

Lifestyle Whitebook

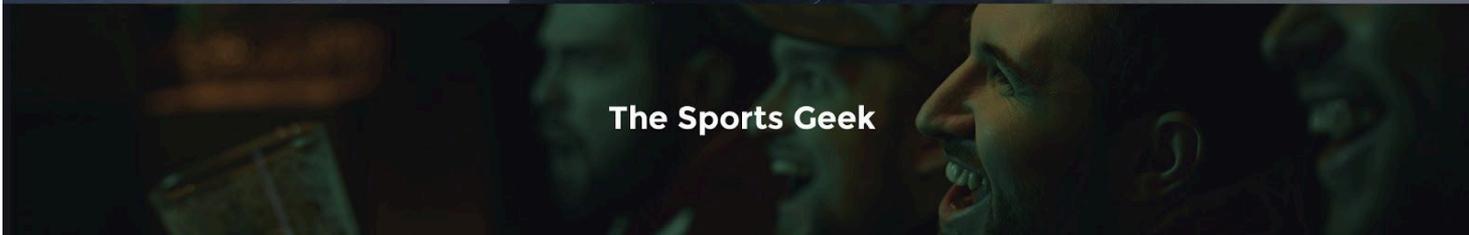
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High quality Lifestyle Segments

- DK/SE/NO/FI - LAST UPDATED 12.09.2016



The Cosmopolitan



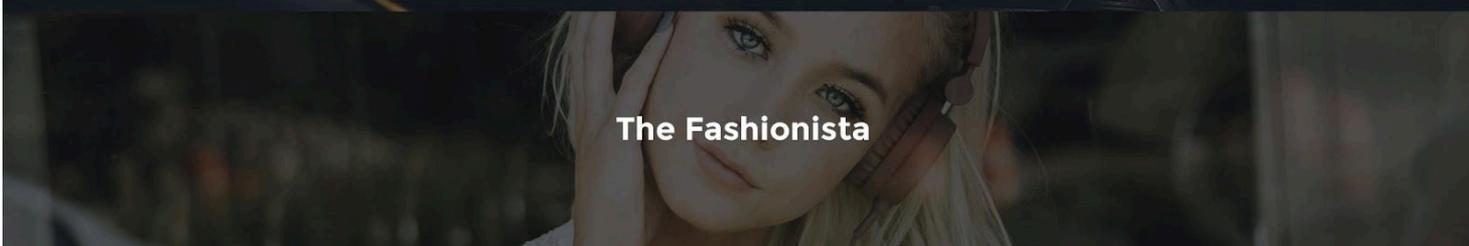
The Sports Geek



The Wolf of Wall Street



The Motor Fanatic



The Fashionista

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Introduction

AudienceProject now provides you with the opportunity to target your campaigns towards personal characteristics. Our new Lifestyle Segments are based on behavioral patterns, extensive mapping of interests among our survey panelists and validation against our massive online panel.

This ensures high quality segments, that measures an actual lifestyle, and provides you with exciting, new targeting possibilities. The purpose of this whitepaper is to declare the AudienceProject Lifestyle Segments, and contribute to our commitment of creating a more transparent ecosystem.

Available Lifestyle Segments

The Cosmopolitan:	When travelling is life and life is definitely not camping
The Sports Geek:	If not watching or betting on the game, they're most likely reading about it
The Wolf of Wall Street:	The big spenders with an interest in everything financial
The Motor Fanatic:	There's nothing better to life, than fixing the old Corolla
The Fashionista:	When not buying new clothes they travel to the metropolises of the world. Where do they find the time for their education?

What are Lifestyle Segments?

The Lifestyle Segments are a new way to target your audience in relation to their actual interests and habits, rather than rely on assumptions about certain demographic groups. The Lifestyle Segments will hence characterize people with certain interests. As is in life a person can have several interests and adhere to several lifestyles. Fancy seeing the world and buying new cloths? Well then you are probably both a Cosmopolitan and a Fashionista. The point being lifestyles are not mutually exclusive.

How to use Lifestyle Segments?

The optimal use of the Lifestyle Segments will be to perceive them as opinion-leaders or as part of an on-going customer base, which not necessarily means that they always will be in-market. In other words, the Lifestyle Segments can be used both for branding- and performance campaigns.

