

Consumer Insights from Social powers Digital Marketing Campaign



TASK

Understanding consumer behavior is at the core of an effective marketing campaign. A global digital agency was tasked with helping a large Food & Beverage client with their Digital Marketing Campaign for 2015. One of the challenges the agency faced was that without an exhaustive customer survey it was extremely difficult to identify and understand the existing customers.

Information provided by Traditional Market intelligence tools was too broad for this client and did not provide any actionable insights into their customer base.

SOLUTION

Working closely with the Digital Agency, LeadSift was able to capture over 50,000 consumers of the product by analyzing a years worth of social conversations.

Applying proprietary customer profiling algorithms, LeadSift was able to identify unique traits within their customer segments.

Customers were grouped into several tribes allowing the advertiser to dig deep into their target market's demographic, psychographic and behavioral attributes.

By tapping into these insights, the agency identified one of the core audiences as young females, with a successful career and an outgoing and vibrant personality.

Leveraging this information, the agency suggested marketing initiatives that targeted successful young females with a socially active lifestyle, across all Results digital channels.

RESULTS

Using LeadSift's consumer insights the agency was able to present a detailed marketing strategy for their client in record time. Getting a 360-view of their customers allowed the agency to make concrete suggestions on both the content and media buying strategy.