

Consumer Persona

Unlock data. Discover customers.

Consumer Persona is a proprietary solution designed for brands that want to gain new insights about their targets, reach new audiences and increase their online sales.

The programmatic buying ecosystem is full of competitors who use third-party data, tools and methodologies to provide extremely standard, similar results. Their techniques differ very little from each other, designed to manage the mechanics of the digital ad market instead of achieving what advertisers really want: new customers.

At Rebold, we've created a tool that offers something that others simply can't match: Consumer Persona. It includes our own segmentation methodology which converts billions of unprocessed digital data points into new audiences. It represents the best of all segmentation techniques but with the added benefit of real-time customization. Consumer Persona dynamically creates personalized segments, updates them in real time and constantly expands them based on the billions of data points we collect every day.



By building a customized audience strategy, Rebold can find any brand's best audience and discover new users the advertiser may not have considered.

CASE STUDY

Blue-chip automotive company

Challenge

An important automotive brand wanted to increase the number of visits to its site to drive online sales.

Solution

- › Rebold carried out a Consumer Persona analysis for each of the brand's different car models.
- › Each model had its own audience and potential customers that Rebold targeted individually.
- › Aware of these optimal segments, we were able to find other users that acted similarly.
- › We found new consumers that the automotive brand hadn't yet targeted.

Results

- › **Reach** 5,440
- › **Performance Lift** +27,59%