



Case Study:

Utilizing AI-generated Personas in Display Campaigns

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 AI's 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-Generated Persona for Performance Campaign

Transition to AI - What Effect?

Attention Media has successfully used traditional personas in various performance campaigns for electronics products in recent years. For a winter 2023/24 campaign, for the first time alongside traditional personas, Attention Media introduced a variant created by Mnemonic AI in marketing: SYNTHIA. Expectations for the AI persona were high.

The Purpose of Insight

The persona „SYNTHIA“ was created to better understand the specific reasons that influence the purchase of a client’s electronics products. Additionally, Attention Media hoped for more profound insights into the personality of the customer segment to ideally steer communication through display and video ads.

OCEAN Model as Psychological Foundation

For the SYNTHIA persona, the AI collected, cleaned and analyzed 17.6 million data points. SYNTHIA represents 14% of this, equating to 2,460,000 data points. From these, personality traits for SYNTHIA were derived based on the „OCEAN Model“ and subsequently translated into recommendations for the design and alignment of advertising materials.

(For more information on the OCEAN model, [click here](#))

Example: AI-generated Persona



Based on NLP (Natural Language Processing), Mnemonic AI delivers personas with clearly defined, tangible character traits: interests and higher life goals, desires and needs, fears and conflicts, communication preferences, etc. These realistic (and not hypothetical!) attributes provide numerous points of entry for successful media engagement, design, and messaging.

An example of an AI-generated persona can be found on our website: [click here](#).

4. Objective

This case study examines how the AI-generated persona SYNTHIA compares to the client's traditional personas. It evaluates the key performance indicators (KPIs) of all personas that Attention Media employed in the winter campaign of 2023/24 for the client's target audience targeting.

The personas are deployed under identical conditions in the following setup and compared to each other.

Campaign Setup:

Prospecting Campaign

Objective: Registration on Landing Page

Duration: November 1st, 2023, to January 15th, 2024

Utilized Personas:

 Persona MARIE

 Persona STEFANIE

 Persona HOLGER

 AI-generated Persona SYNTHIA

Advertising Materials:

Display HTML5 Banner in formats 160x600, 300x250, 300x600, 336x280, 970x250; 13 different creatives

Platform:

Programmatic buying via Google Display & Video 360 (DV360) Targeting of Google InMarket Audiences for technology products

5. Remarks

The traditional personas have been used regularly in performance campaigns over the past 36 months; the algorithms in DV360 have undergone multiple optimization phases per persona.

The AI persona SYNTHIA was used for the first time in a campaign and initially went through a learning phase. Therefore, compared to the traditional personas, SYNTHIA had a „data disadvantage“ at the beginning of the campaign, which it had to catch up.

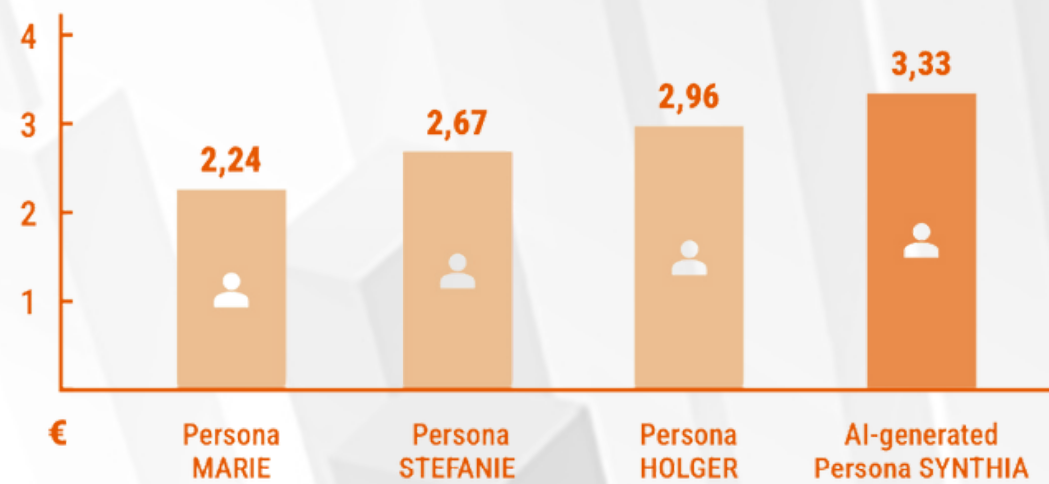
Comparison of Personas Regarding the Following KPIs:

