Survata verizon

Turning Personas into Digital Audiences

CASE STUDY

Turning Personas into Digital Audiences



Leverage Verizon's preferred segments (typing tool) to understand which marketing message resonates with each persona and programmatically deliver the winning message to those personas



3-STEP APPROACH

Use Survata's Brand Intelligence Platform to

- 1. Conduct Creative Test.
- 2. Build seed audiences
- 3. Identify 15MM target consumers per segment to activate on DSP



- Verizon can customize the exact message each person sees during the digital campaign
- Instead of buying media based solely on demographics, Verizon can now buy media based on behavioral and attitudinal data derived from the Creative Test

THE CHALLENGE

Researchers spend millions of dollars on segmentation studies each year to define their brand's exact target audiences. However, more often than not, this work falls short when it comes to marketing execution. Why?

- The attitudinal and behavioral nuances of each segment are loosely translated into demographics, oftentimes missing the mark entirely.
- Marketing campaigns are executed with the best message overall versus a custom message preferred by each segment.

As a result, digital brand marketing campaigns fail to reach the right segment of consumers with the right message.

SURVATA'S SOLUTION

Survata's Brand Intelligence Platform makes it simple to create custom audiences by activating your consumer segmentation studies (typing tools). Custom audiences can be created as a standalone solution or in conjunction with other solutions like a message test. Verizon did just that.

In preparation for a new product launch, Verizon used Survata's platform to test creative messages against their custom segmentation and match it to their media plan. Verizon easily replaced less effective messaging and deprioritized less compelling features. Their insights team then took it a step further, to move beyond just influence. They activated their segment data by creating seed audiences. Verizon used Survata's technology to model 15MM target consumers per segment, for a total of 90MM consumers, without collecting any PII (personally identifiable information). These precise, custom, digital marketing segments were pushed to Verizon's DSP and made available for immediate use on their digital marketing campaigns.

REQUEST DEMO









HOW VERIZON BENEFITED

Verizon's Insights Team

Verizon successfully shifted their media buys from demographic targets to their custom segmentation. Instead of a segmentation study resulting in a static PowerPoint, the study results were translated into digital audiences - for direct activation by marketing and media buyers.

Verizon's Marketing Team

Verizon no longer has to choose only the best overall message. Now the marketing team can use the insights to share the preferred message for each segment, increasing the chance for brand lift and product purchase consideration.



Meghan (Ludvigsen) Diesner Manager, Customer Marketplace Insights, Verizon

The small investment the team made for the Creative Test makes a HUGE impact on the media buy and really allows insights to shine as a way to drive that strategy forward.



OUTCOME

Activation is imperative to calculating ROI from insights. With the answers to Verizon's preferred messages overall, and across segmentations, Verizon used the Survata platform to activate insights, create target audiences, and push them to their DSP.

STRATEGIC GROWTH SEGMENTS













Segment 1

Segment 2

Segment 3

Segment 4

Segment 5

Segment 6

	Segment 1	Jeginent 2	Jeginent J	Jeginent 4	Segment 3	Jeginent 0
Message 1						
Message 2	V	V		V		
Message 3			V		V	V

REQUEST DEMO

