PersonaBuilder

Personas Made Actionable

Buyer personas have long provided a way to understand and segment media consumers. But marketers have struggled to make personas actionable when it comes to real-world audience targeting.

That's where Wiland™ PersonaBuilder™ comes in. The world's most powerful persona creation tool, PersonaBuilder seamlessly connects persona creation to digital audience activation. This intuitive application makes it fast and easy to create detailed customer and prospect personas based on vast, continuously refreshed data—predicted spend signals, brand affinity data, and other predictive indicators, including:

- » Media preferences
- » News sources
- » Social media engagement
- » Demographics
- » Retail and CPG spend
- » Nonprofit engagement
- » Occupation
- » Financial data
- » Geography
- » Lifestyle interests
- » Auto and home ownership
- » Political affiliation

By making persona-driven insights immediately actionable as large, highly responsive audiences, PersonaBuilder bridges the gap between strategy and audience targeting for seamless execution of digital campaigns.

How PersonaBuilder Works

Persona Development

SCORING & MODELING

Audience Creation

ACTIVATION

Targeted Deployment

Personas created using the application are analyzed to produce high-performance audiences that can be delivered to any leading DSP, walled garden, or other platform for activation.

PersonaBuilder™ is the Must-Have Tool That Helps You:

» Gain deep, rich insights to fuel winning prospect engagement strategies

» Compare personas for optimal audience segmentation and personalization

» Convert personas into digital audiences ready for immediate activation

» Quickly deliver custom audiences that will outperform syndicated segments to any DSP, walled garden, or platform

» Verify—before spending ad dollars—that audiences include only people in your category

» Target media more accurately for higher Return on Ad Spend

The Results Tell the Story. Clients who have used PersonaBuilder have seen impressive results, including:

» **61% higher click-through rates** than ads served to control group

» **47% lower cost per click** than previous targeting selections

» **46% lower cost per acquisition** than demographic targeting

Flexible, Detailed Reporting

PersonaBuilder enables you to visualize and analyze multiple dimensions of your customers' and prospects' unique characteristics. The application's detailed reports are perfect for producing compelling presentations.

Persona Development → SCORING & MODELING → Audience Creation → ACTIVATION → Targeted Deployment

Discover the Power of Wiland™ PersonaBuilder™

Contact us today at info@wiland.com for a free demonstration to see for yourself how PersonaBuilder can help you understand your customers better and reach more responsive prospects in your digital campaigns.

About Wiland™

Wiland is the best predictor of consumer response. By applying advanced predictive analytics to the largest set of individual-level U.S. spending data and interest-intensity signals, Wiland enables media companies to target the people most likely to respond to their client's products, services, and promotions.

wiland.com/personabuilder

wiland™