

exaudi Audience Platform

GOOD PRACTICE

Create your Personas

1

Define your PERSONAS

Use socio-demo, interests, life-styles and moments you already know



2

Set a Benchmark for your Target

Define your Personas before delivering campaign



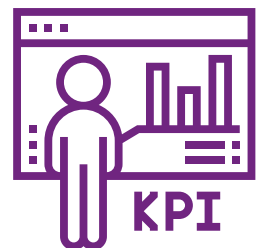
A ANALYSIS TOOL

Compare Campaign Target reached with Personas defined



B RELATION WITH KPI

Analyse correspondance between Personas and Campaign KPI



C RELATION WITH PRODUCT

Analyse matching between Interests and Target Personas



D POST-EVALUATION ANALYSIS

Verify and re-define the characteristics of the Target Personas

