

**Persona Monitoring/
Executive Summary**



Background

Demeter Pets, based in Farmer City, Illinois, is a hypothetical pet care company with distribution in the Mid-Western United States. Sales are generated online and in-store at leading pet retail outlets. Management has decided to run a major print-campaign in Q2 of this year. The campaign will serve as the company's principle marketing spend for the year.

Business Challenge

Demeter Pets has had flat sales over the past fiscal year and the company is contemplating layoffs. An offsite management meeting of key executives resulted in the company's decision to produce a print campaign in order to boost sales. The organization wishes to use its advertising dollars in a way that can maximize ROI.

Business Objectives

While Demeter Pets believes that it has a broad audience for its products, the company has particularly targeted retirees throughout its 5-year history. The company wishes to maximize its exposure with this core group of consumers, "**Retired Pet Lovers**" and has asked **PersonaPanels** to focus on this particular population segment in order to ensure the print campaign performs well with its primary target market. The company is also interested in learning if its target audience has other common areas of interest that could provide useful venues for Demeter Pets' advertising campaign.

Roles/Responsibilities

PersonaPanels, as a full-service research organization, will be responsible for the overall administration of the project and will use Personas to perform the research. In discussions with Demeter Pets, **PersonaPanels** has determined that its monitoring offering will be an appropriate tool to gain valuable insights that will assist Demeter Pets' print campaign efforts. **PersonaPanels** will be responsible for building the Personas and providing the analyses that will assist Demeter Pets' strategy surrounding their print campaign. Demeter Pets will be responsible for taking these analyses and using the findings to ensure their print campaign yields success.

Monitoring of Personas

PersonaPanels has created a tool that allows clients to continuously monitor their Personas' online activities, revealing: (1) topics that Personas are reviewing that are trending upward, downward, (2) keywords on which Personas are focused, (3) interest levels associated with topics being read, and (4) specific items being read by the Personas. Client monitoring of Persona activity is available any time of the night or day. Persona online activity looks like the following:

The screenshot displays the PersonaPanels interface for a persona named "RETIRED PET LOVERS". On the left is a profile picture of a man with glasses. To the right, a text box describes the persona: "Middle-income (\$52k) retirees (60 years of age, on average), either married or widowed with at least a high school education who make shopping trips every 3 days in which they spend about \$46 per trip. During these trips, there is interest in routine and stock-up items such as canned soup, and in special occasion purchases. They are interested in eating fresh: buying fresh produce, which they frequently purchase at fruit stands and farm coops. They also are also interested in specialty shops, such as bakeries, fish markets, and health food stores, and are very interested in wine shops. They also are very interested in pets, including pet care & treatment products."

Below the description, a quote reads: "My favorite reads yesterday were [48 hours in . . . Buenos Aires, an insider guide to the tango capital of the world](#), [Ireland's Top 10 home holiday destinations revealed - 'They do tourism right'](#), [Black-Owned Agencies in the U.S. Carve a Successful Niche in African Tourism](#)".

The interface shows a list of interests: Owner Dog, Traveler Taste, Airline, Account, Tax, Chef, Restaurant, Travel, Animal, Hotel, Flight, Destination, Vineyard, **Pet**, Retirement, Financial, Pension, Insurance, Age, California, Winery, Bread, Stock, Retire, Organic, Family, Grape, Red, Trip, City, Farm, Holiday, **Wine**, Money, Show, **Bake**, Shelter, Bakery, Income, Product, Food, Flavor, American, Company, Store, Bottle, Cat, Drink. It also indicates trending items: "Trending up: **Pet**, **Wine**, **Retirement**; Trending down: **Bake**, **Account**; Top words: Pet, Wine, Retirement, Travel".

At the bottom, there are filter and sort options. The filter section includes "ALL READS", "LAST 24 HOURS", "LAST 7 DAYS", and "LAST 30 DAYS". The sort section includes "SORT BY MATCH" and "SORT BY TIME".