- Cost per Mille (CPM)
- Click through Rate (CTR)
- Cost per Click (CPC)
- Conversion Rate (CR)

At the beginning of the campaign, media budgets were distributed equally among all personas. During the campaign, Attention Media optimized the line items of all personas regarding media budgets, environment, devices, etc., to improve their performance and conversion rate. This resulted in more budget being spent towards the end of the campaign on successful personas compared to weaker ones.

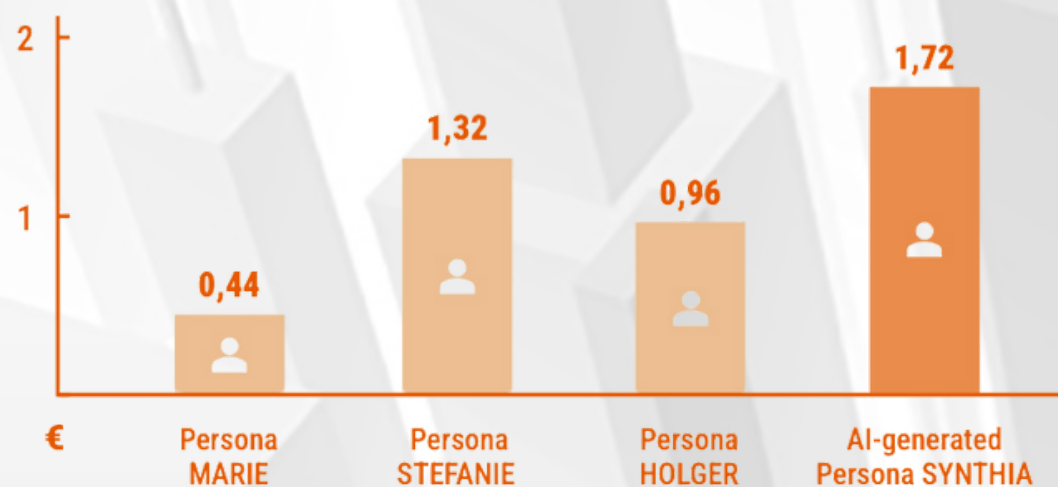
6. Results

CPM - Cost per Mille



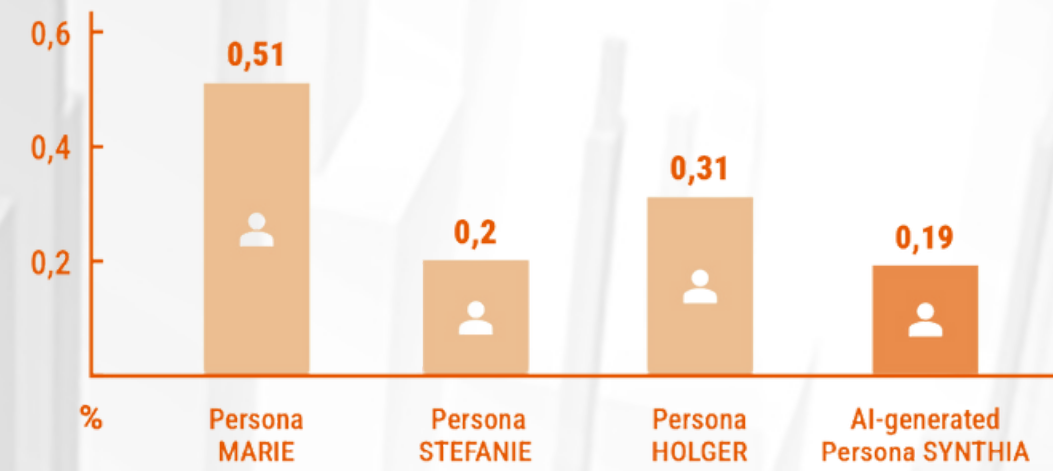
SYNTHIA had a CPM approximately €0.71 higher than the traditional personas due to its precise targeting.