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When travelling is life
and life is definitely
not camping



THE

Cosmopolitan

SUMMARY

For the Cosmopolitan travelling is life and the spice in that life is adventure at exotic destinations and in the metropolises of the world. They travel several times each year and they go by air - not car, and camping is definitely out of the picture. The Cosmopolitans are a bit bipolar about working out. Many of the Cosmopolitans work out every day, or not at all.

FACT 1

 **61%**

plans to travel abroad within
the next 6 months

FACT 2

 **62%**

more likely to travel
3-4 times a year

FACT 3

 **60%**

favors travelling for a cultural
experience

AVAILABILITY

 **750 K people** are available directly from AudienceProject

 **580 K people** can be targeted through DoubleClick

 **190 K people** can be targeted through Adform

LEARN MORE

Want to use this segment or
learn more about it? Get in
touch with us at:

hello@audienceproject.com

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If not watching or betting on the game, they're most likely reading about it



THE

Sports Geek

SUMMARY

Sports and betting is what it's all about for the Sports Geek. They like to watch sports either at the arena or on the TV at home. And what is sports without betting? Just not the same thing if you ask the Sports Geek, before he places a bet on the next sure thing. Hopefully the Sports Geek knows some moderation and don't bet the family fortune, as they have the final say in all financial matters back home.

FACT 1

 **4.9x**

more likely to bet on sports

FACT 2

 **2.6x**

more likely to watch or read about sports

FACT 3

 **54%**

is handling most financial decisions at home

AVAILABILITY

 **1.2 M people** are available directly from AudienceProject

 **1 M people** can be targeted through DoubleClick

 **929 K people** can be targeted through Adform

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The big spenders
with an interest in
everything financial



THE

Wolf of Wall Street

SUMMARY

You want it big, fast and shiny, just go to the Wolves of Wall Street. They know how to spend money at scale on cars, travels and fashion. But if they have as much luck as interest in the stock market there should be room for excesses in the economy. Just don't expect them to know anything about your favorite football club, they would rather take a trip to the fitness center.

FACT 1

 **3x**

more likely to follow the
financial markets

FACT 2

 **2x**

more likely to spend more
than 7.000 € on travel each
year

FACT 3

 **33%**

less likely to watch
sports games

AVAILABILITY

 **1.2 M people** are available directly from AudienceProject

 **1 M people** can be targeted through DoubleClick

 **757 K people** can be targeted through Adform

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There's nothing better to life, than fixing the old Corolla



THE

Motor Fanatic

SUMMARY

If you have car trouble, you need to seek out the Motor Fanatic of your friend sphere. They know how to finetune a motor. As frequent readers of magazines, blogs and newsletters related to cars and car accessories, they are always up to date on all things motor. The Motor Fanatic's great interest in cars, should not to be confused with a segment that is in-market for a car. They will know every new model, but they just as much like to be repairing old cars as buying new ones.

FACT 1

 **3x**

more likely to read about cars and motors each day

FACT 2

 **62%**

more likely to plan auto-vacation

FACT 3

 **25%**

less likely to train daily

AVAILABILITY

 **648 K people** are available directly from AudienceProject

 **467 K people** can be targeted through DoubleClick

 **279 K people** can be targeted through Adform

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When not buying new clothes they travel to the metropolises of the world. Where do they find the time for their education?

THE

Fashionista



SUMMARY

If clothes makes a man, then the Fashionista is the sparkling, well dressed mannequin of our time devouring all the magazines and blogs about fashion they can find. And the interest in clothes, shoes and accessories is not purely digital. They spend far more money on fashion in one form or the other than the average Joe. Many fashionistas are currently studying, and most of them on an academic endeavor. In addition the Fashionista likes to travel to Paris and the other sprawling cities of the world.

