

## CASE STUDY:

# A Major At-Home Fitness Company Uncovers Competitor's Unique Buyer Personas to Fuel Future Targeting



## Challenge

A major at-home fitness company needed a way to capture new market share and were interested in doing an in-depth analysis to understand how their audience differentiated from that of their largest competitor.

## Solution

- Using StatSocial data, the company was able to create social audiences representative of their own fan-base and that of their competitor.
- From there, they were able to run Silhouette Audience Insights reports on each and compare them to analyze unique similarities and differences.
- Very quickly, the brand was able to identify that their own fan-base was more interested in tech, fashion, and sports based on their hobbies, brand affinities, media consumption, and preferred influencers. Alternatively, their competitor's audience was made up of diet and exercise enthusiasts.

## Result

In order to capitalize on their competitor's market share, the client began to more aggressively target serious athletes in addition to partnering with influencers that had a powerful voice in that space.