



HOW TO BUILD DATA-DRIVEN PERSONAS

...YOU'LL ACTUALLY USE

Presentation Takeaways

1

A clear idea of what a persona is & what it isn't

2

A real life example of how a persona was used to drive better conversion

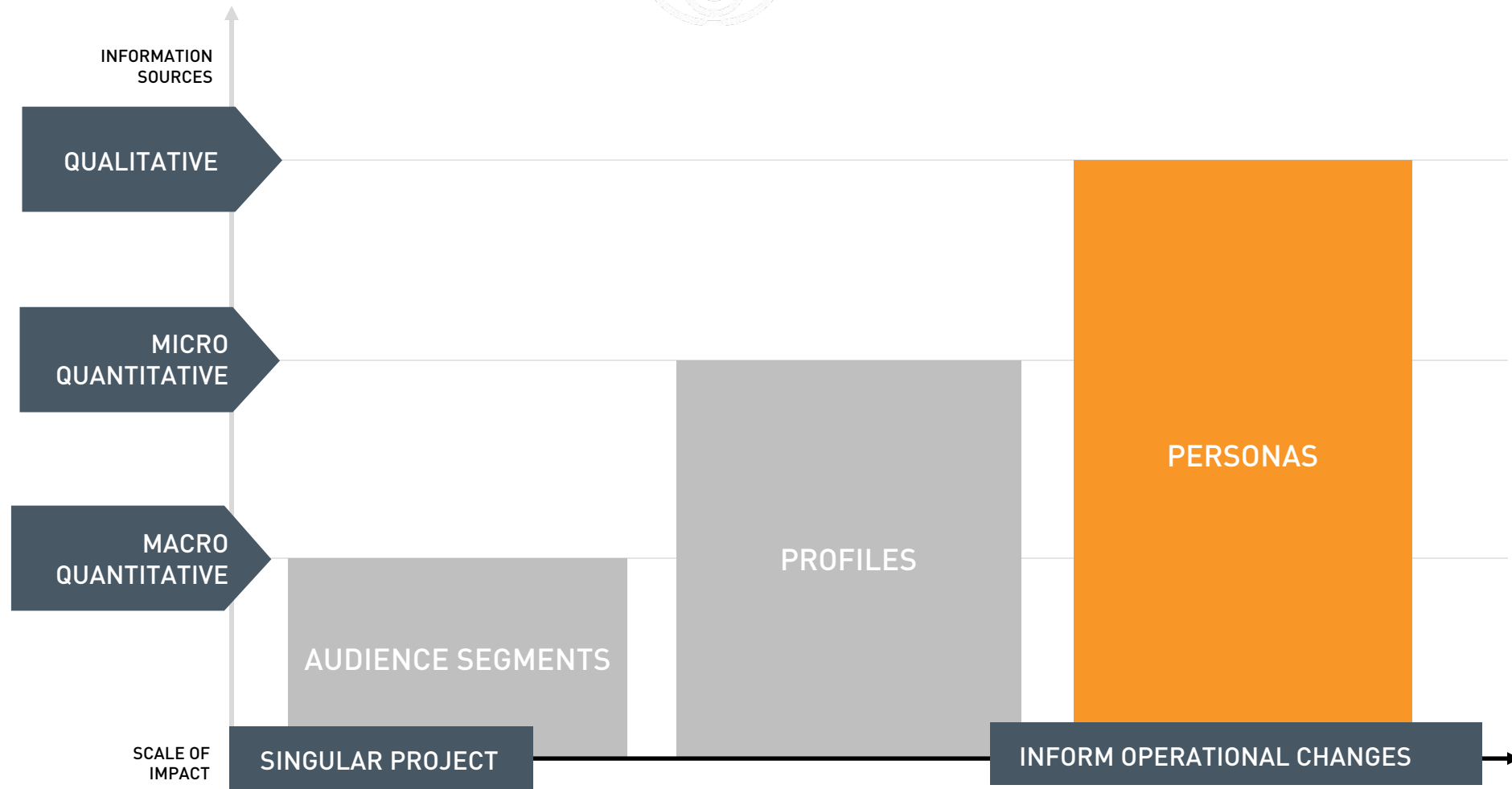
3

Eight resources to help you create data-rich personas at home

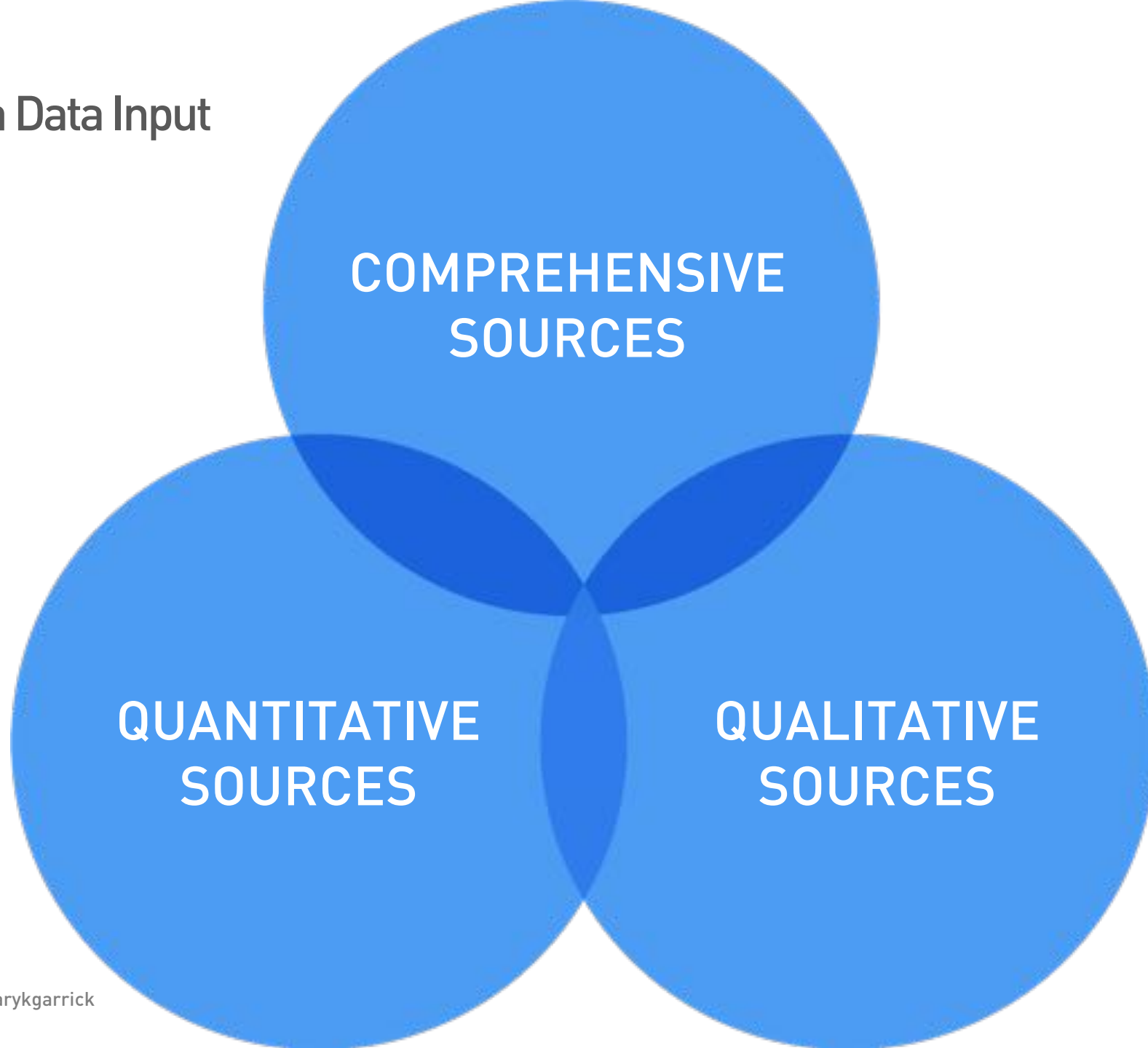
TAKEAWAY #1

WHAT A PERSONA IS & WHAT IT ISN'T

Audience Research



Persona Data Input



Ideal Elements Of A Persona



- A Day in the Life
- Objectives / Problems
- Obstacles
- Orientation
- Questions
- Preferences
- Key Words + Phrases
- Moments or Jobs to Be Done
- Engagement Scenarios + User Paths
- Influencers/Relationship to Other Personas
- NEW: Ad Targeting Criteria

Ideal Elements of a Persona

OBJECTIVES

- a.k.a. What They Want

PROBLEMS

- a.k.a. Why They Don't Have It

Ideal Elements of a Persona

OBSTACLES

- What's stopping them...all along the way
- What micro decisions are they required to make?
- People obstacles?
- Political obstacles?