FACT 1

 **6.5x**

more likely to currently be active on an education

FACT 2

 **6x**

more likely to frequently read fashion blogs

FACT 3

 **2x**

more likely to buy clothes online

AVAILABILITY

 **974 K people** are available directly from AudienceProject

 **638 K people** can be targeted through DoubleClick

 **113 K people** can be targeted through Adform

LEARN MORE

Want to use this segment or learn more about it? Get in touch with us at:

hello@audienceproject.com

Deducing and validating an interest

The characteristics within each of AudienceProject's Lifestyle Segments have initially been deduced from a combination of an extensive survey, mapping interests and behavioral data, collected through AudienceProject's massive Nordic panels. This means that a given characteristic will be based on a mix of deterministic survey data and a certain pattern of online behavior, defined by thorough analysis with strict criteria.

Our Lifestyle Segments consist of a complex mix of preferences, behaviour and opinions. We don't believe that something as simple as a visit to i.e. a sports-section on a news site, should ever be used to create the basis for a classification of a person as 'sports interested'. In addition to further ensure the quality of the segments, the interests are based on an extensive mapping of interest among AudienceProject's survey panel - in other words, deterministic data. This approach has led to high quality Lifestyle Segments, that to a greater extent captures a true interest or lifestyle.

Validated against a massive panel

To further strengthen the reliability of the identified lifestyles, the assumed characteristics are validated against AudienceProject's massive online panel that counts more than 800.000 active panelists in the Nordics. By doing this, the behavioral data that the segments are based on, will be validated by deterministic findings about real interests.

Based on real people and survey questions

Since the purpose is to identify a real lifestyle, several questions constitute the basis for the measurement of a given lifestyle. The questions asked for mapping, will hence not confront respondents directly with the interest, but rather provide indications in relation to a lifestyle. This could i.e. be how often a potential interest is cultivated, how often one seek information about an interest area etc. The panel validation will in other words ensure a high level of quality in the AudienceProject Lifestyle Segments.

Segments - lifestyles

The definition of an interest is in its nature broad. What does it mean to be interested in sport, and how do you measure the interest? To operationalise the observed interests, we have embodied the segments in five different lifestyles, which will give you a thorough description of whom you will reach with the said segment.

This is further contributing to our commitment to create a more transparent ecosystem. We believe this will create a basis for a deeper understanding of when, how and where to use the segments. The characteristics of each Lifestyle Segment is based on deterministic data, derived from AudienceProject's online panel.

Unibet case: Connecting with the Sports Geeks

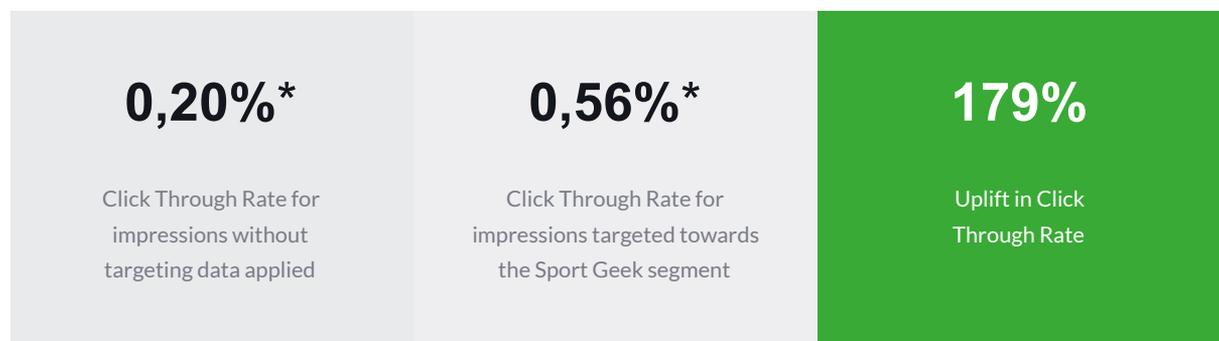


Unibet wanted to reach sports enthusiasts and betters for their digital campaign. This prompted them to use our “Sports Geek” segment for their campaign.

About the case

Unibet has a high focus on A/B testing performance on their campaign. So to see the conversion effect of the Lifestyle Segment, the campaign was executed as a split-test between a test campaign with ‘Sports Geeks’ and one without data targeting. Everything else was held constant. The results were clear - The AudienceProject Lifestyle Segment almost tripled the CTR of Unibet’s campaign.

Results



*Index campaign numbers.