CPC - Cost per Click



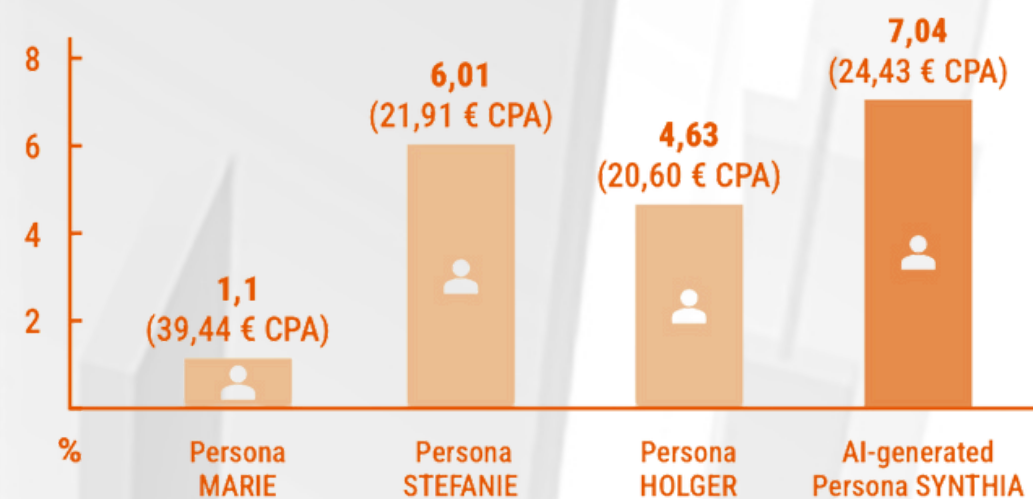
SYNTHIA had a significantly higher CPC of €1.72 compared to the other personas in driving traffic to the landing page.

CTR - Click through Rate:



SYNTHIA achieved the lowest CTR, just behind STEFANIE.

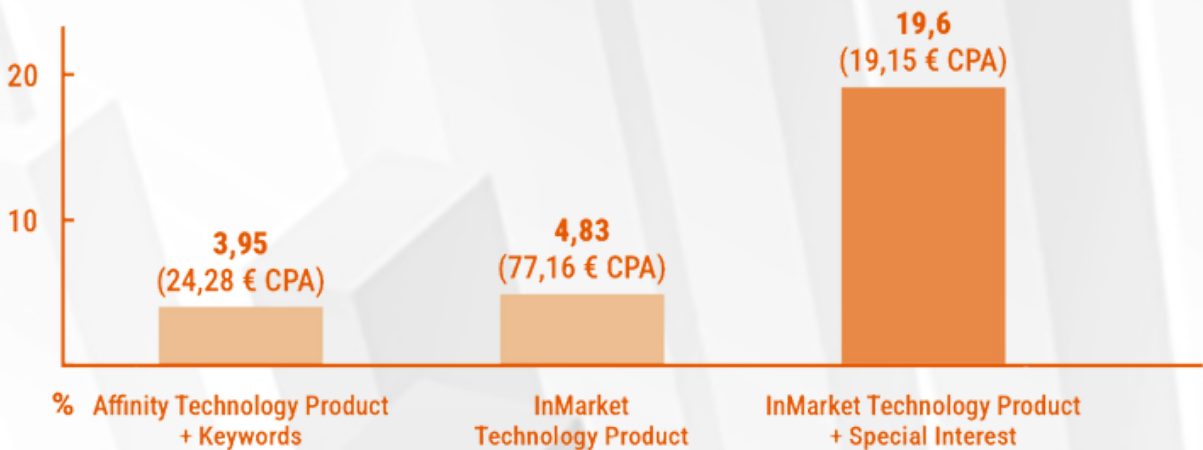
CR - Conversion Rate:



In terms of conversion rate, SYNTHIA outperformed the traditional personas. The additional costs in CPM and CPC were offset by SYNTHIA's excellent CR.

