Case Study:

How to Boost Google Ads Campaign Performance with AI-Generated Customer Personas

1. The Key Role of Personas in Marketing

Human-Centric Focus

In many markets today, there is a fierce battle for market share with increasingly tight budgets. Therefore, it is crucial to use marketing investments as efficiently as possible. This is especially true in target audience marketing. After all, it is people who buy, recommend, or criticize products. Those who understand and address their target audience better than their competitors have an advantage.

Personas Instead of Target Groups

Many companies have now replaced classic target group models with personas as marketing tools. It's no surprise. Many target audience models are based on rather rough differentiating characteristics, often supplemented by hypothetical information. Personas, on the other hand, are highly granular, individual target audience representatives with high information density. This gives them crucial strategic importance for brands.

Precision Makes the Difference

The use of customer personas is not a guaranteed success. The effectiveness of a persona directly depends on the quality of the underlying data. The more tailored and precise, the greater the impact along the customer journey. Unfortunately, in practice, the data is often not current enough, too one-dimensional, or statistically unreliable. Possible consequences: wasted budget, missed KPIs, and inefficiencies. A well-founded persona development makes all the difference!

2. AI-Based Personas

Game-Changer Through Big Data

Artificial intelligence enables the collection, cleaning, 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 purposefully interpreted from various sources.

More Than Just Data, a Guide to Action

The AI-generated persona 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 distribution. This ensures maximum attention and persuasiveness in marketing campaigns.

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3. AI-Generated Persona for Google Ads Campaigns

Introduction

Attention Media is a data-driven marketing agency that utilizes artificial intelligence for audience targeting in client campaigns. This case study explores the use of an AI-generated persona in the Google Ads campaign for Rindchen's Weinkontor. By integrating AI technology, Attention Media aimed to optimize Rindchen's Google Ads campaigns and achieve better results.

Rindchen's Weinkontor: A Renowned Wine Merchant

Rindchen's Weinkontor (www.rindchen.de) sought insights beyond mere transactional data, aiming to understand the underlying factors influencing customer behavior and purchase decisions.

Challenges

1. Identifying Key Drivers: Uncovering the main factors that influence purchase decisions, particularly regarding wine selection and brand loyalty.
2. Price Perception: Determining the importance of pricing in the customer's decision-making process and whether it overshadows other factors like service quality and product experience.

Meet Gregor

Based on Natural Language Processing (NLP), artificial intelligence delivers personas with well-defined, tangible character traits: interests and higher life goals, desires and needs, fears and conflicts, communication preferences, and more. These realistic (and not hypothetical!) characteristics provide numerous touchpoints for successful media targeting, design, and messaging.

An example of an AI-generated persona can be found on our website: the persona "Gregor Gastgeber" was created for the wine portal Rindchen's Weinkontor.

See AI-Persona Gregor

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4. Insights

What Matters to Gregor

Hobby Chef: Extensive analysis revealed that Rindchen's customers are passionate about cooking for friends and family, often selecting wines to complement their culinary creations. They also appreciated the storytelling aspect of the wine descriptions on Rindchen's website and frequently shared these stories at social gatherings.

Price Perception: Contrary to expectations, the AI analysis indicated that pricing was not a primary concern for Rindchen's customers. Specifically, customers were attracted to discovering wines from small and unknown wineries offered on Rindchen's platform, indicating a preference for a unique shopping experience.

Realigning the Ads

Optimizing Text Ads: With insights from the AI-driven persona, Attention Media refined the text ads for Rindchen's Google Ads campaigns to generate higher attention within the target audience by addressing their specific interests and preferences.

A/B Testing: Attention Media conducted a four-week A/B test phase, comparing the performance of the original ad text with the optimized version.

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Unsere weißen & roten Juli-Highlights

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Innerhalb von 2-5 Werktagen

BESTER FACHHÄNDLER
Berliner Wein Trophy 2022

VERSANDKOSTENFREI
Ab 90 € Bestellwert

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5. Results

Increased Conversion Rate
The implementation of AI-driven personas led to a **19.3% increase in the conversion rate**.

Reduced Cost-per-Click (CPC)
The optimized ad texts resulted in a **27.14% reduction in CPC**.

Lower Cost per Conversion
The cost per conversion **decreased by 39.11%**.

6. Conclusion

The use of AI-generated personas significantly enhanced the performance of Rindchen's Google Ads campaigns.

By leveraging precise, data-driven insights into customer behavior and preferences, Attention Media was able to create more targeted and effective ad content. This resulted in a substantial increase in the conversion rate, a significant reduction in cost-per-click, and a lower cost per conversion.

The case study demonstrates the power of artificial intelligence in refining marketing strategies and achieving superior results.

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Attention Media is a digital agency specializing in data-driven marketing.
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