

## CASE STUDY:

# Leading Agency Connects Buyer Personas To Paid Media Activation



### Challenge

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To run more impactful paid media campaigns, a leading marketing agency wanted to refine and expand on their clients' existing persona definitions. Beyond just basic profile data, they wanted to identify and more deeply understand cohorts of individuals with varying levels of brand affinity as well as the attributes unique to them.

### Solution

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Through a combination of survey outreach and social audience insights, the agency was able to identify individuals with a low, medium, or high affinity toward specific brands and gain a 360-degree view of their unique attributes. To do so, the client first surveyed a broad audience and based on their responses, panelists were assigned to one of three cohorts (low, medium, high affinity). Next, the client uploaded these segments into Silhouette™ and ran Insights Reports on each to better understand their unique interests, passions, preferred media and influencers, and more. And lastly, the agency modeled off these segments, removing the original seed, to run high impact GDPR-compliant paid media campaigns.

### Result

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The information gleaned from the agency's survey and Silhouette's social audience data better informed buyer personas for paid media activation. The agency could now run highly targeted paid ads to buyer personas based on level of brand affinity.