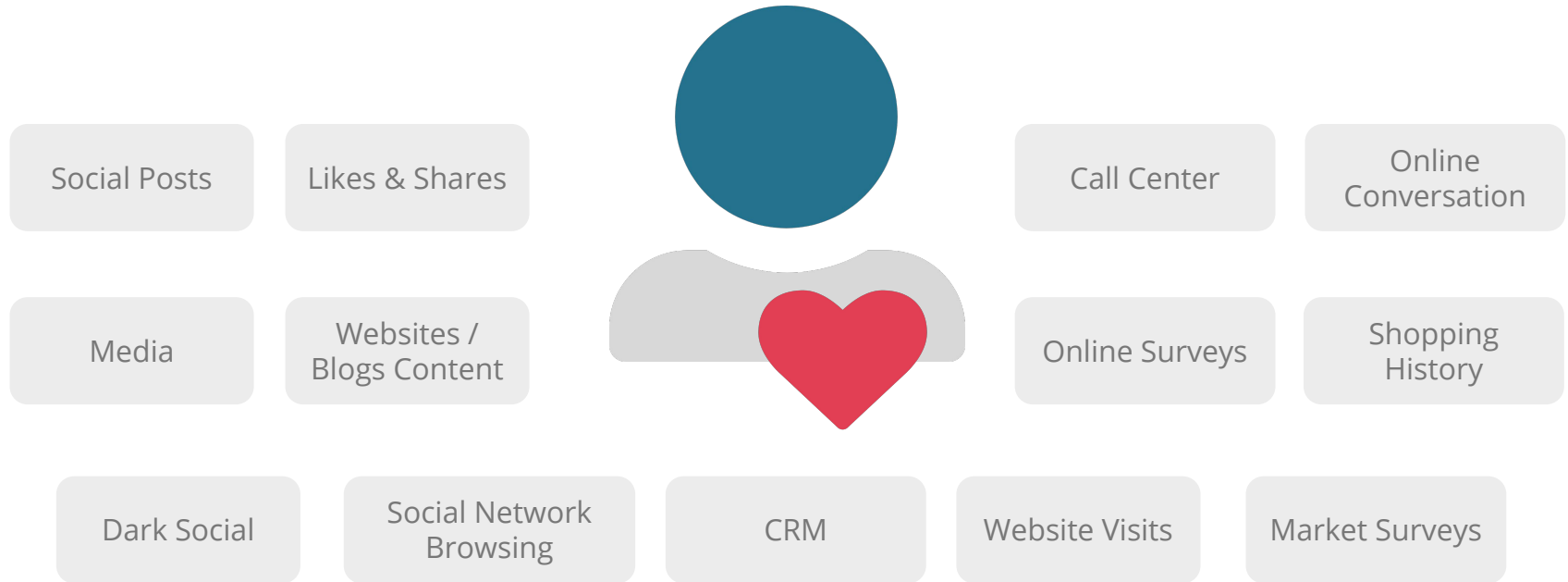
Step 3 Take Action

Launch strategic improvements around **content** strategy, **channels** choices, **market positioning**, new **product launch**...