Four recent reads are listed, each with a 97% interest level:

- Persona Retired Pet Lovers read "Bad Girl Bakery steps out into the city" Scottish Field on Sat Dec 22 2018
- Persona Retired Pet Lovers read "The Cheapskate's Guide to Retirement" www.kiplinger.com on Sun Jan 06 2019
- Persona Retired Pet Lovers read "Sugar Bowl Bakery Unveils Three All-New Fresh Fruit Fritters" Perishable News on Tue Dec 04 2018
- Persona Retired Pet Lovers read "London bakery empowers women through life skills and job opportunities" Business Insider on Wed Dec 26 2018

Monitoring of Personas

PersonaPanels' ability to monitor specific topics of interest to retirees over a lengthy period of time reveals ebbs and flows in interest levels surrounding these topics. Among the many topics explored through monitoring, wine appeared as one that had high interest scores.

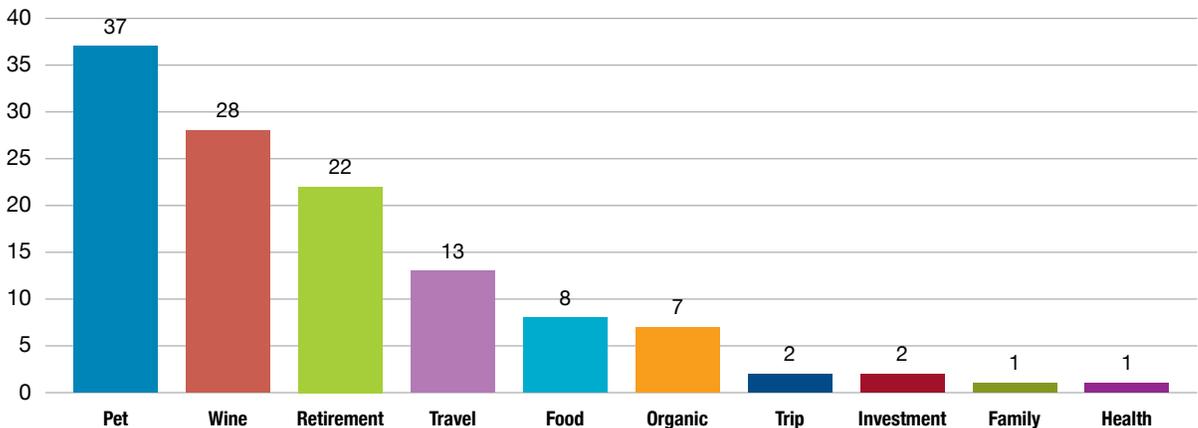
Among the multitude of topics examined across time when focusing on retirees, there is strong interest associated with the following: pet, wine and retirement. Demeter Pets, working with their ad agency, can use this insight to influence their print campaign.

Additional Results

Communication outlets (e.g., magazines, websites) specifically targeting pet, wine and retirement could provide good return on investment for Demeter Pets' advertising campaign.

Rank Order of Average Interest Scores Per Topic for Retired Pet Lovers

For the **Retired Pet Lovers** Persona, consisting of those with middle incomes spending almost \$50 on shopping trips three times per week, of the topics investigated over 3+ months, pet, wine and retirement hold a fair amount of interest for this particular segment of consumers. Of lesser importance is travel, food and organic, with trip, investment, family and health holding very little interest.

