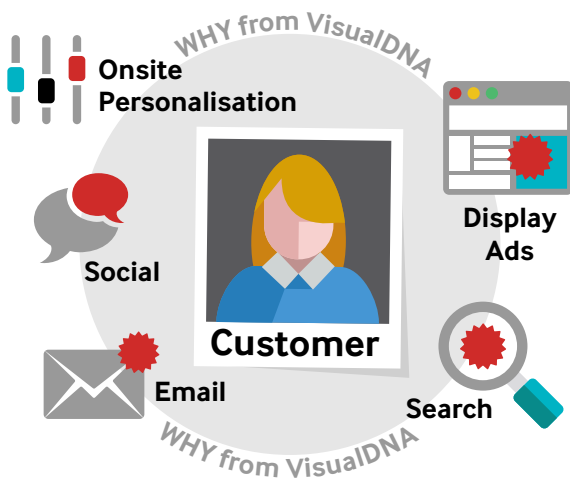


Personality data for targeting & acquisition

Conventional approaches to marketing segmentation have not kept pace with the accelerating move to digital. In particular, continuing to rely on postcode-based segmentation is a recipe for failure as audiences become increasingly mobile.

VisualDNA can quickly tell you what makes your existing customers unique, and how their emotive and personality traits drive their purchasing decisions. Armed with this rich view of your customers, we can then help you find more people like them anywhere online. What's more, VisualDNA is all about action as well as understanding: we can help you build personality-based segments and then market to them across all channels: search, display, video, social, email and onsite.



VisualDNA gives you the ability to build detailed personality profiles for online customer, enabling a deeper understanding of preferences and purchasing behaviour. Personality is a significant driver in purchasing decisions, and a more consistent measure than demographics such as age, location, marital status and financial status.

High Agreeableness

Emphasise pro-social aspects, and include references to family:
"The whole family can gather round its 60inch screen"

Highlight positive moral features:
"Responsibly sourced components"

Use words like 'we' and 'our': *"We take pride in our customer service"*

High Conscientiousness

Emphasise the risks of not having something:
"Don't get left behind - switch to 4K technology"

Let them plan ahead: *"3 year guarantee"*

References to work resonate with them:
"The perfect way to relax after a day at the office"



Key challenges WHY solves



Acquire more of your best prospective customers
 Target high value prospects at the top of the funnel



One-to-one targeting
 Activate an actionable customer data layer across key marketing channels, at scale



Enriching online personas
 Create online segments that mirror your rich offline personas

Key areas WHY can support

When you segment by personality rather than demographics, you can achieve one-to-one relationships, on an emotional level, with potentially millions of customers.



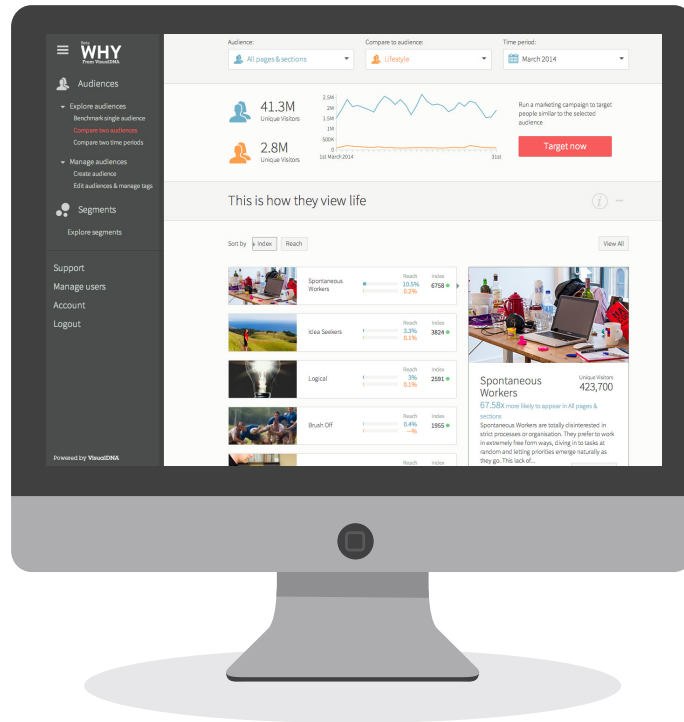
Optimise your acquisition budget to target people who are more likely to buy from you



Understand your digital customer on emotional level



Reach the 'look-alikes' - new customers who think & act like your best customers



Develop creative from data to support content, tone & imagery



Target pre-defined audiences using our unique personality segments



Execute multi-channel campaign across search, video, display, onsite, email & social

Target segments can be viewed in WHY, VisualDNA's insights platform.



“ 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. ”

Tom Newbald
Marketing Director of Feelunique.com

TOPSHOP

TOPMAN

feelunique.com
THE DESTINATION FOR BEAUTY

HAYS Recruiting experts worldwide

Waitrose

The Telegraph

