Customizing communication for different targets
**Introduction**

When you work with a medium as difficult as digital display, it is essential for advertisers to take ownership of qualified information to optimize investments and obtain more meaningful results in their campaigns.

One effective method is through personalized communication, applying the audience information provided by Navegg. Below is a case study conducted with a credit card company focused on the A class.

**Case study**

After an analysis on Navegg's DMP platform, two principle audiences were discovered:

<table>
<thead>
<tr>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATIONAL</td>
<td>EMOTIONAL</td>
</tr>
</tbody>
</table>

- **Brands**: Armani and Nike, Chandon and Starbucks
- **Mobile and corporative connexion**
- **Upper Class**
- **Age**: 25 to 34, 18 to 34
- **Married**
- **Purchase intent in sports items**
- **Purchase intent in gadgets**
- **Interest in feminine fashion and celebrities**

With this information, two creative lines were transmitted: each with a personalized message that was in line with the profile and buying intention of each audience. For the most rational, the following topics were addressed:

- Annuity inclusion
- Accumulation of miles
- Insurance
- Discounts on establishments

For the emotional, the messages were as follows:

- Custom Cards
- Prize drawings
- Cards with personalized design
- Named Category (Platinum/Diamond)
Results

RATIONAL
2,7 times better in relation to the control campaign.

EMOTIONAL
3 times better in relation to the control campaign.

Application

1- DMP analysis to discover target audiences.

a) Create a customized segment (Custom tab) in the Navegg dashboard with your business's conversion page data (for example, a test drive page on a dealer's website or an e-commerce's shopping cart). Once created, this segment will begin to tag the people most relevant for your business, those who execute or are in position to execute a conversion action. One should expect a few days for it to populate and have a representative volume when comparing to the number of conversions on your site.

b) After that, select the custom segment as the filter from the top menu.
c) Identify the largest volume and the highest affinity rates of the public in question with the buying intention segments, interests and Navegg EveryOne and Navegg EveryBuyer clusters.

2- Development of different creative lines based on the targets profiles.

a) Make a layout for each person. Customize the artistic approach according to the profile and the buying intention of these targets. One good tip is to find out which features of the product or service combines best with each person and explore these topics in the communication.

3- Use of data in campaign delivery.

a) Configure the items in your Adserver or DSP platform and combine them with the audience segmentation identified in item 1.c.
Conclusion

As emphasized in the case study, the results of having customized communication for different targets is substantial. Miracles don’t exist, even so, everything depends on your communication strategy. When analyzing two principle audiences, two campaign lines were created, with different communication and art, aligned with Navegg data. With experience, from more cases, it is possible to perfect this technique, creating ever more significant results.

You can count on Navegg to achieve it.