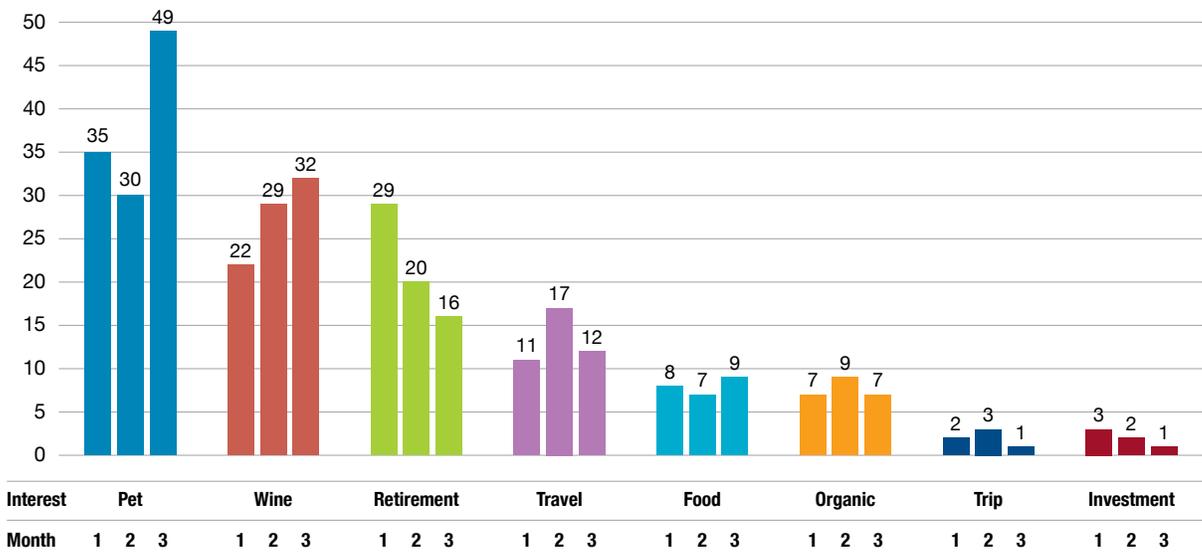


Additional Results

Because there is no lag time in understanding Persona interest levels, Demeter Pets can move around their placement of ads in publications to maximize their spend based on what they're seeing from up-to-the-moment monitoring efforts. For example, given interest levels are rising with respect to wine, thinking about print ads in leading wine publications may be an interesting strategic move to consider.

Monthly Interest Level Variance by Topic for "Retired Pet Lovers"

The beauty of monitoring Personas over time is that the data is always up to date and peaks & valleys can be witnessed. The topic "pet" is a good example of how interest can ebb & flow over time: moving from 35% during month 1 down to 30% during month 2 and then jumping to almost 50% at month 3. Understanding the "flow" of interest across time reveals possible changes (e.g., seasonal) in interest that can assist marketing efforts.

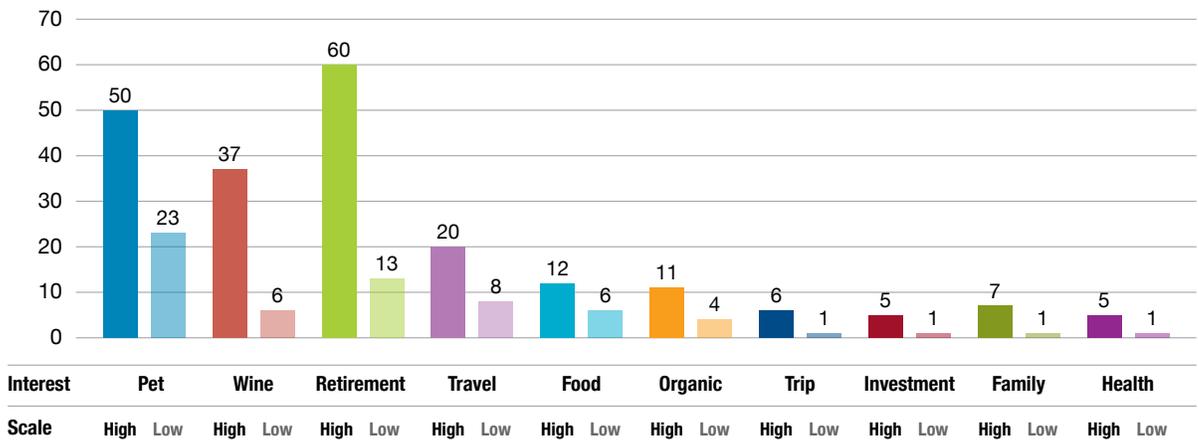


Additional Results

Demeter Pets has historically placed advertisement in retirement publications and pet publications. Persona Monitoring confirmed these as holding prime interest for **Retired Pet Lovers**, but revealed stronger fluctuation in interest from month to month in the topic “retirement” than in the topic “pet.” Given the monitoring statistics seen, putting ads in leading pet publications may provide better ROI.

