

# Personality data for search retargeting

## Shift your paid search strategy from keywords to customer types

Looking for new search retargeting strategies? With VisualDNA you can shift your SEM focus from keyword optimisation to retargeting high purchase propensity prospects or 'look-a-likes' of your best customers, extending reach, improving conversion rates and reducing cost per sale.

Our proprietary profiling methodology and world's largest database of Demographics, Interest, Intent and Personality profiles - 85m in the UK & 350m globally - helps you understand the personality traits of your website visitors and build retargeting lists for high-LTV customers.

## How would you sell them a TV?

### 'Highly Open' Personality

*They're willing to take risks on experimental features  
They're sensitive to aesthetics and beauty  
Highlight uniqueness and rarity*

New 4K TV by Sony - Sony.co.uk

Ad [www.sony.co.uk/4K](http://www.sony.co.uk/4K) 4.6 ★★★★★

Innovative wedge design, 3D viewing experience  
Beautifully crafted LED backlit glass screen  
SmartTV chrome model - Limited edition

### 'Impulsive' Personality

*Give them an immediate benefit  
Emphasise emotional gratification and references to leisure  
Highlight references to pop culture*

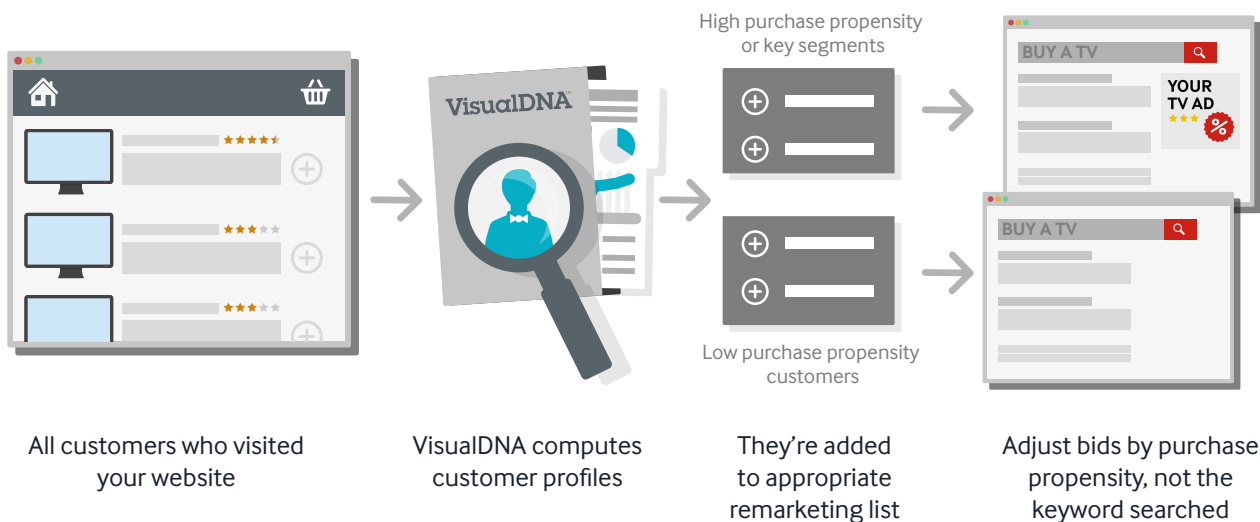
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20% discount today only + Free shipping  
For a totally immersive gaming experience  
Unlimited access to your favourite shows

VisualDNA's WHY Analytics, the audience understanding tool combined with the targeting capability of Remarketing List for Search Ads (RLSA) in AdWords empowers you to **target your key segments** or online shoppers who show **higher purchase propensity** with higher bids, while lowering bids or completely suppressing the **low purchase propensity** customers or 'window shoppers'.

## How search retargeting works



# Retargeting Tactics Based on Personality



## One-on-one Targeting

Build bespoke remarketing lists based on personality and interest: E.g. "Males + high purchasing power + strong brand affinity + recently visited + not bought"



## Efficient Keyword Expansion

For 'High Propensity to Purchase' customers broaden campaign reach by including generic keywords



## Optimal Bid Strategies

Adjust bids by personality type & purchase propensity. Bid higher on affluent customers with high predicted LTV vs. lower, 'window shoppers'



## Search Ad Customisation

Tailor messages & landing pages to personality traits to boost relevance, reduce friction and improve the downstream performance

## Campaign example

AdWords	AdWords + WHY Analytics	Benefits
<b>Setup</b>	<b>Setup</b>	
Create one remarketing list for landers & another for buyers	Create remarketing lists based on the buying power, personality traits & demographic profiles	<b>Higher relevance</b>
Remarket according to where a user has dropped off in the funnel	Improve efficiency based on high vs. low purchase propensity	<b>Higher conversion rate</b>
<b>Optimise</b>	<b>Optimise</b>	
Tailor bids - raise bids for existing customers & keywords matching for products viewed	Tailor bids - raise bids for high LTV customers, reduce bids for low LTVs	<b>Lower cost per sale</b>
Broaden keywords - cross sell new products to existing customers	Broaden keywords - target wider brand preferences and interests	<b>Higher reach</b>
Customise ad text - reflect products viewed & add a sense of urgency	Customise ad text - tailor messages & landing pages by personality traits	<b>Higher CTR and conversion rates</b>



As a marketer, WHY excites me. The whole industry is talking about personalising the online experience, but to date no-one has offered a solution to even identify those customers or customer segments who will respond best to that personalisation.



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Waitrose The Telegraph

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