Ideal Elements of a Persona

ORIENTATION

- How long are they in their role?
- How far into their career?
- Personality traits?
- Political influence at company?
- Political leaning? Religion? Values?

Ideal Elements of a Persona

QUESTIONS

- What are they asking?
- And when?

Ideal Elements of a Persona

PREFERENCES

- Where do they hang out?
- Where do they get their info?
- How do they like to receive communications?

Ideal Elements of a Persona

KEY WORDS & PHRASES

- “Solutions” vs. “Products”
 - “UV Resistant Polymer Solutions” vs. “Plastics with UV Resistance”
- Phrasing from Interviews
- Onsite Search Phrasing

Ideal Elements of a Persona

MOMENTS or JTBD

- Lawn care product example
- Helps fuel customer journey mapping

Ideal Elements of a Persona

DAY IN THE LIFE

- Write this last
- Include relationship with other personas

ENGAGEMENT SCENARIOS

- How does it all work together?

Ideal Elements of a Persona

AD TARGETING CRITERIA

- What elements differentiate this persona when put into practical use?
- Ask a team member to go through the steps of setting up an ad for this persona & use as a litmus test

MESSAGING: IMAGERY + LANGUAGE + FRAMING



The Learner

Imagery	Pediatric-focused imagery. Imagery that showcases the technology and opportunities in the hospital. Nurses with children.
Language	Language focused around unique opportunities at Baystate Children's Hospital . Speak specifically about working with children.
Sample Phrasing	"Improve children's lives," "The tools you need to go above and beyond."



The Liaison

Imagery	Imagery focused on facilities, one-on-one interactions with patients and general nursing. Images of staff laughing and talking.
Language	Language focused on nursing as a whole. Extol Baystate Children's Hospital reputation and opportunities that exist for a nurse like her.
Sample Phrasing	"You make a difference." "Let's go above and beyond."

FACEBOOK TARGETING EXAMPLE FOR THE LEARNER



Location

United States

Add Locations (1 Built)

Age

Gender

Language

Detailed Targeting

Interests

Interests

Create Multiple Ad Sets in One Step

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Audience Size

Your audience is defined.

Potential Reach: 100,000 people

Estimated Daily Results

Reach

1,900 - 5,600

Post Engagement

45 - 230

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and aren't guaranteed results.

[Were these estimates helpful?](#)

FACEBOOK TARGETING EXAMPLE FOR THE LIAISON



Locations

United States

Age

Gender

Languages

Detailed Targeting

Create Multiple Ad Sets in one step

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Audience Size

Your audience is defined.

Potential Reach: 160,000 people

Estimated Daily Results

Reach
1,800 - 5,400

Post Engagement
48 - 250

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

TAKEAWAY #2

A REAL LIFE EXAMPLE OF A PERSONA THAT DELIVERS BETTER RESULTS

The Content



Real-World Example

The Video



TrendWatch™: Materials Matter for Advanced Mobility



Real-World Example

Persona for Design Engineer



Real-World Example

Persona for Design Engineer



Real-World Example

BEFORE

YOUR FASTLANE TO THE FUTURE

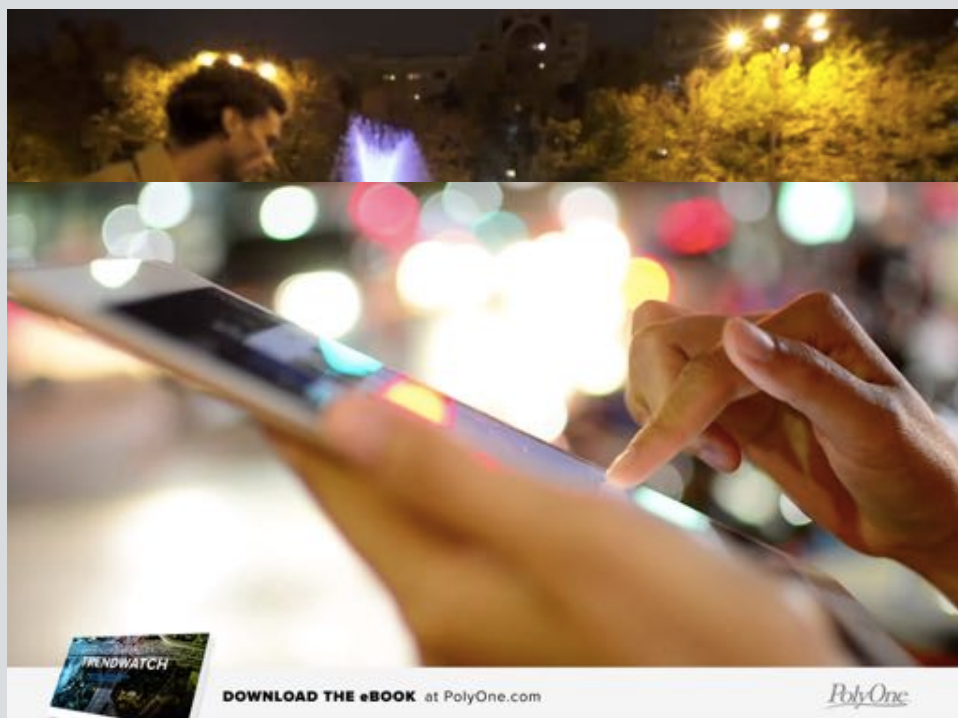
The essential eBook of trends and materials for next-gen vehicles.

AFTER

YOUR FASTLANE TO THE FUTURE

The essential eBook of automotive trends and materials for design engineers.

