ATTENTION MEDIA

Mnemonic AI

Case Study:

SMB + AI Personas = Google Ads Success

1. The Key Role of Personas in Marketing

Human-Centric Approach

In today's markets, intense competition for market share and tight budgets are the norm. Consequently, it is essential to maximize the efficiency of marketing investments. This is particularly important in audience targeting, as it is people who ultimately buy, recommend, or criticize products. Businesses that understand and effectively engage their target audience will have a competitive edge.

Personas Instead of Target Audiences

Many companies have replaced traditional target audience models with personas as marketing tools. It's no wonder. Target audience models are often based on rather broad differentiating characteristics, supplemented by hypothetical information. Personas, on the other hand, are very granular, individual representatives of target groups with high information density. As a result, they have crucial strategic importance to brands.

Precision Makes the Difference

The effectiveness of a persona is directly dependent on the quality of the data foundation. The more tailored and precise it is, the higher the impact along the customer journey. Unfortunately, in practice, the data is often not current enough, is too one-dimensional, or statistically not robust enough. Possible consequences include wasted budget, missed KPIs, and loss of efficiency. Therefore, a well-founded persona makes all the difference!

2. Personas based on Artificial Intelligence

Game-Changer through Big Data

Artificial intelligence enables the collection, cleansing, and analysis of millions of data points to provide informed answers to questions about the target audience and create precise personas. Attention Media partners with Mnemonic AI from Austin, Texas, a pioneer in AI research. Mnemonic AIs' products consist of complex algorithms perfectly tailored to persona creation. On average, between 60 and 400 million data points per persona are collected, analyzed, and selectively interpreted from diverse sources.

Not Just Data, but Actionable Guidance

The persona created by AI describes representative audience segments categorized by needs, desires, go-tos, demographic characteristics, interests, and emotions. In addition to the persona itself, the AI provides recommendations for the design and tone of advertising materials and for media deployment.
 This approach achieves a maximum level of attention and persuasiveness in marketing campaigns.

3. AI-created persona for Google Ads campaign

Introduction

Attention Media is a data-driven marketing agency that uses Mnemonic AI for audience targeting in campaigns for clients.
This case study covers the use of an AI-created persona in the Google Ads campaign for Rindchen's Weinkontor. By integrating AI technology, Attention Media wanted to optimize Rindchen's Google Ads campaigns and achieve better results.
Rindchen's Weinkontor, a renowned wine retailer (www.rindchen.de), sought insights beyond mere transactional data and wanted to understand the underlying factors that influence customer behavior and purchasing decisions.

Challenges

1. Identifying the key drivers: Uncovering the main factors that influence purchasing decisions, particularly concerning wine selection and brand loyalty.

2. Price perception: Finding out the importance of pricing in the customer's decision-making process and whether it overshadows other factors such as service quality and product experience.

Allow me, Gregor Host

Based on AI and deep learning , Mnemonic AI delivers personas with clearly contoured, tangible character traits: Interests and higher life goals, desires and needs, fears and conflicts, communication preferences, etc. These realistic (and not hypothetical!) characteristics offer many starting points for successful media targeting, design and messaging.

An example of a Mnemonic AI created persona can be found on our website: The persona "Gregor Host" was created for the wine portal Rindchen's Weinkontor:

Click here

4. Insights

What is important to AI persona Gregor?

Hobby chef: Through extensive analysis, the AI revealed that Rindchen's customers are passionate about cooking for friends and family and often choose wines to complement their culinary creations. They also appreciated the narrative aspect of the wine descriptions on Rindchen's website and often shared these narratives at social gatherings.

Price perception: Contrary to expectations, the AI analysis revealed that pricing was not a major concern for Rindchen's customers. Specifically, customers were attracted to discovering wines from small and unknown wineries offered on Rindchen's platform, indicating a preference for a unique shopping experience.

Realignment of the ads

Optimization of text ads: Using insights from the AI-driven persona, Attention Media refined the text ads of Rindchen's Google Ads campaigns to generate higher awareness in the target audience and cater to their specific interests and preferences.

A/B testing: Attention Media conducted a four-week A/B test phase and compared the performance of the original ad copy with the optimized version.

5. Results

Increased conversion rate:
The implementation of AI-driven personas led to a
19.3% increase in conversion rate.

Reduced cost-per-click (CPC):
The optimized ad copy led to a **27.14% reduction in CPC.**

Lower cost per conversion:
The **cost per conversion decreased by 39.11%.**

6. Conclusion

The AI-created persona-based approach to campaign optimization proved to be highly effective in improving the performance of Rindchen's Google Ads campaign.

By gaining deeper insights into the preferences of their target audience and customizing the ad copy accordingly, Rinchen achieved remarkable improvements in conversion rates and cost efficiency.

This case study highlights the importance of utilizing advanced technology to consistently achieve excellent results in marketing campaigns.

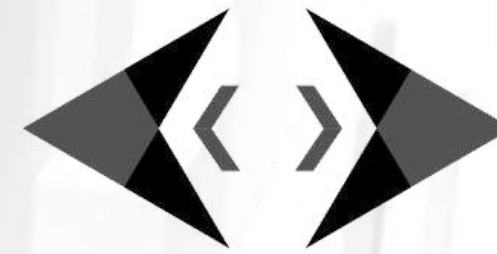# 7. Authors

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