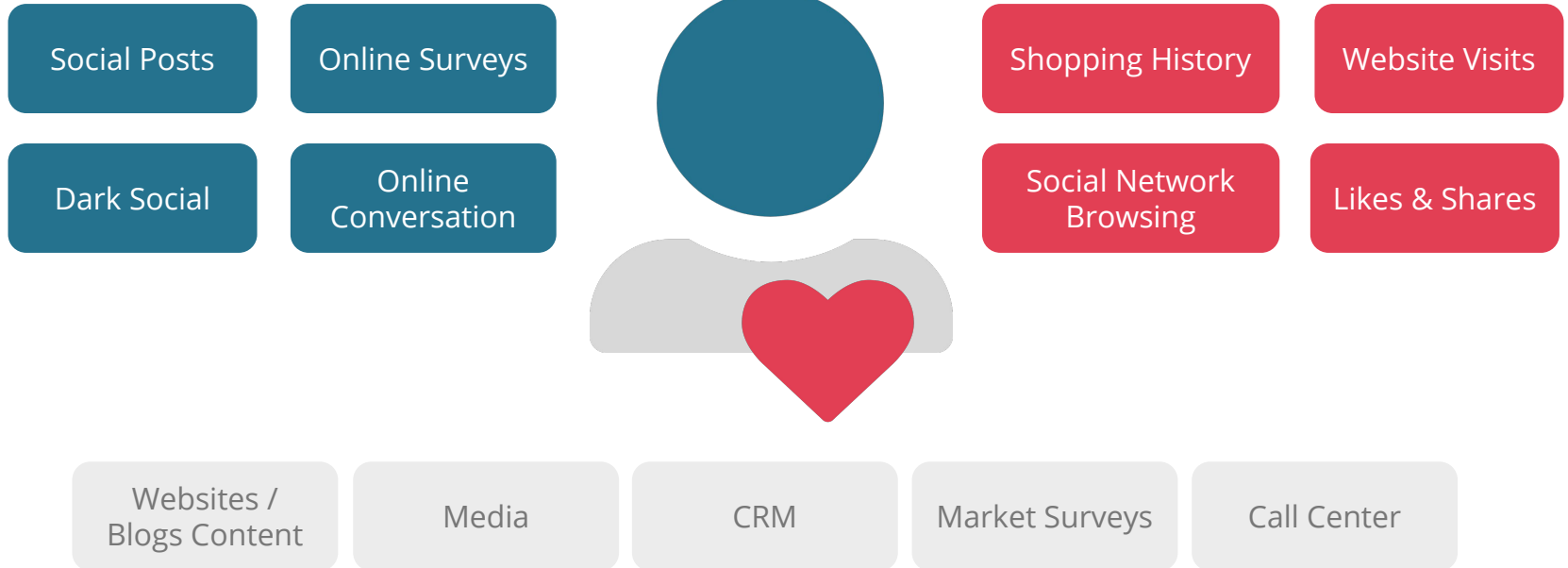
To Analyze Audiences Brands Are Facing Data Overload

How Much Insight Are You Getting From It?



To Analyze Audiences Brands Are Facing Data Overload

Unlock Behavioral Data To Harness Digital Body Language



Profiler Reminder

Understand who your consumers are and what they believe in...

...welcome to Profiler, the only platform to go beyond what consumers say



What Your Audience Understanding Would Bring To Your Brand?



Enrich Your **Knowledge** About All Your **Target Audiences**



Choose the right partners, sponsors, **events** and **brand ambassadors**



Craft Meaningful **Content** For Your Audience



Discover and Understand New Audience **Segments**



Uncover Which **Channels** Will Be Most **Effective** By Audience **Segment**



Back your intuitions with data to **win more pitches**





Profiler provides you with actionable
audience insights so you can put
customers
at the **heart** of your strategy



Where do Profiler insights come from ?

Facebook, aka the largest behavioral data set...

... In the world with more than 2 billion users across all its platforms



Profile Data

Age, gender, location, job, family, etc.

In-Network Activity

Public data: like, share, comment & Private data: clicking behavior, watching videos, page views, etc

Other Online Activity

Websites visited, articles read, sign-ins using Facebook Connect, etc.

GDPR Compliant

All data collection is 100% compliant with GDPR and other regulations.



What can Profiler help you learn about your audience?



Define the Target Audiences that matter to you

Based on Audience(s) Attributes

Define the people that matter to your brand by using demographic data (such as age, education, location, family status, etc), relevant lifestyle, center of interests or competitive affinities.



Lookalike Audience(s)

Lookalike Audiences are people who are likely to be interested in your business because they're similar to your existing customers. Can be based on :



Email addresses or phone numbers of your existing customers, using Facebook's GDPR-compliant hashing process.



Your website visitors or just people who visit specific pages on your site.



People's interactions towards your Facebook brands assets (event attendees, and the users engaging with your content, etc)



Test & Confirm At Scale

Marketing Methods + Audience Insights



Step 1 Define Your Audience

What are the audience that matter to your brand?
Who do you want to reach?



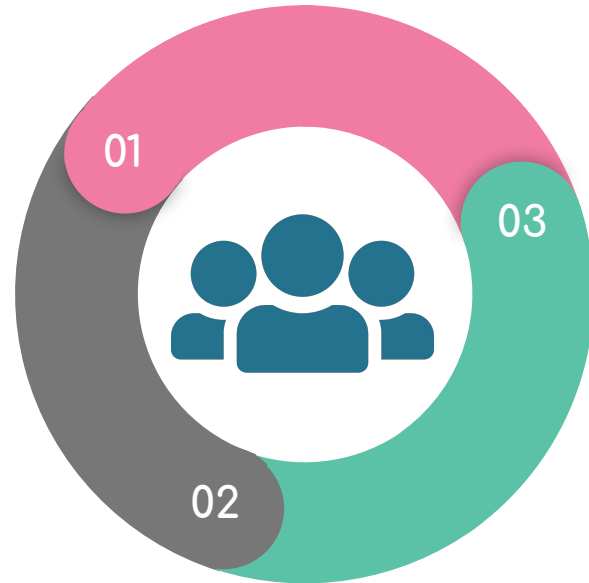
Step 2 Gain Insights

Get actionable insights around demographics, **media** preferences, **brands** affinities, **events**, **hobbies** and **activities**, etc.