BEFORE



AFTER



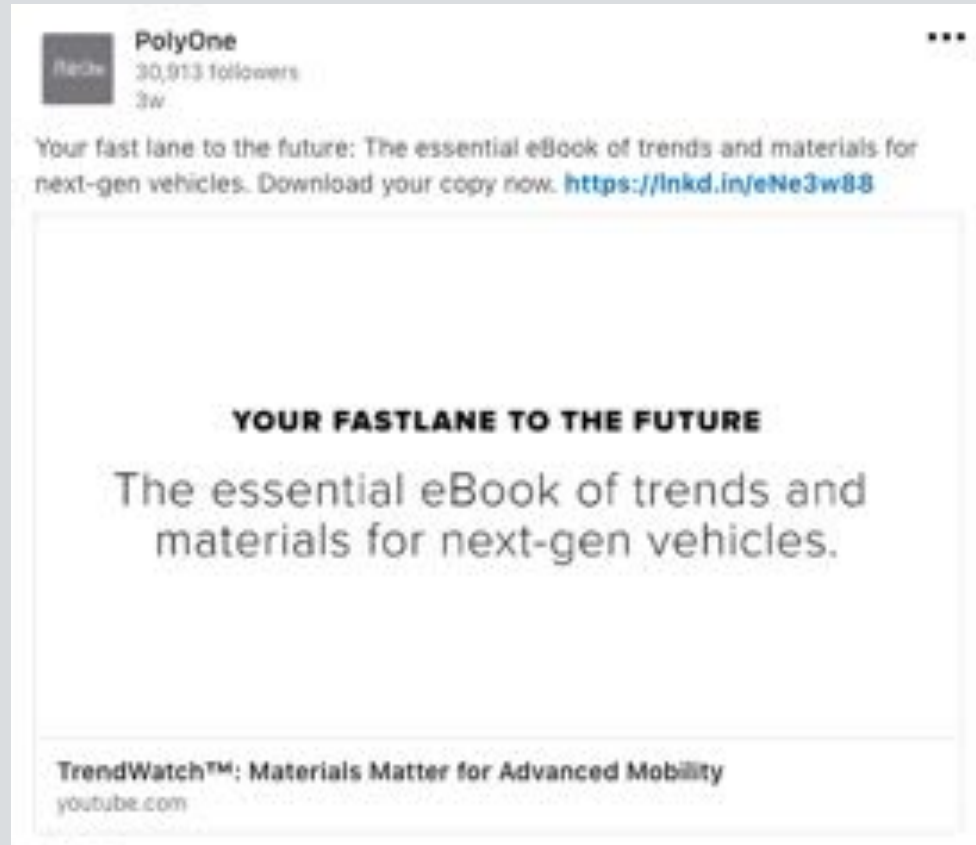
BEFORE

**DRIVE FOR THE
ROAD AHEAD**

AFTER

**DESIGN FOR THE
ROAD AHEAD**

LINKEDIN A/B TEST

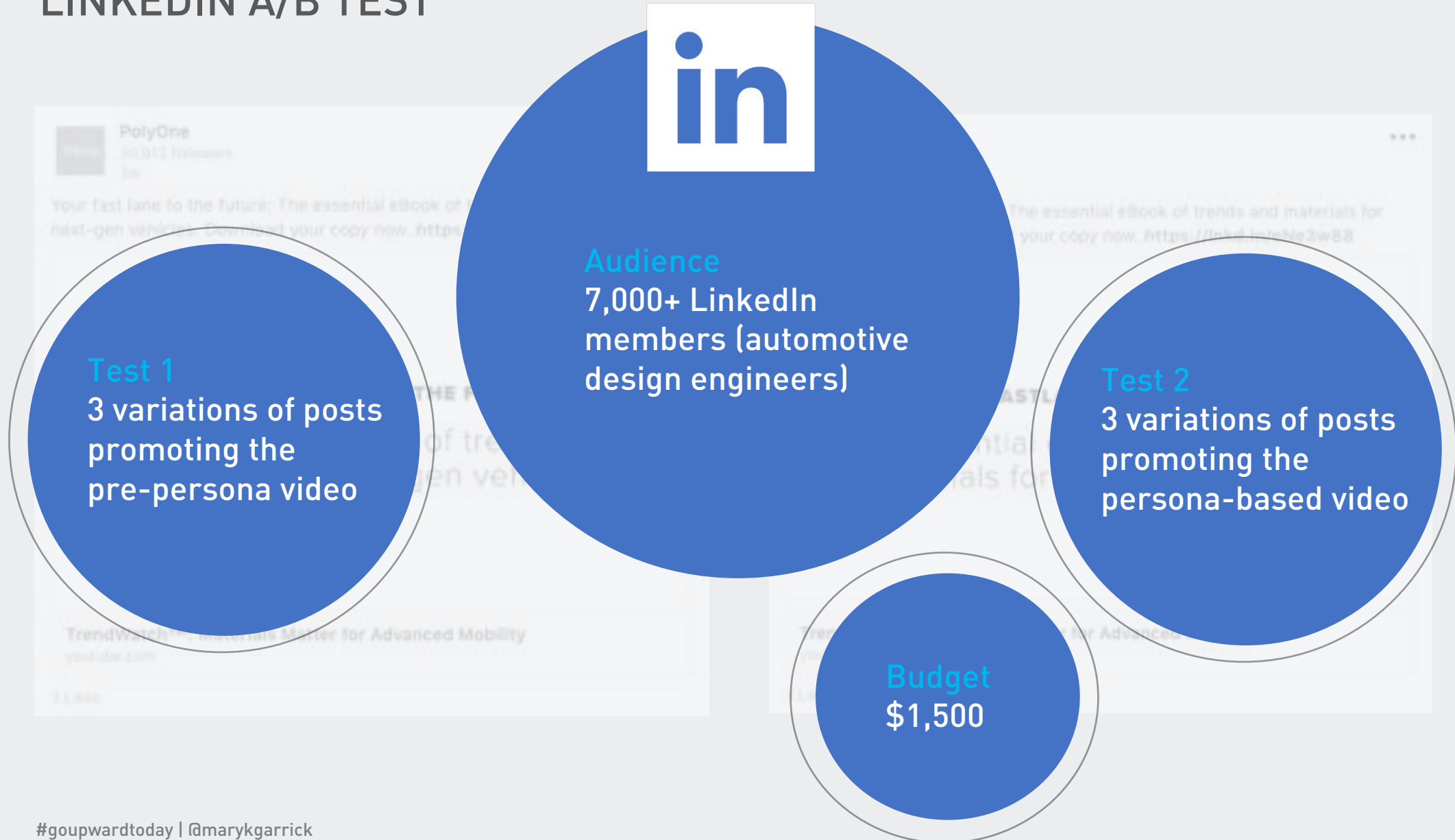


TEST 1: PRE-PERSONA POST

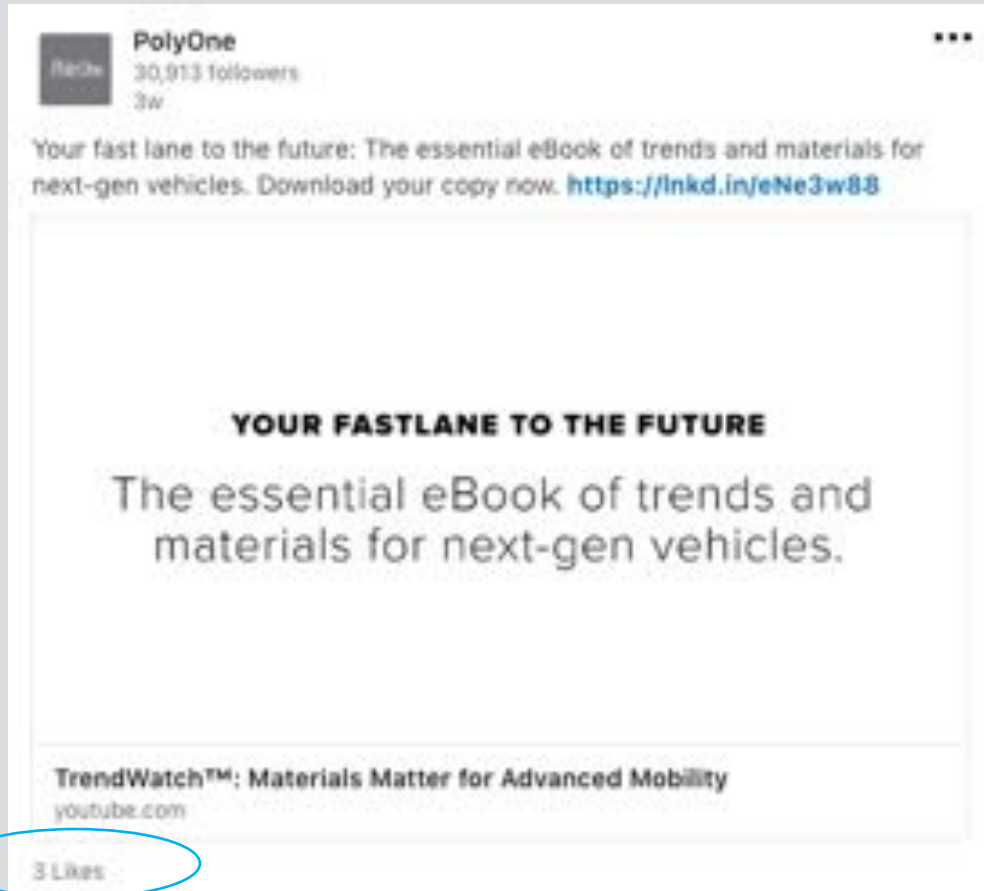


TEST 2: PERSONA-BASED POST

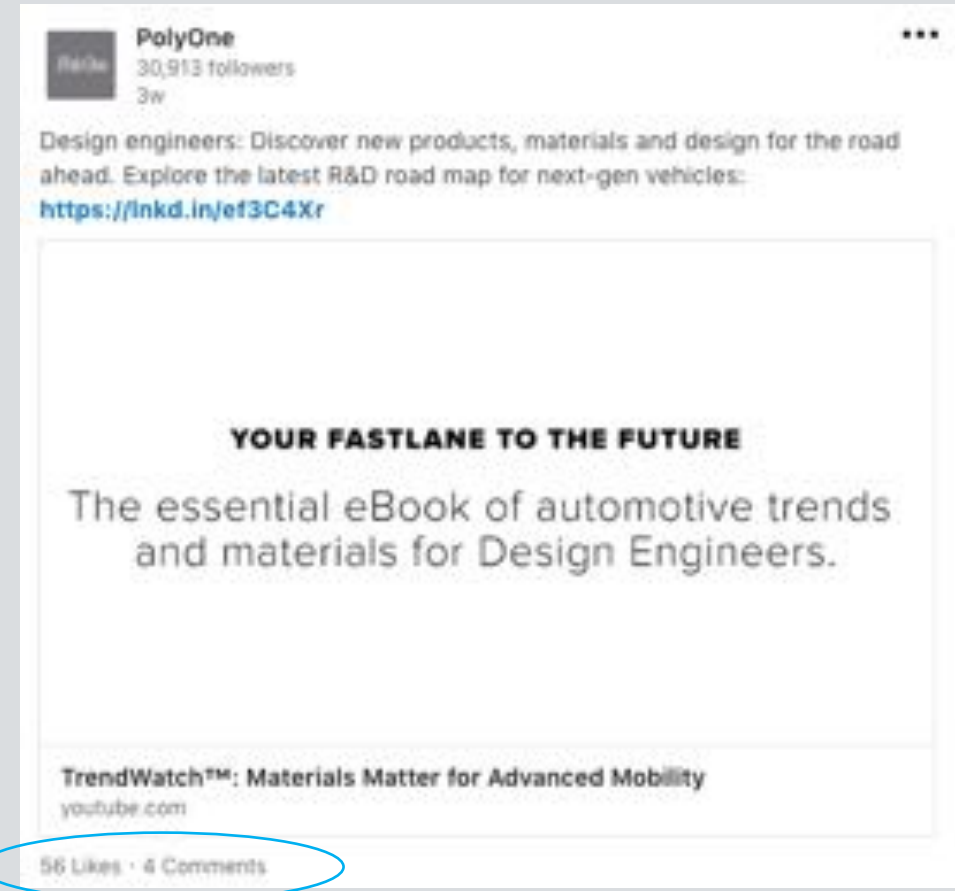
LINKEDIN A/B TEST



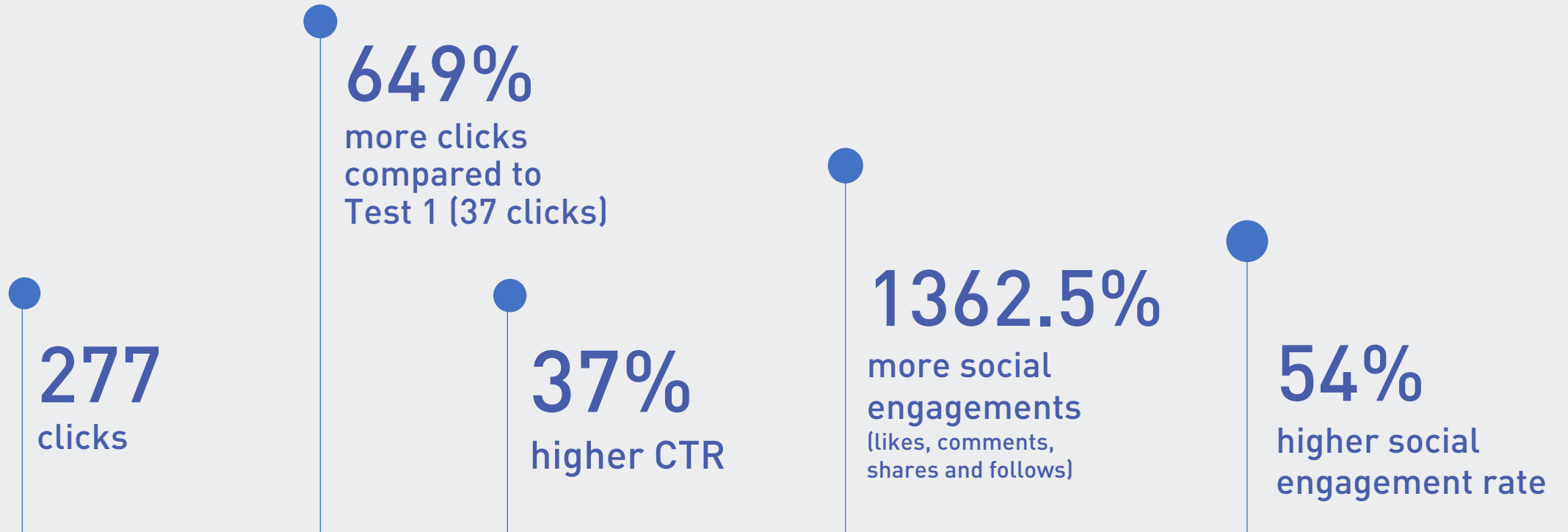
LINKEDIN A/B TEST



TEST 1: PRE-PERSONA POST



TEST 2: PERSONA-BASED POST



**Persona-Based Test Set (Test 2) Wins Across The Board
Compared to Pre-Persona Test Set (Test 1)**

TAKEAWAY #3

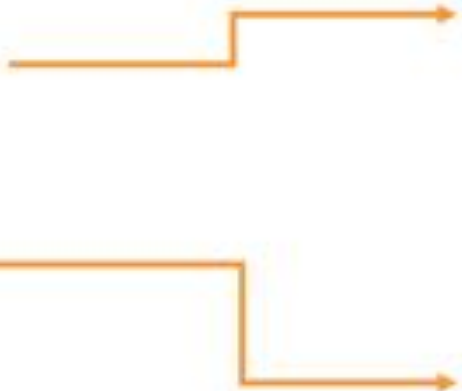
8 HELPFUL RESOURCES TO CREATE DATA-RICH PERSONAS



5 Questions To Ask Every Prospect Or Customer

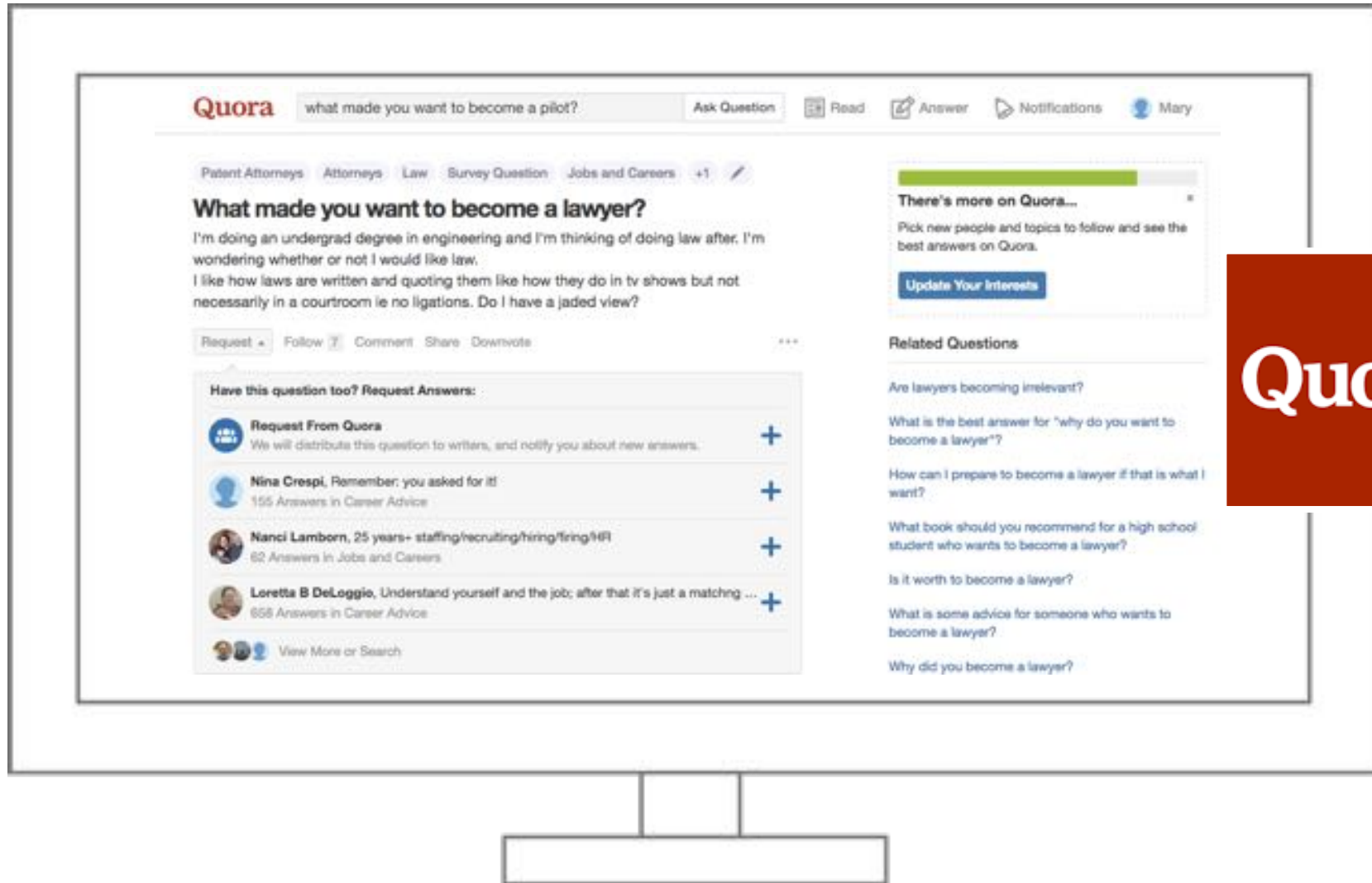
