

DNA Segment Philosophy

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Introduction

At Audience Precision we have built over 60 behavioral audience segments.

Over the coming weeks we will be introducing you to each of them and what they are all about.

Our updated 2020 model comprises of both global segments and regional focused segments.

The global segments are ones which are common across each country. For example, Style Stalkers and Power Executives are audience segments you will find in each global market. The regional focused segments are tailored specifically for a country, and the unique personalities within it.

We will continue to build new segments as we monitor shifts in consumer behaviors, ensuring that each segment represents a threshold scale with statistical accuracy.

The key points to our DNA Segment Philosophy below aims to provide you with insight into how and why we have built out the segments that exist within our segmentation model.

DNA Segment Philosophy

1. It is a General Population Segmentation

- We need to measure a true cross section of the population
- This ensures there are no gaps

2. It is Behavioral & Interest Focused

- We believe this captures who we truly are, because it is our day-to-day actions
- Psychographics heavily influence our consumption & purchasing decisions
- It guides our approach to creative messaging, marketing, & targeting
- It is what gets our attention and motivates us

3. They are Not Mutually Exclusive

- You may be more than one segment
- Our segments are not demography focussed like many other models in each market
- We ALL wear different personality hats at different parts of every day
- This allows our segments to have robust audience sizes
- Our global segments provide a standard group of targets across each country

For any questions on our DNA Segments, please contact Laura, Audience Precision's Global Head of Research: Laura@audienceprecision.com