The Media Logic Method
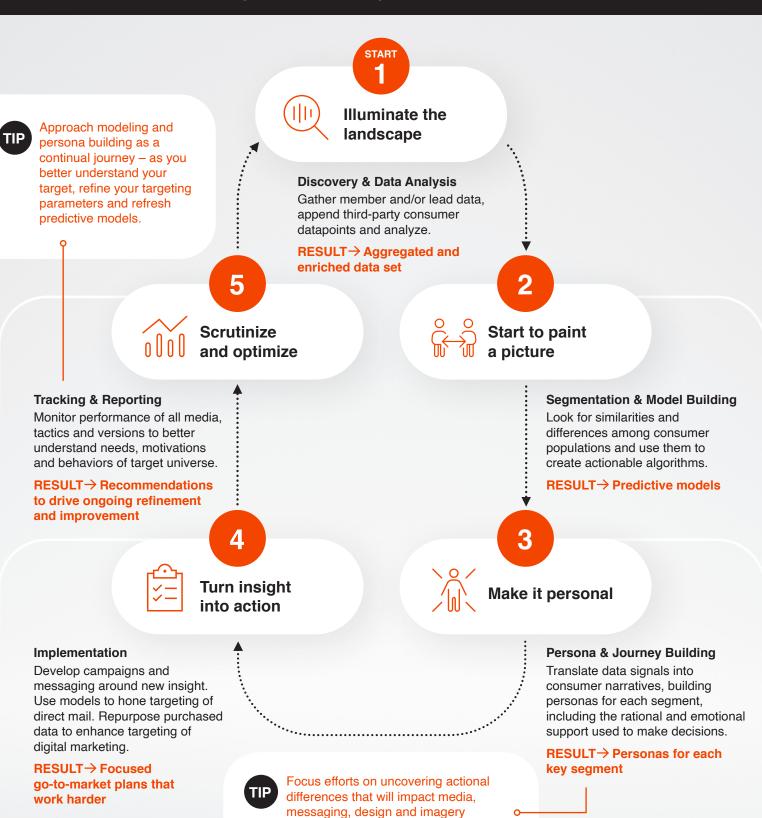# Audience ID & Segmentation

media logic®

OBJECTIVE: Use data and insight to inform campaign development and drive media channel efficiency.

START
1
Illuminate the landscape

Discovery & Data Analysis
Gather member and/or lead data, append third-party consumer datapoints and analyze.

RESULT→ Aggregated and enriched data set

TIP Approach modeling and persona building as a continual journey – as you better understand your target, refine your targeting parameters and refresh predictive models.

5
Scrutinize and optimize

2
Start to paint a picture

Tracking & Reporting
Monitor performance of all media, tactics and versions to better understand needs, motivations and behaviors of target universe.

RESULT→ Recommendations to drive ongoing refinement and improvement

Segmentation & Model Building
Look for similarities and differences among consumer populations and use them to create actionable algorithms.

RESULT→ Predictive models

4
Turn insight into action

3
Make it personal

Implementation
Develop campaigns and messaging around new insight. Use models to hone targeting of direct mail. Repurpose purchased data to enhance targeting of digital marketing.

RESULT→ Focused go-to-market plans that work harder

TIP Focus efforts on uncovering actional differences that will impact media, messaging, design and imagery recommendations for each individual persona.

Persona & Journey Building
Translate data signals into consumer narratives, building personas for each segment, including the rational and emotional support used to make decisions.

RESULT→ Personas for each key segment