1. Give me some examples of things you'd like to accomplish [in life, in work, as a parent, as a wife/husband, for yourself], relative to our product/service?
2. What's getting in the way of you accomplishing it?
3. What are your top news & information sources?
4. What made you realize you needed a product/service like ours? Describe the moment in as much detail as possible.
5. What factors lead you to contact us/become a customer?

INTERVIEW + FOCUS GROUP QUESTIONS

- A Day in the Life
 - Objectives / Problems
 - Obstacles
 - Orientation
 - Questions
 - Preferences
 - Key Words + Phrases
 - Moments
 - Engagement Scenarios + User Paths
 - Influencers/Relationship to Other Personas
- 
- What are some frustrations you have with your current job or jobs you've had in the past ?
 - What are some frustrations or obstacles you experienced during your job search?
 - What do you wish your hospital did better?
- When you first started looking for/evaluating hospitals during your job search, what did you look for?

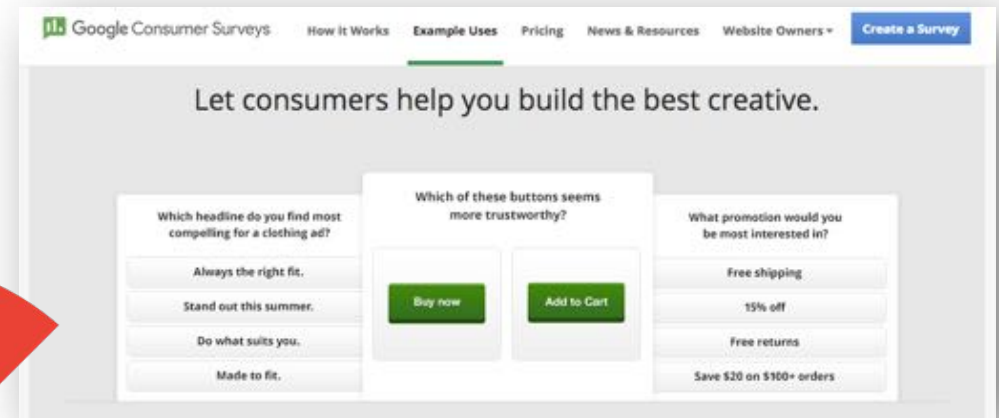
#2

Quora



#3 Google Consumer Surveys

Features and Benefits	Standard Surveys	Custom Surveys	Website Satisfaction
Pricing	Starting at 10¢ per complete Learn more	Projects starting at \$2,000	Free for default questions 1¢ per complete for custom questions
Respondent source	Network of online publishers or Google Opinion Rewards	Network of online publishers or Google Opinion Rewards	You
Representative sample	✓	✓	



#4

Email Data Intelligence



webbula
The Data Quality Experts

Cloud Hygiene & Affinity Data Insights for Hundreds of Subcategories:

