

audiense:

Agency Playbook



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Audience Intelligence Ecosystem

Solutions, tools and connected ecosystem

Audience Intelligence Solutions

Social Intelligence

- Unique social media consumer segmentation based on interests & connections (follow graph)
- Connected with social listening players
- Bottom-up & individual
- Main source: X

Insights
by audiense.

Affinio
by audiense.

[Read more](#)

[Read more](#)

Digital Intelligence

- 2.8bn unique digital users
- Can profile 1st party data
- Top-down & aggregated
- Main source: Meta

Soprism
by audiense.

[Read more](#)

Digital Tools & Solutions Ecosystem

Connecting the Ecosystem

Listening /Monitoring



Survey Panels



CRM Platforms



SEO Solutions



Audiense
(Segments)



Content (Creative & Behaviors) Social Listening – Brandwatch, Pulsar, MW

Attitudinal data (Survey Panels: behaviors & non-social data) – GWI, Yougov, Kantar

SEO/SEM data (Semrush, Similarweb) + **1st party data** (CRM, Website & App users)

[Interested in finding out how Audiense solutions can connect to your existing tools?](#)

Agencies Challenges

The importance of data-driven insights for the agencies to overcome challenges

Audience Targeting Precision

Agencies can struggle with **reaching the right audience amidst information overload** and **changing consumer behaviors**, necessitating data-driven insights to refine and personalize targeting strategies.



Content Relevance and Engagement

Crafting **content that resonates with the target audience is a constant challenge for agencies**, and data-driven insights aid in understanding audience preferences and optimizing content for higher engagement.



Real-time Decision Making

Agencies can encounter challenges in **making timely and informed decisions, emphasizing the need for real-time data-driven insights** to respond swiftly to market dynamics.



Cross-Channel Integration

Coordinating marketing efforts across various channels poses a challenge for agencies, and **data-driven insights play a pivotal role in harmonizing strategies** for a seamless and consistent brand experience.



Competitive Landscape Analysis

Understanding the competitive landscape is essential, and agencies require data-driven insights to **analyze competitor activities, benchmark performance, and identify opportunities for differentiation**.



Customer Journey Mapping

Agencies face the **challenge of mapping complex customer journeys**, and data-driven insights are instrumental in understanding touchpoints, optimizing conversions, and enhancing overall user experience.



Compliance and Data Privacy

With increasing emphasis on data privacy regulations, **agencies must navigate compliance challenges, making data-driven insights crucial** for ensuring responsible and lawful use of customer data in advertising strategies.



Audience Intelligence for Every Agency

Harnessing the potential of data, across all types of agency

The strategic heroes

Elevate your strategic planning with deep audience insights. **Understand competitor actions, market trends, and uncover new opportunities** to craft winning strategies that set your agency apart.

The segmentation gurus

Perfectly segment and target your audience with advanced tools. Tailor your campaigns to the unique needs and interests of each segment, increasing relevance and engagement.



The media wizards

Optimize your **media planning and buying with precise audience data.** Identify the best channels and times to reach your audience, ensuring maximum impact and ROI for your clients.



The masters of public relations

Enhance your PR campaigns by understanding what resonates with your audience. **Craft compelling stories and pitches** that capture attention and drive positive coverage.



The market research experts

Enrich your market research with comprehensive audience profiles and behavior analysis. Provide deeper insights and actionable recommendations to your clients, giving them a competitive edge.



Objectives & Use Cases by Team

Brand image

● Identify intimately target audiences

● Brands penetration

● Reputation management

Brand strategy

● Content strategy

Research

Audience segmentation

● [How to become a segmentation guru](#)

Marketing

● Media planning

● Influence Marketing

Campaign efficiency

● Optimizing targeting

● Campaign performance

Transactional

The strategic heroes agencies

● Identify the best segments for action: distinctive, passive or active

Identify the key segments that stand out as the most relevant targets for customers to develop by building personalized marketing experiences.

● Generate efficient media planning for the whole PESO model

Save cycles on selecting media channels by simply consulting an audience's various media interests and their top visited domains.

● Manage a PR Crisis in style

Analyze stakeholder breakouts using social listening and Audiense to understand promoters vs. detractors or before vs. after groups. Uncover their interests, connections, and build an effective influence plan.

