

## TARGET AUDIENCE

### SAMPLE PERSONAS

Buyer personas, (i.e. customer/prospect profiles), are typically fictional, generalized representations of your ideal customers. Buyer personas are developed based on market research and real data about your existing customers. They help you understand your customers (and prospective customers) better and make it easier for you to tailor content to the specific needs, behaviors and concerns of different groups. We developed the following target personas based on information we've gathered to date.

Fictional Name	C-Suite Sam	VP Marketing Mike	Marketer Melanie	Brand Manager Becky	Analyst Alyssa	Shopper Marketer Sheryl
<b>Role</b>	Contract Signer and/or Decision Influencer	Contract Signer and/or Decision Influencer	Product User	Product User	Product User	Product User
<b>Title Examples</b>	Executive Operations – CEO, President, Operations Manager & Executive Finance – CFO, Controller	Executive Marketing – CMO, VP Marketing, VP Sales & Marketing, Director of Marketing	Marketing or Promotions Manager	Brand, Category or Product Manager, Product Director	Marketing or Brand Analyst, Consumer Insights Analyst, Coupon Strategy and Analytics	Shopper Marketing or Insights Manager, Customer and Shopper Activation
<b>Summary</b>	<ul style="list-style-type: none"> <li>Views advanced analytics as critical to business strategy</li> <li>Looks for value and competitive edge and proven success</li> <li>Difficult to get past gatekeepers and hold their attention</li> </ul>	<ul style="list-style-type: none"> <li>New emphasis on AI, big data and analytics to drive decisions</li> <li>Wants real time insights to help team adjust and improve ROI</li> </ul>	<ul style="list-style-type: none"> <li>Looking for solutions that deliver insights to help team improve results</li> <li>Multiple ongoing responsibilities make it tough to schedule demo</li> </ul>	<ul style="list-style-type: none"> <li>Needs actionable, high-impact brand analytics and insights</li> <li>Desires knowledge of competitors' promotions</li> </ul>	<ul style="list-style-type: none"> <li>Desires framework to process and analyze data more quickly</li> <li>Appreciates ability to access and manipulate up-to-date data herself</li> </ul>	<ul style="list-style-type: none"> <li>Leverage retailer marketing opportunities to boost sales and promote brand</li> <li>Looking for specific shopper insights to plan shorter-term and more reactive promotions</li> </ul>



## C-SUITE SAM

Role: Contract Signer and/or Decision Influencer



### Job Titles

Executive Level Operations (signer)  
CEO, President, Operations Manager  
and

Executive Level Finance (signer)  
CFO, Comptroller, Controller

### Demographics

Gender: Skews male; List – 73% male; 24% female; 3% unknown

Age: 50-65

Education: Bachelor's Degree and Master's Degree

### Percent of Target Persona List

6%

### Responsibilities

If operations-related title:

- Drives the company to achieve and surpass sales, profitability, cash flow and business goals and objectives
- Establishes credibility throughout the organization and with the board as an effective solutions developer
- Provides leadership and management to ensure that the mission and core values of the company are put into practice
- Collaborates with the management team to develop and implement plans for the operational infrastructure of systems, processes and personnel, designed to accommodate the growth objectives of the company
- Leads, motivates and mentors a high-performance management team; attracts, recruits and retains required members of the executive team

If finance-related title:

- Directs financing strategies, analysis, forecasting and budget management.
- Directs all aspects of accounting operations such as receivables, payables, payroll and financial reporting.



### **Skills**

- Strategic thinking
- Leadership
- Results driven
- Business/financial management
- Problem solving/Analysis
- Collaboration skills

### **Purchase Triggers & Pain Points**

- Struggles with remaining competitive in a rapidly evolving consumer market with ecommerce, deep discount retailers and private-label product trends cutting into their margins
- Desires to make decisions based on sound data and insights
- Need to successfully employ revenue growth management tactics to increase revenue
- Pressure to have more granular information and insights such as geographic coupon redemption rates and competitive market data
- Views advanced analytics as critical to business strategy; these leaders look at city and even store level insights monthly

### **Interested in products and services that:**

- Offer excellent value to the company or give it a competitive edge
- Help company measure effectiveness of programs and promotions

- Support company/teams' ability to analyze, develop strategy and solve problems
- Have a track record of proven success or value

### **Barriers to Purchase**

- Challenging time and attention demands; difficult to get their eyes and ears
- Gatekeepers screen calls and appointments
- Lack of understanding of tool and its capabilities
- Existing budget parameters of budget cycle