Step 3 Take Action

Launch strategic improvements around **content** strategy, **channels** choices, **market positioning**, new **product launch**, etc.



3

Demo Time!



Audience Analysis: Example Outputs

Social Media Engagement

Where are the targets online?
Which social media do they frequent?

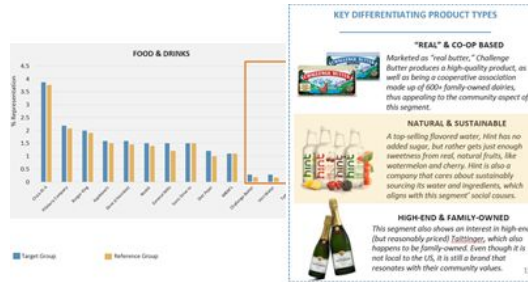
Through the output below, we are able to quantify engagement by target group and formulate recommendations for how to leverage each group.



Brand Affinity And Product Management

How do these audiences live their lives in the context of brands and activities? What are their interests and hobbies?

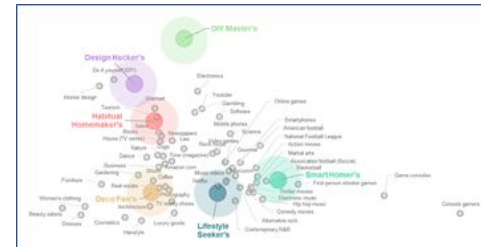
Through the output below, we are able to assess the brands that the target groups are engaging with. This led to insights regarding differentiating product types.



Digital Persona Mapping

What are the unique behaviors of specific audiences to identify white space content development opps?

Through the output below, we use advanced analytics to couple Profiler behavioral data with audience segments and discover distinctive behavioral patterns.



What's New?

Overview of Profiler new features
and improvements...

... To make your audience analysis
even more simple and meaningful



Main Improvements Summary

Sunburst

Whole new data visualization

Deep-dive into your audience interests and go back easily

Typical Target Audience

Overview of what your audience looks like

Get more details on each category by clicking on each detail

Search bar

Find easily specific interests your want to look for

Get to know whether they are relevant to your audience

Interest Tree

Complete rebuilt of the interest tree

More than 300 hours of work to rationalize it and make it more relevant



Improvements On The Interest Tree...

... To Make Your Insights Always More Granular

- 🔪 Arts & Entertainment (3,670) >
- ⚙️ Behaviors (22) >
- 🌸 Brands (5,717) >
- 📊 Demographics (69) >
- ♥️ Hobbies & Activities (2,936) >
- 📰 Media (7,890) >
- 📁 People (13,755) >

Categories

A new category called “People”.

Interests Categorization

Re-organization of the interests within the categories.

Interests Removal

Non-representative interests have been identified and merged with larger ones.

Duplicates

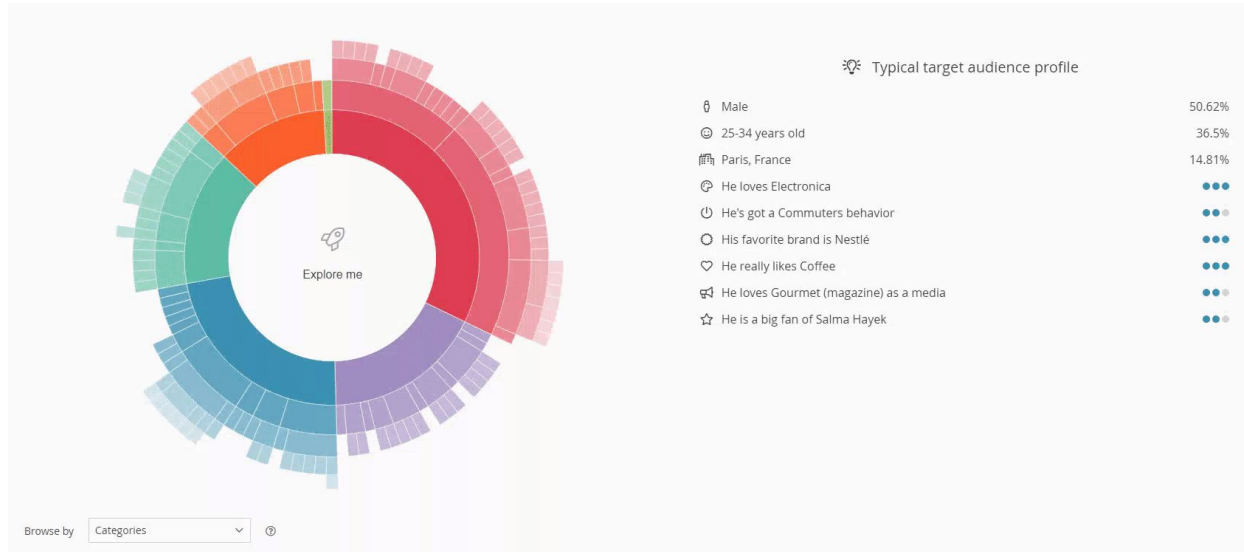
Ongoing process to remove duplicates.

