

## Demystify Your Target Consumers

What's common between a baby food company, a beauty soap brand, and a yoga pants designer? They are all typically trying to sell to the millennial and Gen X women. So are others from cell phone carriers to car manufacturers to detergent brands. The same is true for most other consumer segments. Multiple brands in multiple categories are targeting the same consumer segments ranging from youth or boomers. In order to establish relevance and optimize marketing efforts, most brands go beyond the demographic profile and target consumers based on their behavioral and psychographic profile.

Today your consumers are living their lives in digital media. If you are able to track them across their social presence over a long enough period of time, what you will end up getting is a very rich and holistic understanding of who they are. That's exactly how we conduct ethnographies!

We help you discover and define consumer segments by tracking the digital footprint of your consumers over a period of at least past twelve months. We conduct an in-depth analysis of millions of conversations that go beyond your product category to touch every aspect of their lives. For each segment, we develop a persona that covers quantitative analysis of value drivers, aspirations, activities and interests, and association with brands and media properties. We then zoom into your particular category to identify the factors they value the most while making a purchase decision.

At MavenMagnet, we have developed innovative techniques to learn consumer behavior, their passions, their opinions, and their associations with media platforms with a high degree of precision. We use advanced technological and analytical techniques to help you identify and connect with your distinct consumer segments while adhering to the most stringent industry and government privacy standards.