● Assess audiences' evolving conversations & interest over time

Monitor segments for growth or shrinkage over time, and even track them as ongoing social listening panels for year-round content strategy.

● Assess your brand and competitors in target groups

Evaluate brand and competitor penetration in target groups for informed decision-making, whether it's for competitive switching, collaborations, or acquisitions.

● Inspire content strategy that results in award-winning work

Use our content insights and the effective messaging guide based on your audience's personality & behaviour to inform all messaging and visuals.

● Scale your targeting through media affinity

Identify the main patterns of your target audiences through the deep understanding of interest and reach those with in the population with similar interests & lifestyle

● Select and vet influencers or partners who resonate

Identify the people or brands who matter most to your target to ensure choices are data-backed and ready to succeed – whether micro or macro.

● Track for campaign performance ROI

Reveal the main differences between your brand advocates, website visitors & customers to optimize your consumer journey and campaign performance

The segmentation gurus agencies

● Win your pitches

Seal the deal by providing prospective clients with meaningful stories and deep insights to show how you know customer segments better than them.

● Build persona insights in minutes

Create fast reports to uncover unique affinities and cultural insights to see what makes specific segments tick!

● Assess brand 'market share'

Understand where a brand shines or has room to grow across the collective segments formed from all category followers.

● Validate or nuance existing segmentation

Run automated AI-based segmentation to compare to perceptions and see if undetected groups exist where "whitespace" may lie.

● Inform localization strategy

Perform global vs. country-specific audience comparisons to identify where segments are similar or distinct by geography.

● Demonstrate data over instincts

Deliver data-driven segments, rankings, and scores to build trust and support your recommendations with customers. Provide impactful data insights for evidence-based decision-making

● Enrich customer segments profiling

Upload clients' first-party data (e.g. email list, social listening, survey data) as a CSV file to augment personas of their current customers.

● Expedite research to ace the creative brief

Perform quick "pulls" to access the cultural fingerprint of a desired target market to see what makes a specific generation, locale, or niche tick.

● Improve campaign effectiveness

Gain a comprehensive understanding of each persona to effectively reach them with messages and visuals that deeply resonate.

The media wizards agencies

Segmentation for ad customization

Detailed audience insights allows to tailor ad creatives and messages to each segment, increasing relevance and effectiveness, and ultimately driving higher engagement and conversion rates.

Refine Brand Messaging

Analyze audience behavior to refine your messaging. Understand how audiences perceive a brand allows to adjust messages to better align with their expectations.

Enhance cross-channel consistency

Ensure a consistent message and experience across all marketing channels to build a cohesive brand image and improving customer perception and loyalty.

Identify new market opportunities

Uncover new segments or niches that you may not have previously considered. This can help in expanding your market reach and discovering untapped potential.

Optimize media spend

Understand which channels and platforms your target audience frequents the most. Allocate media budgets more efficiently, ensuring that ads are placed where they are most likely to be seen by the intended audience.

Optimize programmatic advertising

Leverage quick audience insights to optimize programmatic ad buys. This ensures that ads are served to the right users at the right time, maximizing the impact of your ad spend.

Creative Content Strategy

Inform creative strategies, produce content that resonates with the audience's preferences and interests to increase engagement and the overall effectiveness of your campaigns.

Effective Influencer Collaboration

Identify influencers whose followers align with your target audience. Collaborating with the right influencers can amplify your reach and improve campaign credibility.

Improve ad targeting accuracy

Refine targeting parameters, ensuring that ads are shown to users who are most likely to be interested in the products or services being advertised. This reduces wasted ad spend and improves campaign performance.

Keep track on audience trends

Monitor changes in audience behavior and preferences over time to stay ahead of trends and to adapt strategies proactively to keep your campaigns relevant

Personalize consumer experiences

Use audience insights to personalize user experiences on websites and apps. This lead to higher user satisfaction and increased conversion rates.

Enhance customer loyalty programs

Analyze audience preferences and behavior to design loyalty programs that resonate. Tailored loyalty programs can enhance customer retention and encourage ongoing engagement.

