



Stay Relevant to Your Consumers with Affinio

Affinio is an Interest Analytics Platform that helps you align your brand with the true interests and passions of consumers.

Staying up-to-speed with the ever-changing preferences and interests of consumers is a challenge in the consumer goods (CG) industry. For consumer goods brands to make it to the checkout, they must intimately understand their target consumer, keep their finger on the pulse of the market, and stay relevant to consumer interests, passions and behaviors.

Deep understanding of any audience

Uncover the naturally-forming audience clusters engaging with your product or your competitors'. Get to know them intimately through their interests, affinities, and the content they share.

Create data-driven personas across departments

Create data-driven buyer personas that combine psychographic and demographic data. Use personas as a reference point when targeting, informing strategies, building products, identifying content focus, and more..

Stay on top of consumer trends

Keep a close eye on how the interests of an audience or cluster change over time to ensure your brand and message always stay relevant.

Identify optimal media placement

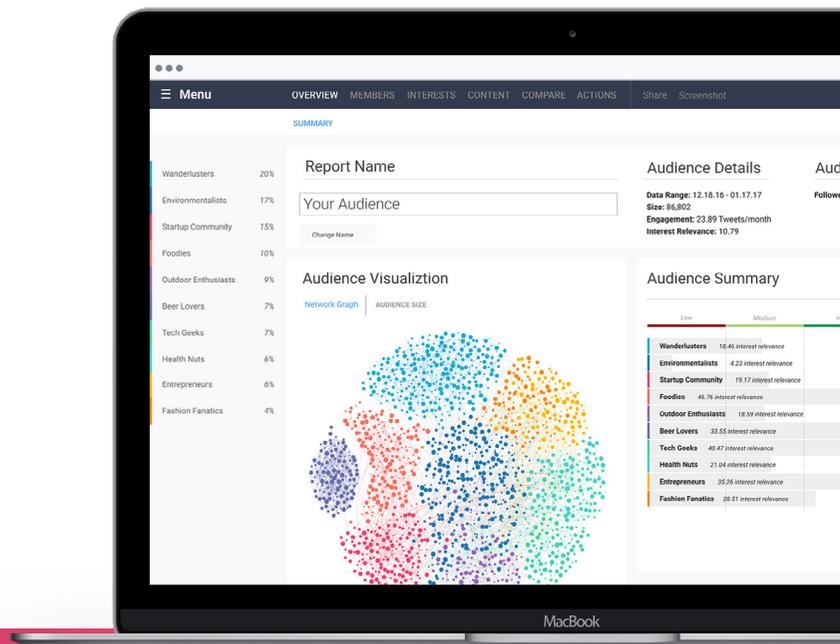
Use a data-backed approach to justify your budget spend and identify optimal media placements based on consumer audience interests and affinities.

Develop data-driven creative

Create impactful designs for content, packaging, and ads, by understanding what resonates with your target audience including images, keywords, emojis, and more.

Enter global markets with ease and precision

Identify untapped geographic audience segments, uncover geographic nuances, and understand where you rank within your industry.





How Global Consumer Goods brands take an audience-first approach using Affinio

Consumer Goods Brand - Bottled Water

This popular bottled water brand had a mission to turn existing global consumer segments into holistic people clusters. Traditional usage & attitude studies weren't hitting the mark so they turned to Affinio to help them better understand how to rise above the noise in a crowded market such as bottled waters and even launch new products in global markets where they didn't already have brand recognition. Affinio enabled the brand to identify passion points that helped them determine the media, influencers, and platforms that would resonate with consumers across geographies and markets.

Consumer Goods Brand - Shampoo

This long-time Affinio customer that boasts brands from frozen novelties to health & beauty products used Affinio to discover an entirely new segment and go-to-market for one of their shampoo products. While analyzing their audience clusters in the Affinio platform, they discovered a very particular segment of people that they had never marketed to or targeted with their products. It was a complete surprise to the whole team, so they took those signals and launched an entire go-to-market directly to this new persona, resulting in an entirely new revenue stream that is still a big earner today.

Consumer Goods Brand - Food & Beverage

This global brand wanted to connect with their consumers through content customized for specific audience subgroups, but working with external PR firms was costly and resulted in campaigns that missed niche markets. They partnered with Affinio to improve internal PR processes, enabling them to turn customer data into actionable consumer insights. This approach saved the brand hundreds of thousands of dollars by enabling them to recognize and avoid promotions that wouldn't reach target audiences and gave them the ability to take PR in-house, an approach that helped them more efficiently recognize and align with customer interests and passions.

"In the context of precision marketing, we can now create more relevant assets that can be delivered in the right moment to the right audience."

~Global Director of Strategy and Insights



LIONSGATE



It's time to take an audience-first approach to marketing. Let us show you how.

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