



Interest Analytics for the Retail Industry

Affinio is an Interest Analytics Platform that helps you better connect with people.

Staying up to speed with the ever-changing preferences and interests of consumers is a challenge in the retail industry. For retailers to ensure their customers reach the checkout, they must intimately understand their target consumer and keep their finger on the pulse of the market.

Understand any audience

Understand the people engaged with your brand and products by analyzing their interests and affinities.

Gain competitive insights

Evaluate your competitive landscape, and understand where your brand and products rank within your target audience.

Develop data-driven content

Understand the content that key audience segments engage with to build content you know will resonate.

Identify ideal influencers

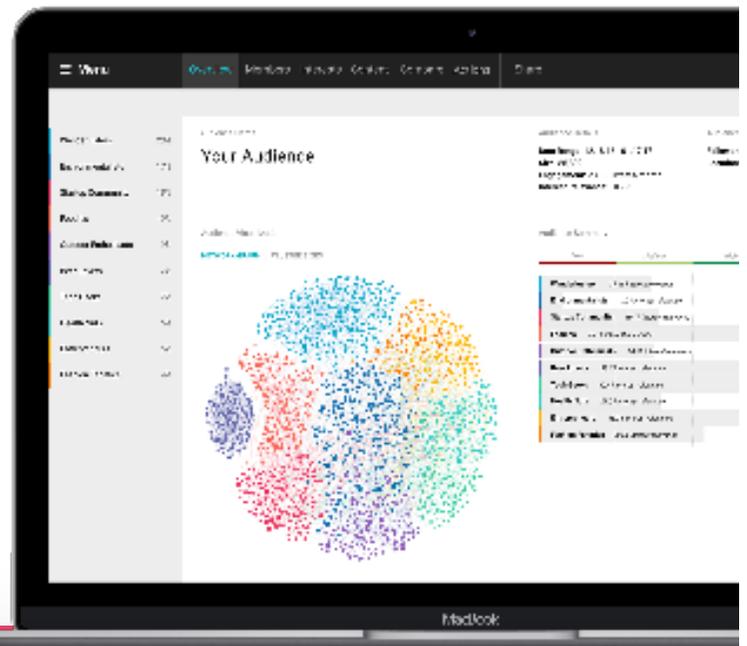
Find individuals, celebrities, and media that influence your audience and approach potential partners with quantifiable data.

Extend your reach

Create personalized campaigns for sales and promotional events and grow awareness by targeting the right groups of people.

Perform cross-channel promotions

Leverage large data-sets to inform your strategy across all of your marketing, including digital and traditional efforts.





How it works

Build data-driven personas

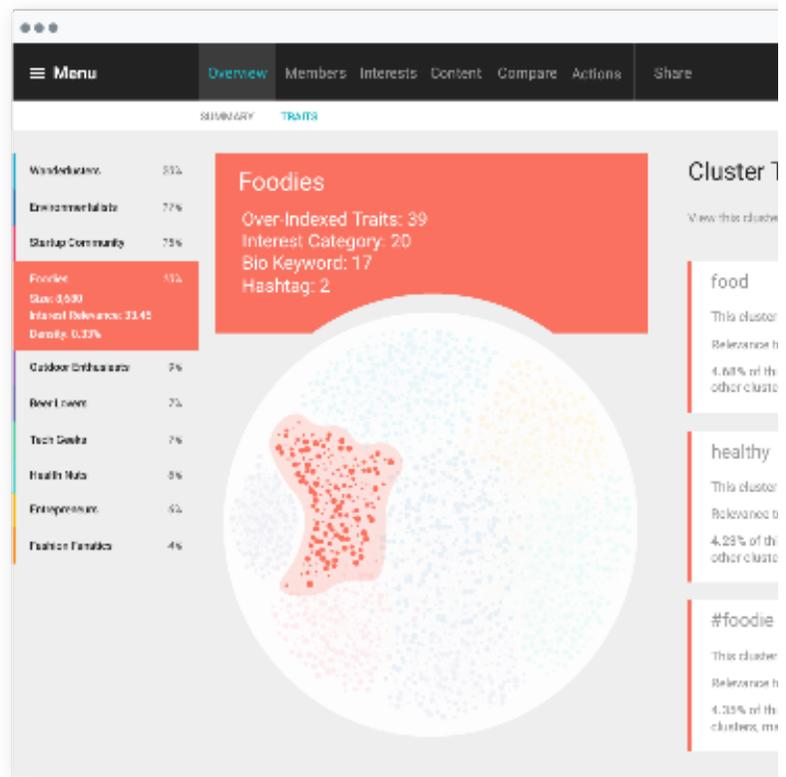
Create robust, data-driven personas with our rich interest and affinity data.

Inform content strategy

Empower your enterprise content strategy and optimize digital objectives with interest-based content.

Identify optimal media placement

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



“Genuinely insightful – a word often claimed and rarely delivered against.”



David Boyle
EVP Insight, BBC Worldwide

Revealing hidden insights at the world's leading companies



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

affinio.com

info@affinio.com

[@affinio](https://twitter.com/affinio)