ATTENTION MEDIA

Case Study:

Utilizing AI-generated Persona in Display Campaign

1. The Key Role of Personas in Marketing

Human-Centric Approach

In many markets today, there is fierce competition for market share with increasingly tight budgets. Therefore, it is crucial to utilize marketing investments particularly efficiently. This is especially true in audience targeting because, ultimately, it is people who buy, recommend, or criticize. Those who understand and address the target audience better than their competitors have an advantage.

Personas Instead of Target Audiences

Many companies have replaced traditional target audience models with personas as marketing tools. It's no wonder. Target audience models are often based on rather broad differentiating characteristics, supplemented by hypothetical information. Personas, on the other hand, are very granular, individual representatives of target groups with high information density. As a result, they have crucial brand strategic importance.

Precision Makes the Difference

The effectiveness of a persona is directly dependent on the quality of the data foundation. The more tailored and precise it is, the higher the impact along the customer journey. Unfortunately, in practice, the data is often not current enough, too one-dimensional, or statistically not robust enough. Possible consequences include wasted budget, missed KPIs, and loss of efficiency. Therefore, a well-founded persona development makes all the difference!

2. Personas Based on Artificial Intelligence

Game-Changer through Big Data

Artificial intelligence enables the collection, cleansing, and analysis of millions of data points to provide informed answers to questions about the target audience and create precise personas. Our partner company, Mnemonic AI from Austin, Texas, is a pioneer in AI research. Their products consist of complex algorithms perfectly tailored to persona creation. On average, between 60 and 400 million data points per persona are collected, analyzed, and selectively interpreted from diverse sources.

Not Just Data, but Actionable Guidance

The persona created by AI describes representative audience segments, categorized by needs, desires, go-tos, demographic characteristics, interests, and emotions.

Additionally, the AI provides recommendations for the design and tone of advertising materials as well as for media deployment. This approach achieves a maximum level of attention and persuasiveness in marketing campaigns.

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3. AI-Generated Persona for Performance Campaign

Transition to AI - What Effect?

Attention Media has successfully utilized traditional personas in various performance campaigns for electronics products in recent years. For a campaign in winter 2023/24, Attention Media introduced, for the first time alongside traditional personas, a variant created by artificial intelligence in marketing: SYNTHIA. Expectations for the AI persona were high.

The Purpose of Insight

The persona SYNTHIA was created with the aim of gaining a better understanding of the specific reasons that influence the purchase of our client's electronics products. Additionally, deeper insights into the personality of the customer segment were hoped for, in order to ideally steer communication through display and video ads.

OCEAN Model as Psychological Foundation

For the persona SYNTHIA, the AI collected, cleaned, and analyzed 17.6 million data points. SYNTHIA represents 14% of this, equating to 2,460,000 data points. From these, personality traits for SYNTHIA were derived based on the „OCEAN Model" and subsequently translated into recommendations for the design and alignment of advertising materials.
(For more information on the OCEAN model, refer to Wikipedia's entry on Big Five personality traits).

Example: AI-generated Persona

Based on NLP (Natural Language Processing), artificial intelligence delivers personas with clearly defined, tangible character traits: interests and higher life goals, desires and needs, fears and conflicts, communication preferences, etc.

These realistic (and not hypothetical!) attributes provide numerous points of entry for successful media engagement, design, and messaging.

*An **example** of an AI-generated persona can be found on our website: click here.*

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4. Objective

This case study examines how the AI-generated persona SYNTHIA compares to our client's traditional personas. It evaluates the key performance indicators (KPIs) of all personas that Attention Media employed in the winter campaign of 2023/24 for our client's target audience targeting.

The personas are deployed under identical conditions in the following setup and compared to each other.

Campaign Setup
Prospecting Campaign
Objective: Registration on Landing Page
Duration: November 1st, 2023, to January 15th, 2024
Utilized Personas:

| 👤 Persona MARIE | 👤 Persona STEFANIE | 👤 Persona HOLGER |

👤 AI-Persona SYNTHIA

Advertising Materials:
Display HTML5 Banner in formats 160x600, 300x250, 300x600, 336x280, 970x250; 13 different creatives

Platform:
Programmatic buying via Google Display & Video 360 (DV360)
Targeting of Google InMarket Audiences for technology products

Note:
The traditional personas have been regularly used in performance campaigns over the past 36 months; the algorithms in DV360 have undergone multiple optimization phases per persona.
The AI persona SYNTHIA is being used for the first time in a campaign and initially went through a learning phase. Therefore, compared to the traditional personas, SYNTHIA had a „data disadvantage" at the beginning of the campaign, which it had to catch up on.
Comparison of Personas Regarding the Following KPIs:

- Cost per Mille (CPM)
- Click through Rate (CTR)
- Cost per Click (CPC)
- Conversion Rate (CR)

All personas started the campaign with identical media budgets.