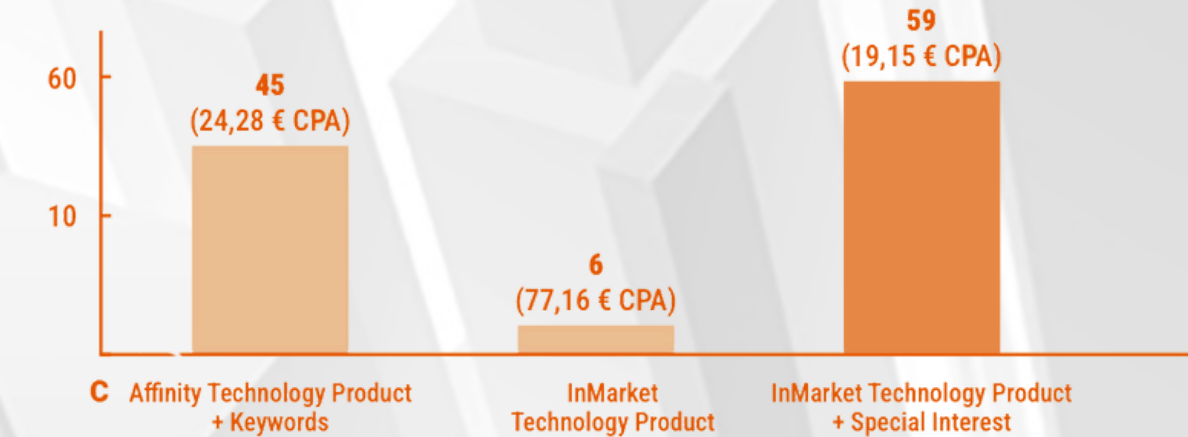
6. Results

Breakdown of SYNTHIA's Conversion Rate:

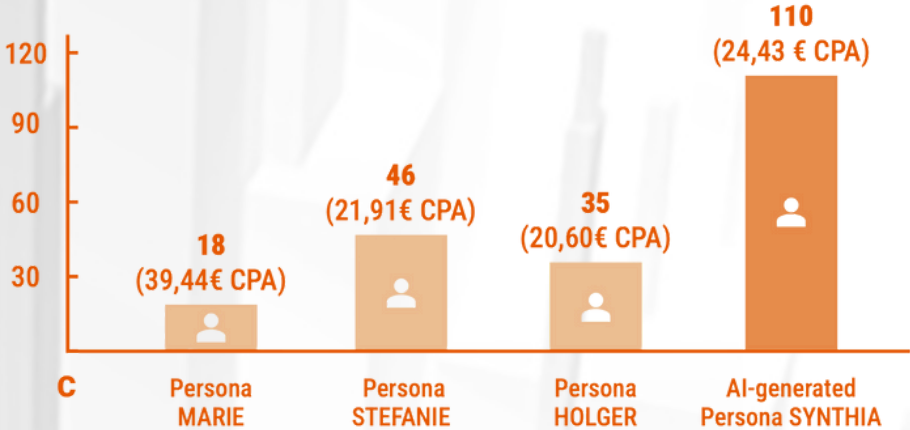


The standout conversion rate of 19.6% for SYNTHIA is particularly impressive, achieved by combining "InMarket Technology Product" with a special interest, among the three line items.

Breakdown of SYNTHIA's Number of Conversions:



