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 correspondence 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