High/Low Interest Across Topics for “Retired Pet Lovers”

Across topics, seeing the range of interest across periods of time can alert Demeter Pets to factors that may be influencing those interests. With respect to **“Retired Pet Lovers,”** there is great variance among the topics “wine” and “retirement,” with somewhat less variance with respect to “pet.”

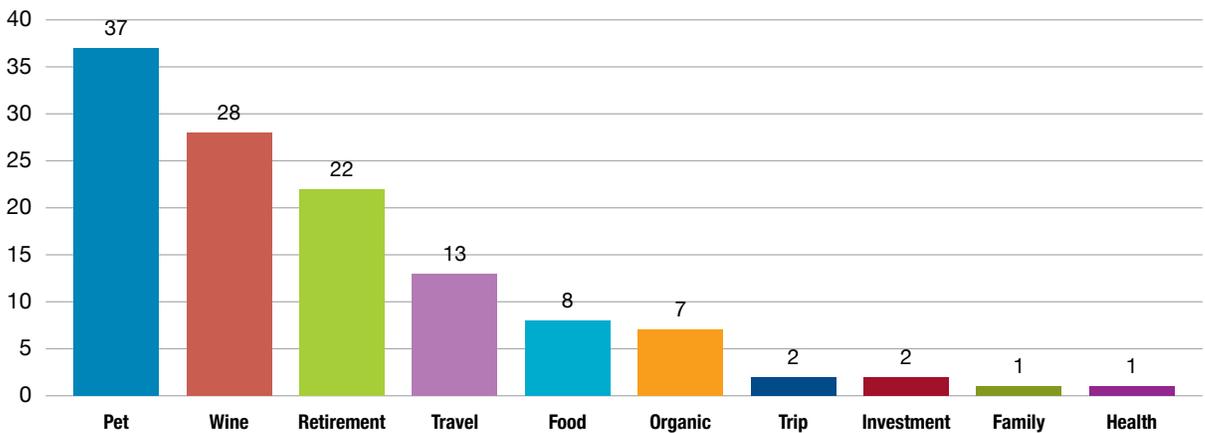


Additional Results

Demeter Pets can be confident in their current strategic decision-making, since monitoring their key demographic through Personas confirmed the advisability of concentrating advertising dollars in pet and retirement publications. Monitoring also revealed that advertising in leading spirits publications – a previously untapped resource – may be a good investment as well.

Rank Order of Average Interest Scores per Subject for “Retired Pet Lovers”

Because 75+ topics are being monitored at all times, individual topics can be rolled up into subjects to provide further insights. In our analysis below, alcoholic beverages represent a rolled up category that includes beer, wine and spirits. It can serve to reinforce findings associated with individual topics but also can reveal new insights for consideration.



Personas Included in Demeter Pets Monitoring



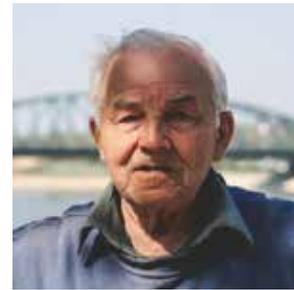
Target Demographic
Retired Pet Lovers



Growing Black/Hispanic Families with Middle Incomes



Family-Oriented Asians/Hispanics with High Incomes



Retired & Making Ends Meet



Retirees with an Interest in Golf



Black/Hispanic 2 Person Households with Fairly High Income



Ethnic/Family-Oriented



Retired Couples with Educated Male Head



Retirees Barely Making Ends Meet



Ethnic Based Proprietors



Contact us at Patrick@PersonaPanels.com and we'll show you how Personas can help you better understand people's wants, needs, and motivations at competitive prices and previously unimaginable speed. Please keep in mind we have provided you with brief insights surrounding our case study. If you would like to see additional comprehensive findings, please contact us at the above e-mail and we'll be happy to provide you with further details.