



# Case Study: Driving Ad Revenue with Personas

## Introduction

It has been two crazy years for marketers and customers. After an initial surge in demand for home improvement and gardening supplies, our client saw a drop in demand, especially in the important pre-Christmas time. The client is a midsize retailer with a strong e-commerce platform and brick and mortar shops.

Just after Thanksgiving the sales started to drop and the client had to act fast to reach the quarterly goals until Christmas.

With the help of Mnemonic AI the change in customer needs were identified within 48h, new hyper targeted ad campaigns were running after 72h.

**Cost per Click**  
- 88%

**ROAS**  
19,62

**Revenue**  
+ 184%

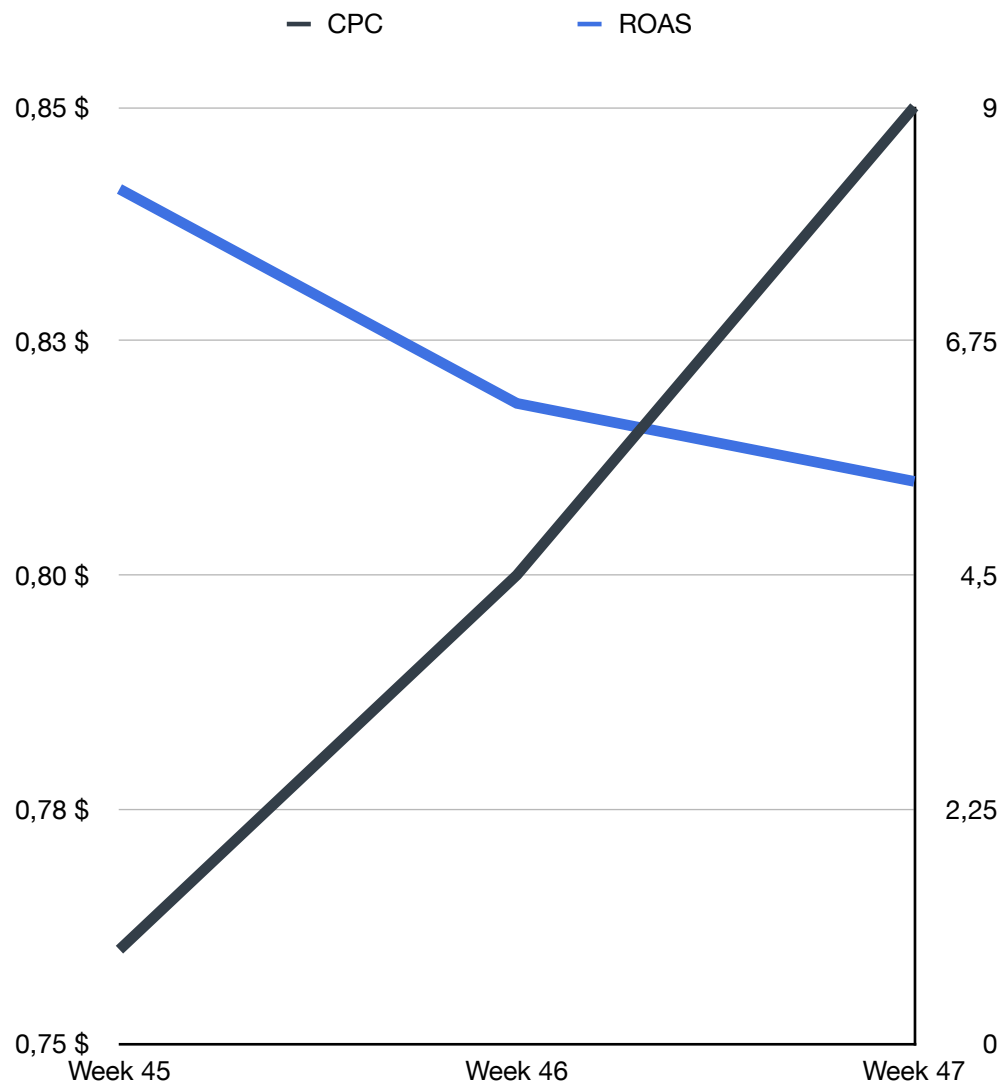
## Our clients story

When the world went into lockdown due to the pandemic, people turned to their homes and gardens, spending time in their backyard and working on long overdue home improvement projects.

Our client offers tools, hardware and supplies for gardening and home improvement for over 20 years. Initially in a brick and mortar store and now per e-commerce website. Both have in common that customers can expect the highest quality in personal customer support and advisory.