During the campaign, Attention Media made optimizations to the line items of all personas regarding media budgets, environment, device, etc., to improve the performance and conversion rate of all personas. This resulted in successful personas spending more budget towards the end of the campaign than weaker ones.
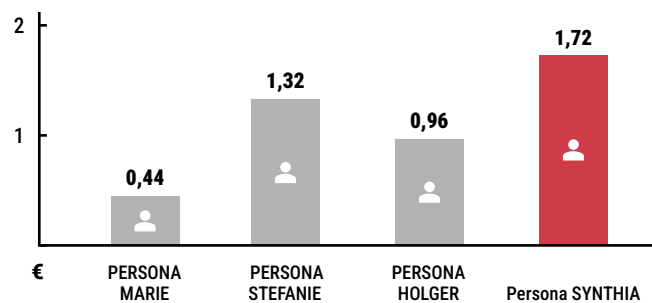
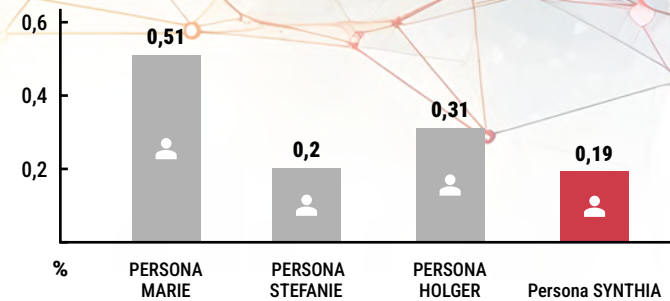ATTENTION MEDIA

5. Results

CPM – Cost per Mille:
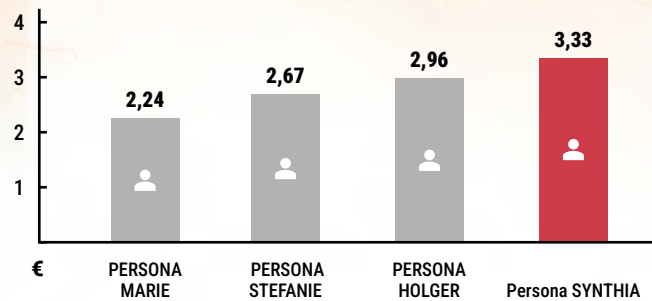
SYNTHIA had a CPM approximately €0.71 higher than the traditional personas due to its precise targeting.
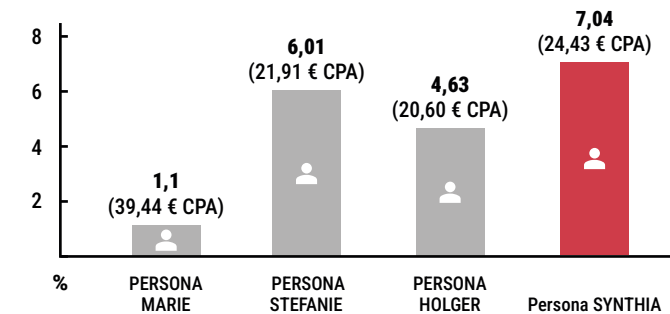
CPC – Cost per Click:

SYNTHIA had a significantly higher CPC of €1.72 compared to the other personas to drive traffic to the landing page.
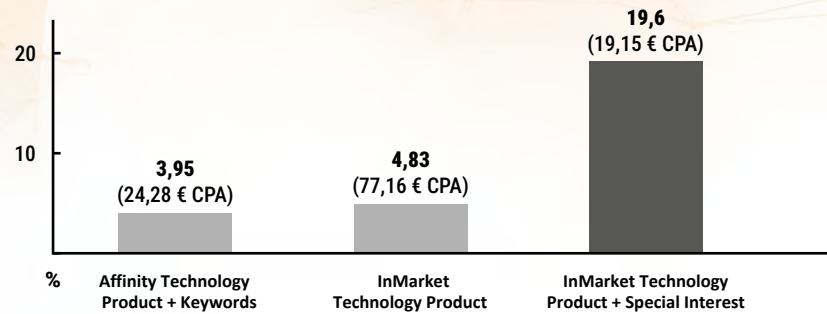
CTR – Click through Rate:

SYNTHIA achieved the lowest CTR, just behind STEFANIE.
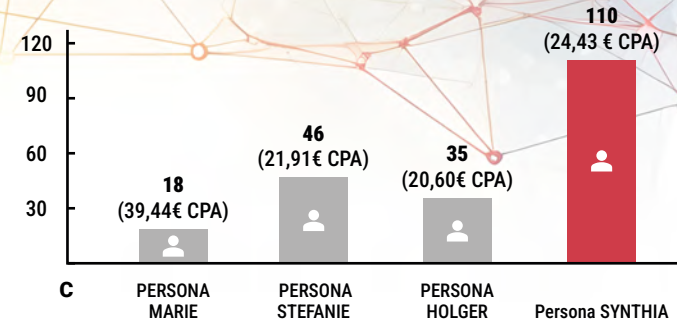
CR – Conversion Rate:

In terms of conversion rate, SYNTHIA outperformed the traditional personas. The additional costs in CPM and CPC were offset by SYNTHIA's excellent conversion rate.