Automotive Data

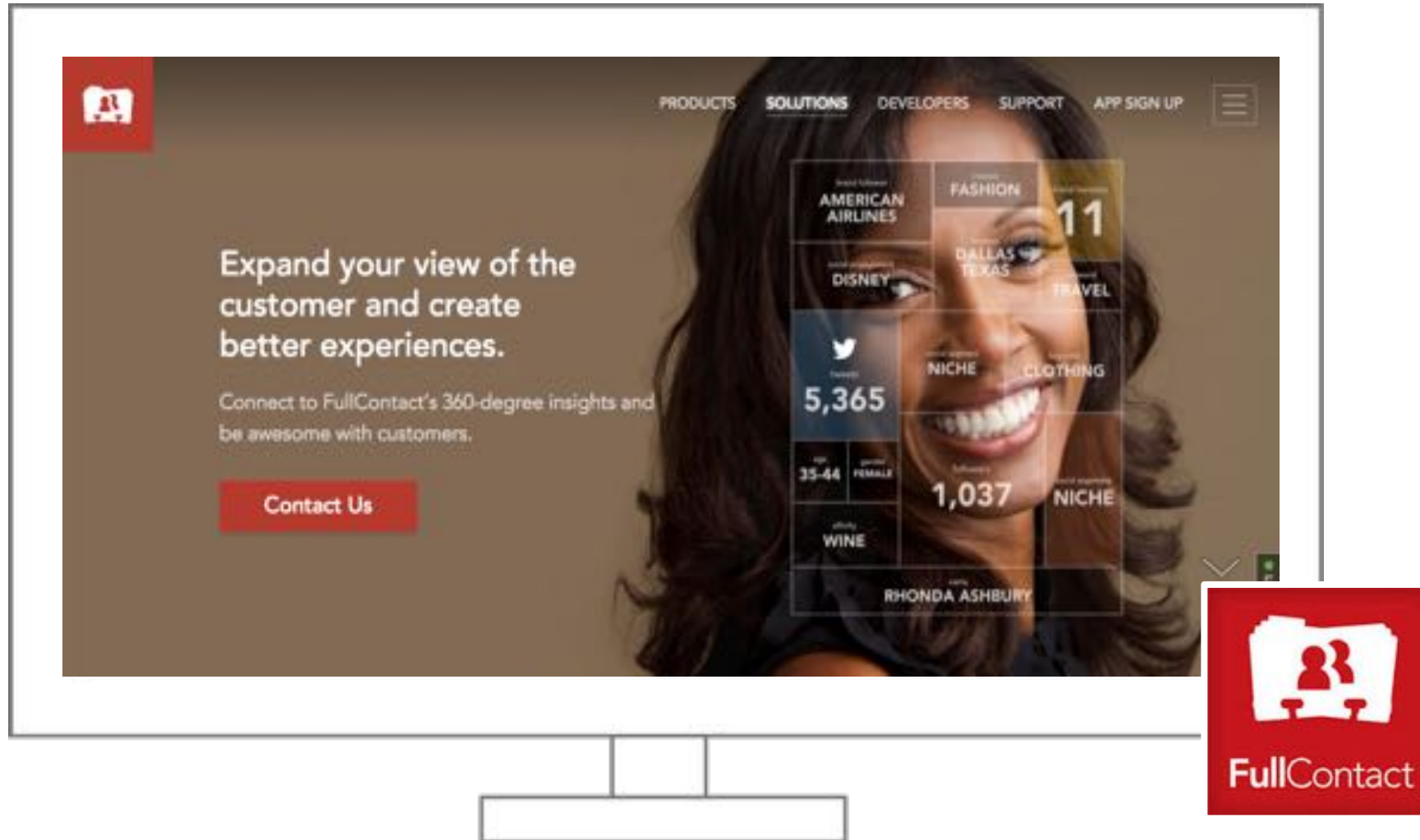
Demographic
Data

Financial
Data

Interest
Data

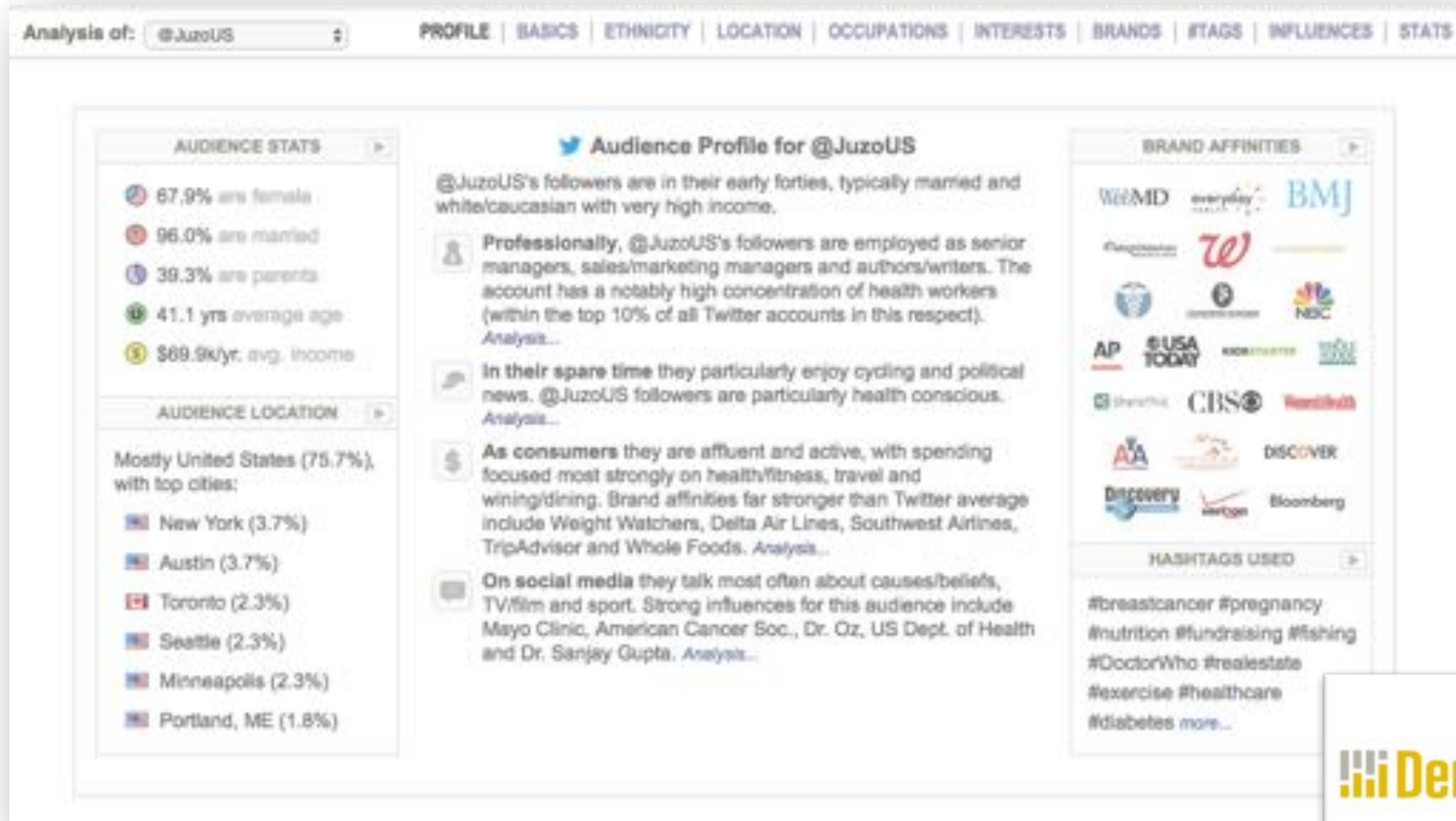
Political
Data

#4 Email Data Intelligence



#5

DemographicsPro



TESTS

	Twitter distribution	avg.	from	to
1		3.8%	0.4%	24.3%
2		0.1%	0.0%	1.9%
3		0.1%	0.0%	0.7%
4		0.5%	0.0%	3.6%
5		0.2%	0.0%	2.6%
6		0.1%	0.0%	1.7%
7		1.0%	0.0%	10.7%
8		4.8%	0.7%	22.0%
9		4.7%	0.4%	31.0%
10		11.8%	1.8%	40.5%
11		0.1%	0.0%	2.0%
12		4.2%	0.1%	28.5%
13		2.6%	0.0%	21.0%
14		5.6%	0.5%	33.7%
15		0.1%	0.0%	2.4%
16		0.2%	0.0%	1.9%
17		1.0%	0.0%	12.4%
18		0.1%	0.0%	3.6%
19		0.3%	0.0%	7.0%
20		1.8%	0.0%	9.4%
21		13.8%	2.3%	54.0%
22		1.5%	0.0%	14.6%
23		6.4%	0.9%	54.0%
24		0.6%	0.0%	13.3%



#5

DemographicsPro

Analysis of: @JuzoUS

AUDIENCE STATS

- 67.9% are female
- 96.0% are male
- 39.3% are parents
- 41.1 yrs average
- \$69.9k/yr. avg. inc.