Around Thanksgiving the client noticed a sharp drop in leads and sales over the online shop. With the important Christmas season approaching fast, the client reached out to Mnemonic AI to get an understanding about the change in customer behavior.

Mnemonic AI was tasked with creating data-driven personas along the customer journey within 48h, delivering in-depth actionable insights into customers wants and needs and how to address them, thus turning the sales around and reaching the quarterly goals in just a few weeks.



## CPC & ROAS

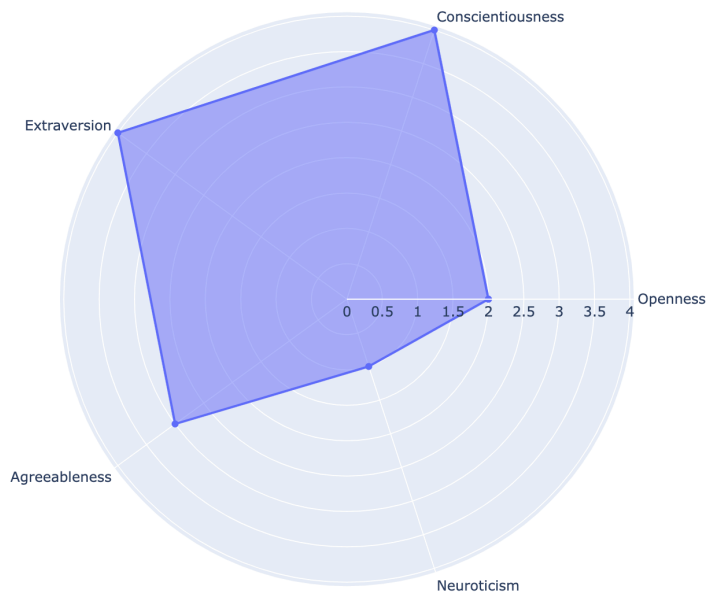
The first indicator of changing market conditions the client noticed was an increase in the cost per click. While it is customary to see an increase before the holidays, the increase by 10 Cent per click was more than experienced in the past.

With 270.000 clicks per week the increase amounted to 27.000 USD more in ad spending.

All the while the return of advertising spending decreased by 35% as a result of lower shopping cart size and increase in costs.

## Persona creation within 48h

Mnemonic AI was tasked with the creation of data-driven personas for the clients online shop. We took a deep dive into internal messaging, social media accounts and the ticketing system of the client.



Based on Natural Language Processing our system delivered five personas with actionable go-tos, customers emotions tied to products, interests, wants, needs and the personality traits of the customers and how to best address them.

Our AI showed that after the initial surge customers had a hard time knowing what to do next, either in their home or with their freshly planted garden. Other players catered to these younger, affluent customers with tailor-made guides, how they could further improve their home and garden.

## Deep customer insights

Mnemonic AI's personas were developed with the professional user in mind. Each section should give a direct idea what to do better to address the customer's needs.

While demographics are more basic information, Needs and Go-Tos deliver valuable insights on what is on the mind of a customer, which hard facts interest them and what are concerns that hinder the conversion.

Emotions tied to attributes of a product or service enable marketers to address customer needs not only on a rational level, but on underlying emotions - a valuable asset to win over new business.

Lastly, personality traits uncover the underlying subconscious we all base our decisions on. Which images we like and what message we respond to. Research done by Mnemonic discovered that a person reacts differently to ad types based on the topic the user is interested in, in just that moment. For example a distinct personality type might react completely differently to a video ad when looking for gardening supplies in comparison to tools. These findings give business a big advantage over competitors, knowing when to show what ad type with which distinct message.