Breakdown of SYNTHIA's Conversion Rate:

3,95
(24,28 € CPA)
Affinity Technology
Product + Keywords

4,83
(77,16 € CPA)
InMarket
Technology Product

19,6
(19,15 € CPA)
InMarket Technology
Product + Special Interest

When considering the conversion rate of the three line items used for SYNTHIA, the particularly impressive conversion rate of 19.6% stands out, achieved through the combination of „InMarket Technology Product" with a special interest.
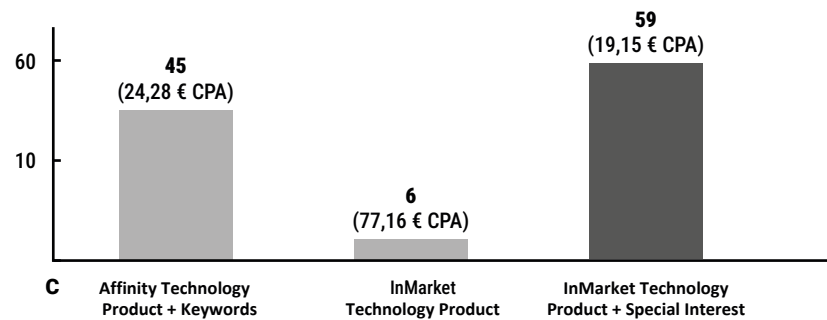
Breakdown of SYNTHIA's Number of Conversions:

45
(24,28 € CPA)
Affinity Technology
Product + Keywords

6
(77,16 € CPA)
InMarket
Technology Product

59
(19,15 € CPA)
InMarket Technology
Product + Special Interest

Number of Conversions:

18
(39,44€ CPA)
PERSONA
MARIE

46
(21,91€ CPA)
PERSONA
STEFANIE

35
(20,60€ CPA)
PERSONA
HOLGER

110
(24,43 € CPA)
Persona SYNTHIA

Overall, all personas achieved 209 conversions. SYNTHIA, the AI-generated persona, contributed 110 conversions alone, accounting for approximately 52% of all conversions.
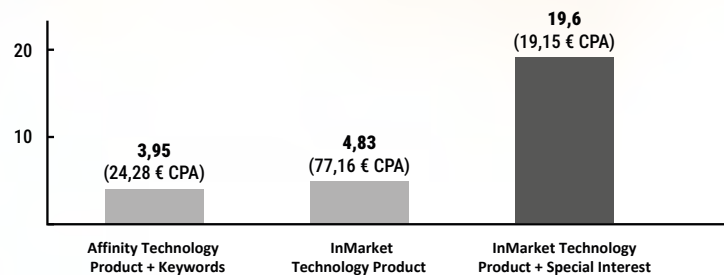
It is noteworthy that SYNTHIA achieved more conversions than all other target groups combined.

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6. Learnings

The AI-generated persona SYNTHIA achieves the following results compared to the traditional personas:

- **SYNTHIA generates a conversion rate of 19.6%, more than three times higher than the traditional persona STEFANIE.**

- **SYNTHIA scores more conversions than all other target groups combined, totaling 52% of all acquisitions.**

Relying solely on demographic characteristics is not sufficient. It is crucial to incorporate SYNTHIA's special interest into audience targeting to achieve an optimal conversion rate. Artificial intelligence recommends targeting a special interest, and the corresponding line item achieves an outstanding conversion rate of 19%.

7. Conclusion

The result of our case study illustrates that the AI-generated persona SYNTHIA has delivered outstanding performance compared to traditional personas.

SYNTHIA's strength lies in its extensive data foundation, which is based on millions of data points. Metaphorically speaking, it represents a „real person behind the persona."

Based on this experience, we recommend using AI-generated personas in communication whenever possible. This involves considering the various steps of the customer journey and tailoring communication accordingly. In this sense, AI enables refining audience targeting already in media planning and perfecting communication for audience segments. This serves the individual „neuralgic points" or insights of the target audience, leading to optimal campaign results.

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Attention Media is a digital agency specializing in data-driven marketing.
For more information about our services, please visit us online at https://attention.media