AUDIENCE LOCATIONS

Mostly United States

with top cities:

- New York (3.7%)
- Austin (3.7%)
- Toronto (2.3%)
- Seattle (2.3%)
- Minneapolis (2.3%)
- Portland, ME (1.1%)

LIKES & INTERESTS

Category	Criteria	Size	Followers of @JuzoUS		Twitter distribution	avg.	from	to
Likes & interests	Health issues	365	39.8%	13.0x		3.8%	0.4%	24.3%
Likes & interests	Yoga	12	1.3%	4.0x		0.1%	0.0%	1.9%
Likes & interests	Collecting things	4	0.4%	3.6x		0.1%	0.0%	0.7%
Likes & interests	Dogs	16	1.6%	4.5x		0.5%	0.0%	3.6%
Likes & interests	Cake/cookies	8	0.9%	4.0x		0.2%	0.0%	2.6%
Likes & interests	Equestrian	4	0.4%	3.5x		0.1%	0.0%	1.7%
Likes & interests	Fitness	32	3.5%	2.2x		1.0%	0.0%	10.7%
Likes & interests	Charity	97	10.6%	2.4x		4.8%	0.7%	22.0%
Likes & interests	Business	105	11.5%	1.7x		4.7%	0.4%	31.0%
Likes & interests	Fashion	178	19.5%	4.0x		11.8%	1.6%	46.5%
Likes & interests	Boating	4	0.4%	2.2x		0.1%	0.0%	2.0%
Likes & interests	Cooking	85	9.3%	2.4x		4.2%	0.1%	28.5%
Likes & interests	Cycling	57	6.2%	1.8x		2.6%	0.0%	21.0%
Likes & interests	Wining & dining	37	10.6%	4.0x		5.6%	0.5%	33.7%
Likes & interests	Tea	4	0.4%	2.0x		0.1%	0.0%	2.4%
Likes & interests	Shopping	4	0.4%	2.7x		0.2%	0.0%	1.9%
Likes & interests	Arts & crafts	24	2.7%	4.0x		1.0%	0.0%	12.4%
Likes & interests	Skiing	4	0.4%	3.0x		0.1%	0.0%	3.6%
Likes & interests	Science fiction	8	0.9%	1.7x		0.3%	0.0%	7.0%
Likes & interests	Pets/animals	28	3.1%	1.4x		1.8%	0.0%	9.4%
Likes & interests	Technology	178	19.5%	1.5x		13.8%	2.3%	54.0%
Likes & interests	Baseball	20	2.2%	1.4x		1.5%	0.0%	14.6%
Likes & interests	Books/reading	81	8.8%			6.4%	0.9%	54.0%
Likes & interests	Hockey	8	0.9%			0.6%	0.0%	13.3%

#6

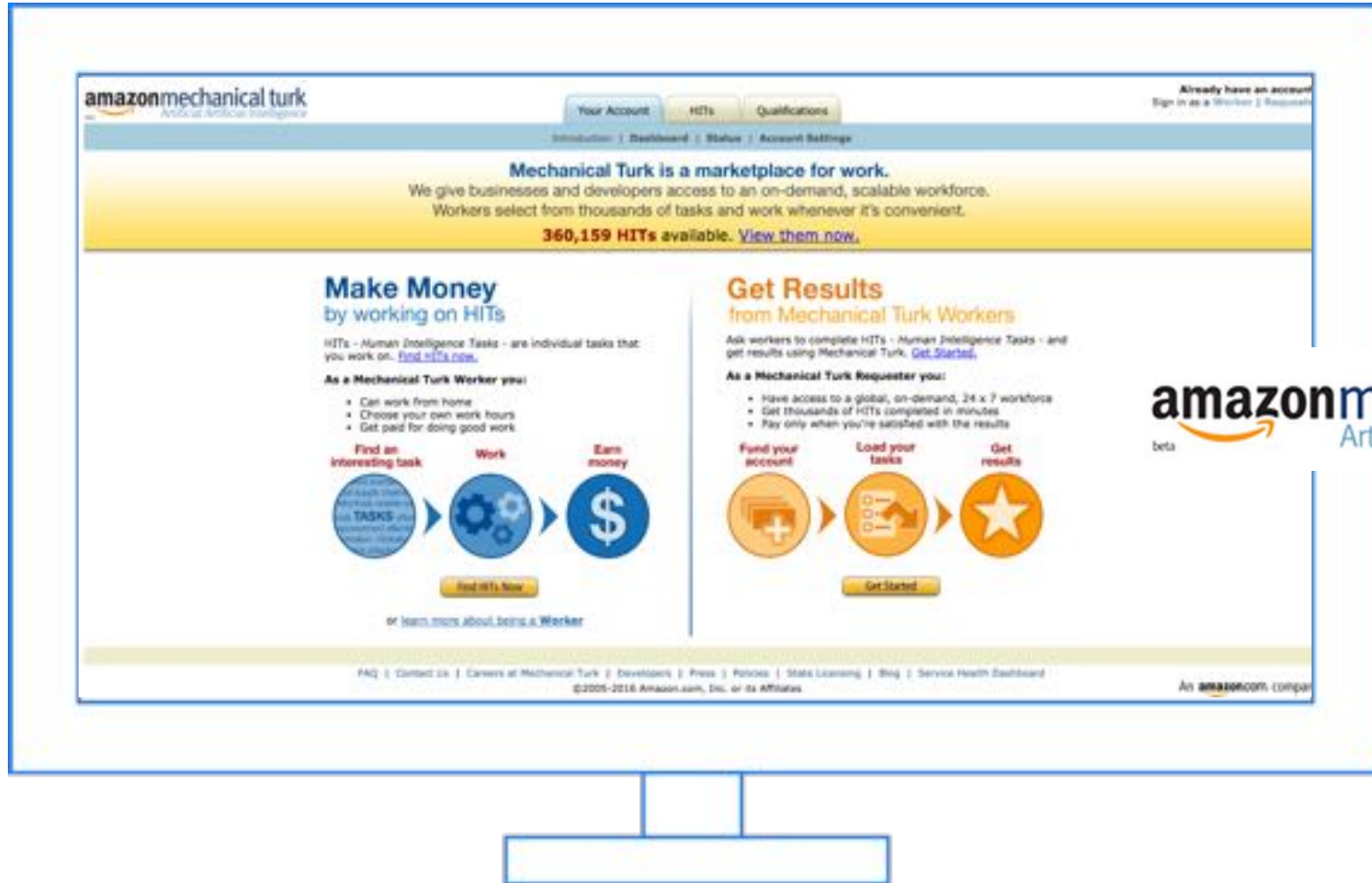
LinkedIn Profile Scraping



- Patterns of employment history
- Recommendations
- Following
- Groups
- Volunteer activity
- Skills + endorsements
- Number of connections