## From personas to laser targeted ads

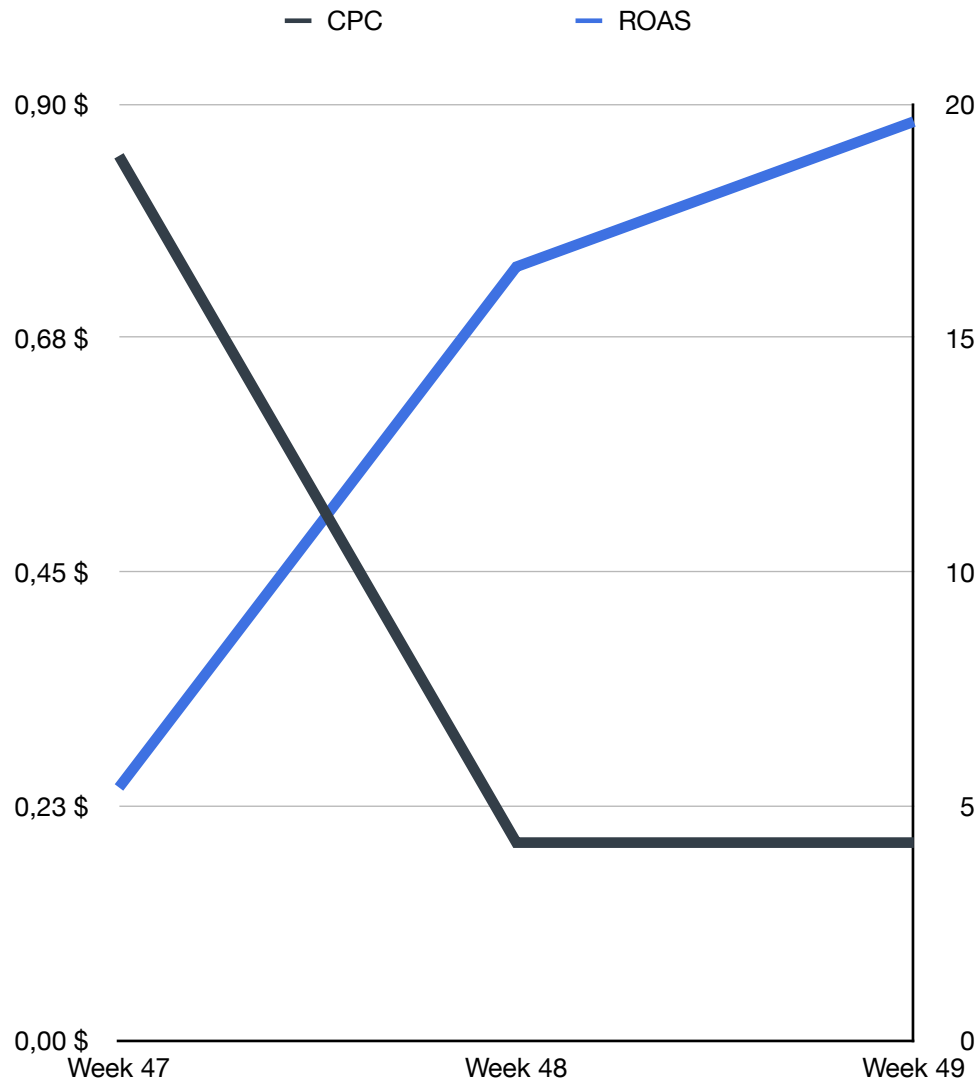
Mnemonic AI's personas give the professional user exact the information needed to create high performance campaigns.

Thus the clients marketing team could copy & paste the Go-Tos for the ad copies, the recommendation engine had the ad types (i.e. Video ads) for each product and how the visuals and messages should look like.

Especially helpful in targeting the most valuable customers were the personas to create custom segments inside Google Ads audiences.

Within 24h the clients marketing team created a combination of five campaigns representing five most valuable online shop categories and five customer segments to fine-tune the outreach. Based on the personas customers were reached with the appropriate message in regards to interests, needs, emotions and personality traits at the right time.

# Results



The newly created campaigns took off from the start. With granular information present at start of the campaign, Google's Machine Learning algorithms converged quickly reducing the time for learning the bid adjustments to merely hours.

Just reaching out to customers defined by the custom segments, the cost per click decreased dramatically by 88% in the first days and stayed on that level throughout the observation period.

Oftentimes this comes at the sacrifice of lost revenue and missed customer opportunities. Our client observed quite the opposite, Return On Ad Spend skyrocketed to 19,62. While this could be achieved by just cutting the costs, the revenue generated directly over the campaigns increased by 184%.

## Overall Results

72h after starting the persona initiative the clients business was back on track now on par with surpassing the quarterly goals after two weeks of persona driven ads.

With deep learning and artificial intelligence vast amounts of data can be made actionable within hours. A sharp marketing team can leverage insights in no time to masterfully craft campaigns addressing customers deepest needs and wants.

It is never too late to reach your business goal. Mnemonic AI's personas are made to let you look good, pulverizing quarterly marketing goals.

We thrive through challenges. Have a hard to reach goal? Complicated customer structure? Get in contact and see how Mnemonic AI can supercharge your marketing!

[Pulverize my goals!](#)

Mnemonic AI respects the wish of every customer to remain anonym thus no name is mentioned throughout the case study. If you wish to get in contact with one of our customers to hear first hand experiences, please reach out to us.