The masters of public relations agencies

● Create strategic media relations

Identify key journalists, influencers, and media outlets that are most relevant to your client's audience. This helps in building strategic relationships and securing media coverage that aligns with your client's brand message.

● Brand reputation tracking

Track brand reputation over time to identify shifts in public perception/behavior and develop strategies to enhance or restore brand image.

● Thought leadership positioning

Identify emerging industry trends and topics that resonate with the target audience. Position clients as thought leaders by aligning their messaging with these trends.

● Brand messaging and storytelling

Analyze audience preferences to craft compelling and relevant brand stories. Tailoring your messaging to what resonates most with your audience enhances brand engagement and loyalty.

● Optimize press release distribution

Use Audiense insights to determine the most effective platforms for distributing press releases. This ensures maximum reach and engagement with the target audience.

● Improve event planning

Leverage audience insights to plan events that cater to the interests and preferences of your target audience. This increases event attendance and engagement.

● Select influencers and spokesperson

Identify influencers and spokespersons who align with your target audience's values and interests to enhance the credibility and impact of your campaigns.

● Content amplification & targeting precision

Identify the most effective channels and formats for amplifying your content. This ensures that your message reaches the right audience in the most impactful way.

● Identify audience pain points

Identify common issues and concerns expressed by the public. Addressing these pain points in PR strategy can improve overall audience satisfaction and loyalty.

● Trend analysis and forecasting

Analyze audience behavior and preferences to identify emerging trends. Forecasting these trends helps in staying ahead of the curve and positioning clients as leaders in their industry.

● Stakeholder mapping and analysis

Identify and analyze key stakeholders relevant to your PR objectives. Understanding their influence and relationships helps in crafting targeted and effective communication strategies.

The market research experts agencies

Assess brand perception

Use Audiense to analyze how a brand is perceived by different segments to help in understanding the brand's strengths, weaknesses, and areas for improvement, informing strategic decisions.

Benchmark the competition

Compare client's brand performance against competitors to identify competitive advantages and areas where the brand can differentiate itself.

Identify market opportunity

Identify emerging market opportunities and gaps to help in guiding clients on potential areas for expansion or new product development.

Product Positioning Strategy

Analyze audience preferences and behaviors to develop effective product positioning strategies. This ensures that products are aligned with consumer needs and market demand.

Brand Loyalty and Advocacy

Understand the factors driving brand loyalty and advocacy to help in developing strategies to enhance customer retention and turn customers into brand advocates.

Target audience profiling

Develop detailed profiles of target audiences based on demographics, psychographics, and behaviors. This ensures that marketing campaigns are accurately targeted and more likely to succeed.

Segment the market

Segment the market based on audience insights to create more targeted and effective marketing strategies. It allows for tailored approaches that meet the specific needs of different segments.

Real consumer behavioral analysis

Analyze real consumer behavior and preferences through first party data to help in understanding purchase drivers, decision-making processes, and trends.

Develop accurate personas

Develop detailed customer personas based on audience insights to help clients understand their target customers better and tailor their marketing efforts to meet specific needs.

Product development research

Guide product development processes by understanding consumer needs and preferences helps in creating products that are more likely to succeed in the market.

Price sensitivity analysis

Analyze how different audience segments respond to pricing categories to help clients develop effective pricing strategies that maximize revenue and market share.

Segmentation and targeting

Create precise market segments and identify the most lucrative targets that were previously unknown. This enables more precise and personalised targeting for data-driven results.

Additional resources

And those who already place their trust in us!



"It [Audiense] helps me understand brands and categories based on their audiences. The benefit for the agency is to start with a blank slate and come in with much more data and knowledge for planning and creative."

[Andrea Aceves, Partner and Strategy Director at Nativo](#)

Join 2000+ agencies of all sizes



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OMG OMNICOM MEDIA GROUP



convosphere

HAVAS

Nielsen

dentsu

Piar



- [Making the PESO model work for your agency](#)
- [5 signs your agency is targeting the wrong audiences](#)
- [How to handle your next PR crisis](#)
- [Room to Grow: Helping your clients grow their market share](#)
- [Selecting the best audience intelligence platform for your agency](#)
- [B2B influencers are PR's ticket to industry dominance](#)



Thank

YOU