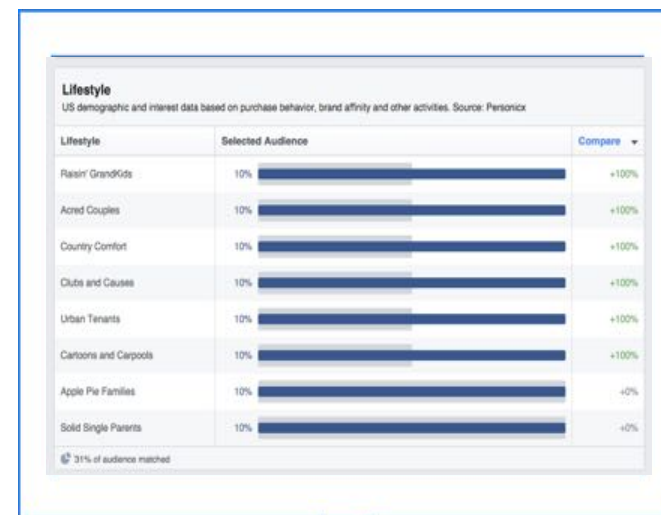
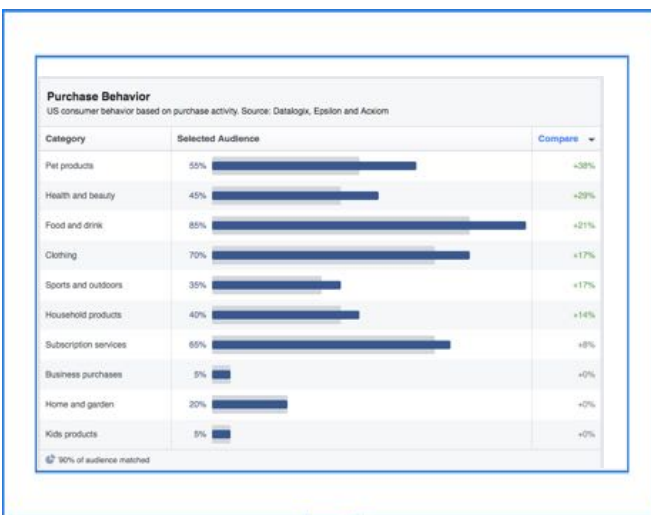
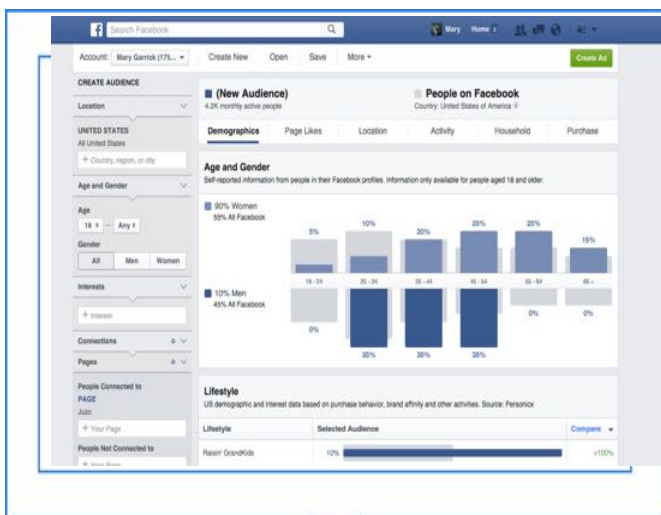


Bonus Tip



#7

Facebook Audience Insights



https://www.facebook.com/ads/audience_insights/





Bonus Tip

GEOGRAPHIC SEGMENTATION PROFILES

ESRI

esri.com/data/tapestry/zip-lookup



Claritas

segmentationsolutions.nielsen.com/mybestsegments



#8 User Testing & Exit Surveys





Bonus Tip

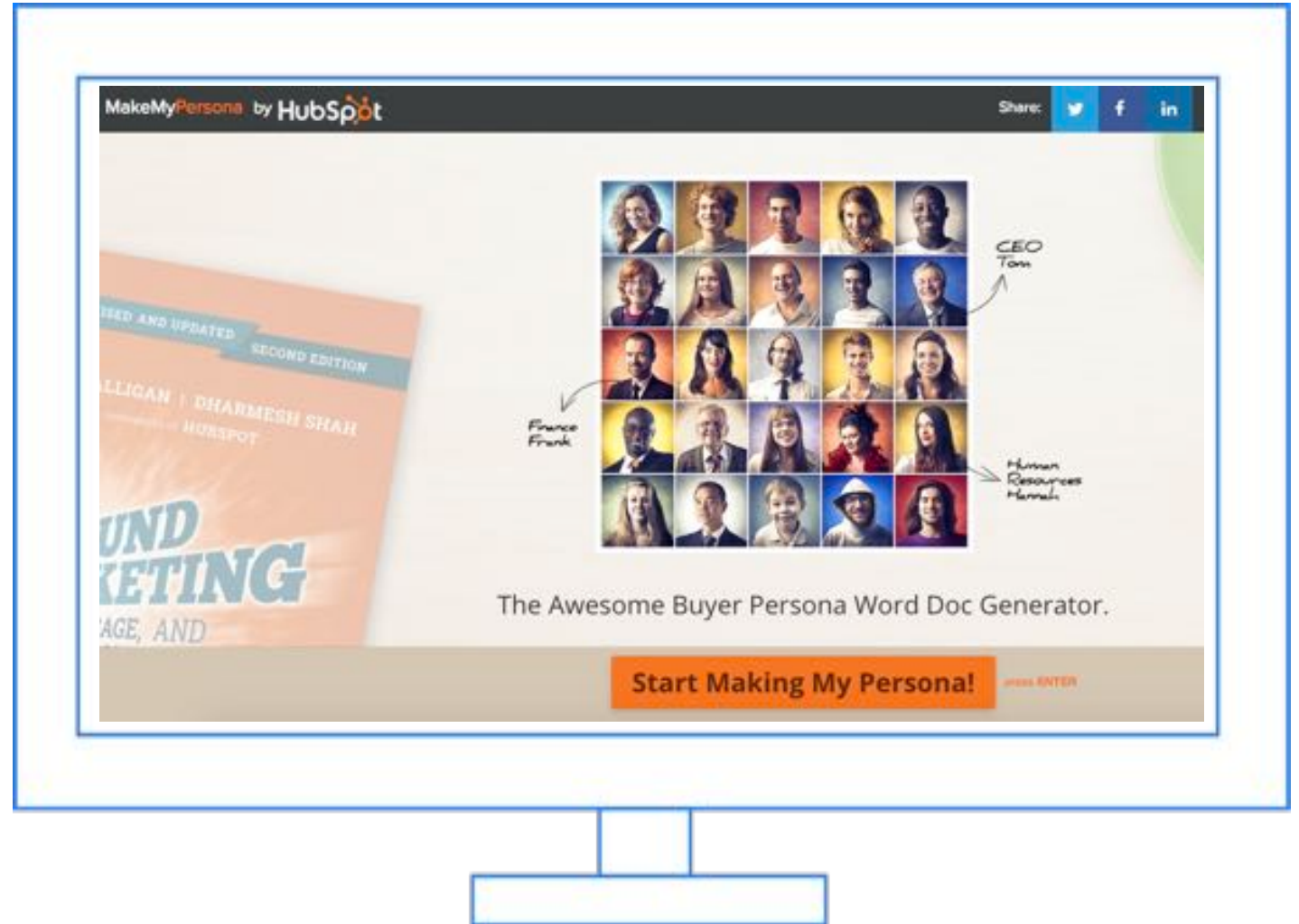
Persona Builder by Ardath Albee
UpCloseandPersona.com





Bonus Tip

Persona Builder by HubSpot
MakeMyPersona.com





Bonus Tip

New Tools I'm Investigating

The logo for 'cubeyou' features the word 'cubeyou' in a lowercase, blue, sans-serif font. The 'y' is stylized with a small blue dot above it.The logo for 'UXPRESSIA' features the word 'UXPRESSIA' in a purple, uppercase, sans-serif font. To the right of the text is a stylized purple splash or starburst graphic.The logo for 'PULSAR' features the word 'PULSAR' in a bold, black, uppercase, sans-serif font. To the right of the text is a black circular icon containing a stylized asterisk or starburst shape.

Coming Soon...

The logo for 'SparkToro' features the word 'SparkToro' in a colorful, uppercase, sans-serif font. The letters are composed of various colored geometric shapes, creating a vibrant, multi-colored effect.

Presentation Takeaways

1

A clear idea of what a persona is & what it isn't

2

A real life example of how a persona is used to drive better conversion

3

Eight resources to help you create data-rich personas at home