Ex: Nike can be classified as “Shoes” and “Sportswear”, what is more relevant?



A Whole New Explorer Experience

Sunburst Bubble As New Exploration Tool



Three Ways To Browse The Sunburst...

... To See Where The Prominent Insights Lie



Categories



Positive Affinity



Negative Affinity



Find Out A Summary Of Your Audience...

... Directly On The Home Page

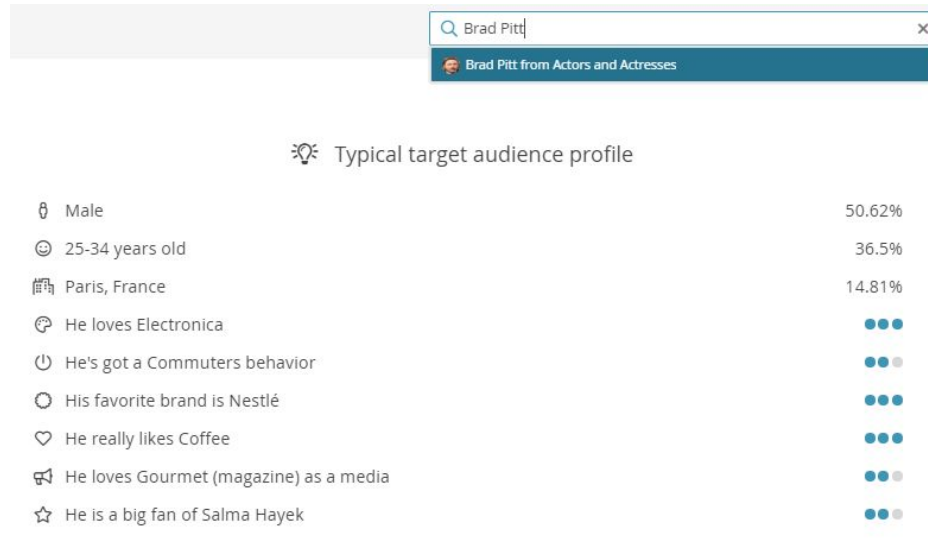
💡 Typical target audience profile

👤 Female	88.05%
😊 35-44 years old	52.08%
📍 Paris, France	16.67%
✍️ She loves Lakme Fashion Week	●●●
⚙️ She's got a Frequent international travelers behavior	●●●
👑 Her favorite brand is Tom Ford	●●●
❤️ She really likes Fragrances	●●●
📰 She loves Vogue (magazine) as a media	●●●
👥 She is a big fan of Stella McCartney	●●●



Look For Specific Interests With The Search Bar...

... And Clear Your Mind On Your First Intuitions



Persona Section Now Called Reports...

... With UX And UI Improvements

The screenshot displays a dashboard interface for a 'Rugby World Cup' campaign. At the top, it identifies the 'Target audience' as 840,000 people and the 'Reference audience' as 36,000,000 people. A navigation sidebar on the left includes 'Explorer' and 'Reports'. The main area features a 'Create a new report' section with seven template options: Sponsorships & Partnerships Brands, Content Creation: Lifestyle & Behavior, Event Planning / Sponsorships, Media Planning, Socio-Demographic Characteristics, General Overview, and Blank report. Below this is a 'Your reports' section containing six report cards, each with a title, a brief description, and an 'Explore' button with associated icons.

