

Plan Better Ads.

Zero-party app, web and venue behaviors informing campaign strategy.

Persona Views™ has your buyers' app, web and in-store behaviors. Use the data from 100,000 demographically balanced U.S. consumers to craft a perfect ad plan. Your ad message, media and metrics — all start here.

1 Create relevant messaging.

Learn relationships between what your, or your competitors', consumers are doing online and offline including before and after journeys. Build profiles of those consumers you use to create relevant messaging for your target audience.

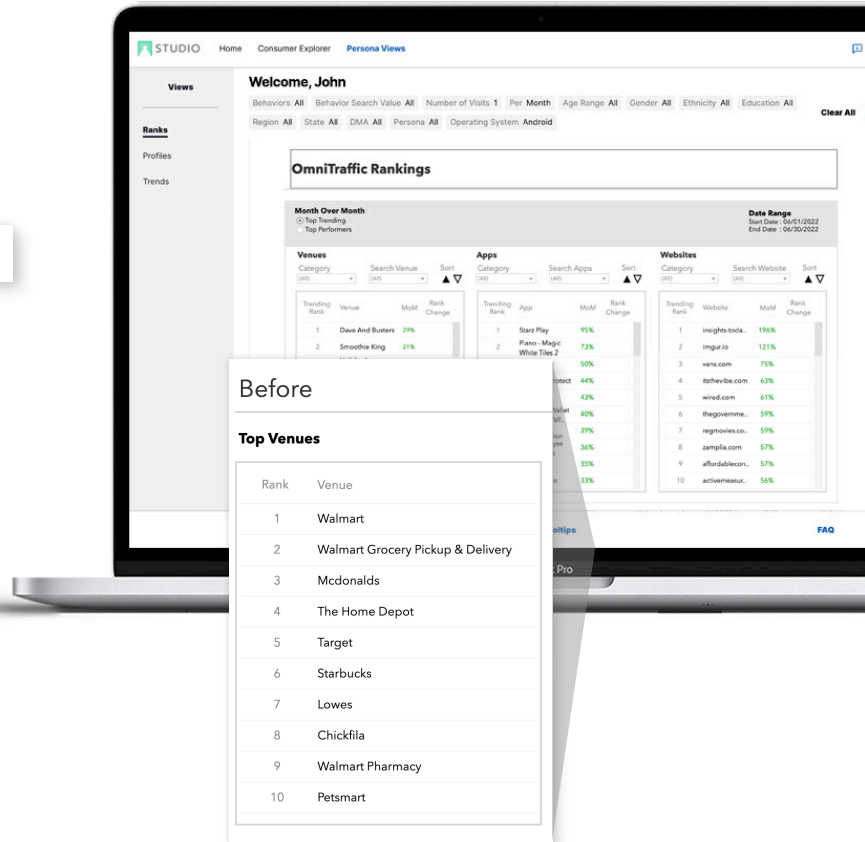
1+ Hour Visit Duration 0-30 Minutes After **Party City**

2 Plan more efficient media.

Learn where your target market is going, online and offline. Use the filtered OmniTraffic™ data in Persona Views™ to develop media planning strategies that will reach your target market.

3 Track ad impact over time.

Monitor your target market to track how well your campaign worked. Adapt and refine messaging as campaigns are live. Use surveys to find out “the why” behind behaviors if they are not trending your way.



MFour Studio clients:



START YOUR 7-DAY FREE TRIAL TODAY