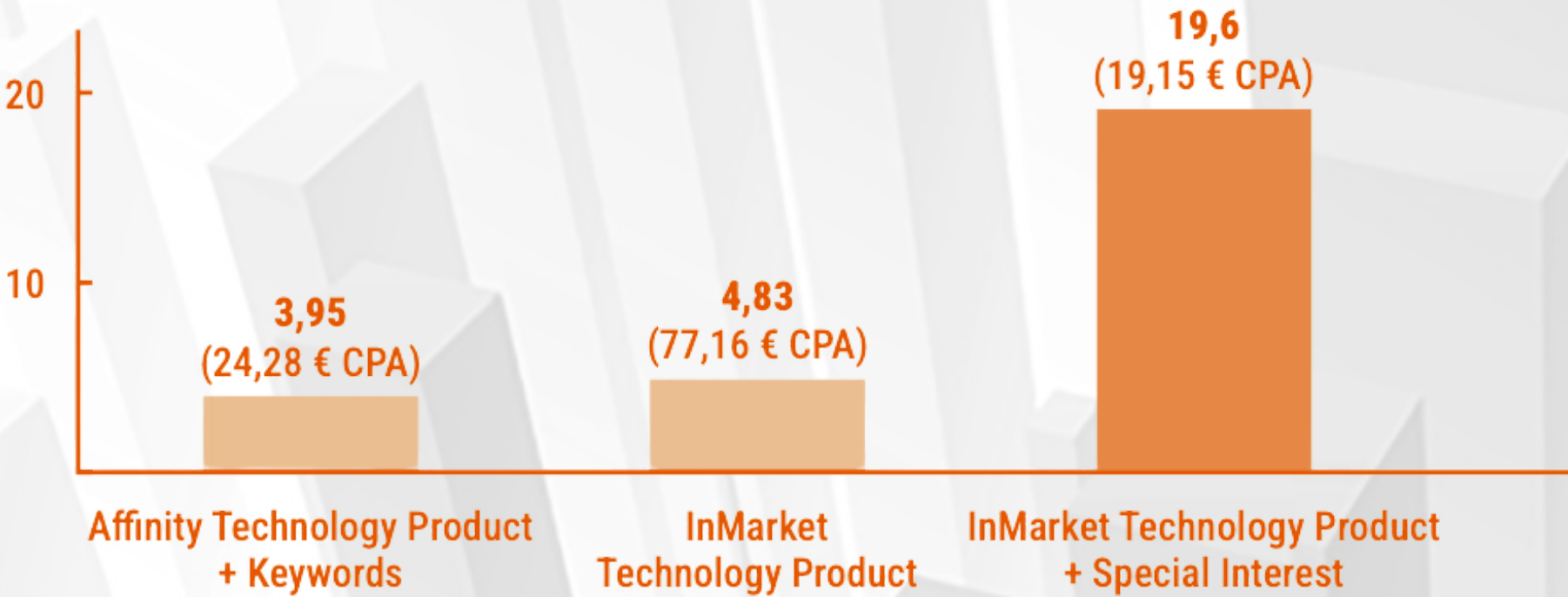
Number of Conversions:



Overall, all personas achieved 209 conversions. SYNTHIA, the AI-generated persona, contributed 110 conversions alone, accounting for approximately 52% of all conversions. It is noteworthy that SYNTHIA achieved more conversions than all other target groups combined.

7. Learnings

The AI-generated persona SYNTHIA achieves the following results compared to the traditional personas:



SYNTHIA generates a conversion rate of 19.6%, more than three times higher than the traditional persona STEFANIE.

SYNTHIA scores more conversions than all other target groups combined, totaling 52% of all acquisitions.

Relying solely on demographic characteristics is not sufficient. It is crucial to incorporate SYNTHIA’s special interest into audience targeting to achieve an optimal conversion rate. Artificial intelligence recommends targeting a special interest, and the corresponding line item achieves an outstanding conversion rate of 19%.

8. Conclusion

The result of our case study illustrates that the AI-generated persona SYNTHIA has delivered outstanding performance compared to traditional personas.

SYNTHIA’s strength lies in its extensive data foundation, which is based on millions of data points. Metaphorically speaking, it represents a „real person behind the persona.“

Based on this experience, Attention Media recommends using AI-generated personas in communication whenever possible. This involves considering the various steps of the customer journey and tailoring communication accordingly.

In this sense, AI enables refining audience targeting already being used in media planning to perfect communication for audience segments. This serves the individual „neuralgic points“ or insights of the target audience, leading to optimal campaign results.

9. Authors



Randolf Hillebrand

Data Driven Advertising Expert



Florian Bolte

Head of Strategy

Attention Media is a digital agency specializing in data-driven marketing. For more information about their services and this case, please visit <https://attention.media> or send an email to office@attention.media



Phil Wennker

Principal Research Scientist &
Co-Founder



Eliot Knepper

CEO & Co-Founder

Mnemonic AI is customer intelligence provider.
For more information about their services, please visit <https://mnemonic.ai/> or send an email to hello@mnemonic.ai