Rugby World Cup

Target audience 840,000 people | Reference audience 36,000,000 people

Create a new report

- Sponsorships & Partnerships Brands
- Content Creation: Lifestyle & Behavior
- Event Planning / Sponsorships
- Media Planning
- Socio-Demographic Characteristics
- General Overview
- Blank report

Your reports

Quick Overview	Socio-Demographic Characteristics	Media Planning	Event Planning / Sponsorships
A quick overview template provides a short overview of all the main categories. This will allow you to already get quick understanding of your audience.	You want to know the places you have to be active on to reach your audience? Discover the cities and regions where your audience lives, while also understanding sociological characteristics.	Want to make media mix decisions based on real data? Discover what kind of newspapers or magazines your audience likes to read, radio channels they like to listen to, the social media they use, and many more!	See what kind of events you have to focus on to attract your audience. This template covers everything that is linked to events, from festival types to favorite bands & musicians.
Explore	Explore	Explore	Explore

Content Creation: Lifestyle & Behavior	Sponsorships & Partnerships Brands	General Overview
Want to create content that speaks to your audience? Discover what sports, travel habits, business & leisure topics that they are interested in!	An overview of all the different brands that your audience is interested in. Used for smart sponsorship & partnership decisions.	This is a template that covers all the main categories of your study and gives you a general understanding of the interesting insights. You will know who they are in less than 1 minute!
Explore	Explore	Explore



Q&A

Feel free to ask any questions you could have about audience analysis...

... We'll do our best to answer them!



Thank you !



Appendix



Nespresso & Content Marketing

How to better engage and transform their target audiences with relevant content?



Findings

Trigger insights using more than 15,000 interests

1. Their audience is young and active, aged 25-34 years old
2. They are sporty and show a preference towards nature
3. They like to act as if they were baristas

Actions

Back-up your content decisions with real-data

1. They focused their content strategy on young active adults
2. They launched a green campaign: turning used capsules into bikes
3. They produced barista tutorials

Results

Create the perfect story for your audience and achieve goals

1. **Sales increase:** +15%
2. **Engagement:** +80%
3. **Visibility:** +150%



Pure FM & Audience Discovery



How should they adapt their positioning to regain market shares?

Findings

Get a 360° understanding of your target audience

1. Their audience is not the teenagers they expected, 70% are between 25 and 45
2. Discovered artists their audience finds trendy
3. Their messaging were not adapted to them

Actions

Turn into actions characteristics from 15K+ interests

1. They created new programs for their radio stations
2. They targeted new companies for advertising
3. They defined new tone of voice for their presenters

Results

Make up your target audience

1. Ads revenue: +15%
2. Audience Reach: +80%
3. Client satisfaction: +60%



Oasis & Media Planning

How to communicate separately and efficiently to our two main audiences?



Findings

Learn the media preferences of any audience in any country

1. 70% of their audience is under 25, most of them are kids, ie not the buyers
2. Parents are active on Twitter, not kids
3. Targeting kids and parents can be 2 separate messages

Actions

Make the right channel choices to deliver messages

1. They adapted their messaging on the different social networks
2. They first targeted media parents have affinities with
3. They built partnerships with TV shows for kids

Results

Optimize your online/offline media targeting costs

1. **Cost per reach:** -15%
2. **Engagement:** +80%
3. **Media variety:** +60%



Pernod Ricard & Event Sponsorship

What are the best events to promote our brands and our products?



Findings

Discover the affinity of your audience with events, people...

1. Their audience is not geographically localized where they thought
2. They love electronic music and go to festivals
3. They always associate drinking with pre-dinner food

Actions

Choose the right partners and events

1. They adjusted where they geographically spent their budget
2. They sponsored festivals and launched flyering field campaigns on them
3. They partnership with food companies to organize product tasting on these events

Results

Make smart budget decisions for your event actions

1. **Sales: +20%**
2. **Reputation score: +30%**
3. **Campaign ROI: +40%**



Paprika & Agency Pitch Preparation

PAPRIKA
THINK . CREATE . SHARE

Working on pitches costs time and money, how to increase their chances to win more of them?

Findings

Explore unknown areas

1. Get to know your client's domain in 1 hour
2. Understand markets, customers, competitors
3. Find creative ideas to structure your recommendations

Actions

Be creative

1. Save research time to focus on building strategic recommendations
2. Back-up your marketing recommendations with data
3. No need to request data from your clients

Results

Attract new customers

1. **Time saved: 3 days**
2. **Chances to win agency pitches: x2**
3. **Pitch revenue: +25%**