### **Resources/Influencers**

- Consults with team leaders, including sales, marketing and strategy/planning employees
- Works with consultants
- Talks to peers at industry conferences
- Typically reads Wall Street Journal, New York Times, local newspaper and business media, and vertical market trades (e.g. <https://www.foodbusinessnews.net/>, <http://www.winsightgrocerybusiness.com/>, <https://www.drugstorenews.com/>, etc.)
- Content needs to be compelling and succinct



## VP MARKETING MIKE

Role: Contract Signer and/or Decision Influencer



### Job Titles

Executive level marketing (signer category)  
CMO, VP Marketing, VP Sales & Marketing, Director of Marketing

### Demographics

Gender: Slightly male skewed; List – 53% male; 45% female; 2% unknown

Age: 40-55

Education: Bachelor's degree in marketing or related

### Percent of Target Personas

8%

### Responsibilities

- Chief marketing officer for the company providing strategy, management and planning
- Market research, competitor analysis, system-wide marketing metrics to track, measure and analyze performance
- Provides leadership and supports the design/development and marketing of products and service lines
- Manages marketing team and ensures marketing supports plan objectives and provides ROI
- Oversees relationships with advertising/promotions and marketing agencies/vendor partners

Reports to CEO, president or owner

Responsible for managing and hiring all marketing employees

### Skills

- Strategic thinking
- Communications proficiency
- Financial management
- Leadership skills

### Purchase Triggers & Pain Points

- Marketing is a rapidly changing field; traditional methods are no longer effective; channels and techniques are continually evolving



- Need to stay on top of the latest marketing trends, practices and tools to stay ahead of the competition
- Increased pressure from board and other C-suite executives to track performance and ROI of all marketing efforts
- New emphasis on use of AI, big data and analytics to drive decision-making
- Tight job market and evolving methods make it challenging to find and keep talented staff

**Interested in products and services that:**

- Provide insights that help marketing team adjust promotions to provide better ROI
- Support his team's efforts to measure marketing channels/tactics and tests

**Barriers to Purchase**

- Convincing them to take the time to schedule a demo
- Category data is not specific enough to make it relevant
- Competitive information may not be important to some clients such as low-price leaders
- Waiting for more complete solution that includes paperless coupon data analytics with more detail
- Budget restrictions

**Resources/Influencers**

- Competitor websites
- Online industry news and information sources
- LinkedIn, Facebook, Twitter
- Marketing or advertising agency partners
- Conferences or webinars
- CMO Council and other advertising/marketing organizations



## MARKETER MELANIE

Role: Product User - Mid-level Marketing or Promotions Manager



### Job Titles

Marketing Manager, Promotions Manager, Consumer Promotion Manager, Consumer Relations, Customer Development Manager, Advertising, Promotions & Coupons Associate

### Demographics

Gender: Skews female; List – 71% female; 26% male; 3% unknown

Age: 28-45

Education: Bachelor's degree in marketing, PR, journalism

### Percent of Target Personas

43%

### Responsibilities

- Manages day to day marketing activities of company including online and offline advertising and promotions as well as program budgets
- Works with marketing agencies and vendor partners to manage programs
- Under pressure to measure and deliver ROI and keep up with the latest tools and techniques
- Continually adjusting existing activities and promotions and designs innovative new ones
- Collaborating with sales and other departments
- Tracking and measuring campaign components

Reports to VP or Director of Marketing

### Skills

- Project management
- Written and oral communication
- Advanced computer skills in Microsoft Office
- Data analytics
- Problem solving



### **Purchase Triggers & Pain Points**

- Challenging and time consuming to track and measure promotions on a timely and consistent basis
- Difficult to determine the best media mix and redemption amounts for coupons
- Looking for tools that will help them and their team deliver better results with more efficiency
- Having self-serve access to weekly redemption data that provides category comparables as well as geographic data

### **Barriers to Purchase**

- Multiple ongoing responsibilities make it challenging to schedule time to view demo
- Since a solution like Beacon never existed before, unaware of benefits it offers
- Complex approval process/need for senior leadership buy in
- Perception that there may be a learning curve with this new tool and added responsibilities

- Budget restrictions
- Category data is not specific enough to make it relevant
- Competitive information may not be important to some clients such as low-price leaders

### **Resources/Influencers**

- Competitor websites
- Marketing and coupon industry websites (e.g. couponpros.org)
- Colleagues
- LinkedIn, Facebook, Twitter & Instagram
- Reads case studies, white papers and blogs
- Professional Organizations: Ad Club, BMA, PRSA, AMA, Association of Coupon Professionals, etc.



## BRAND MANAGER BECKY

Role: Product User – Mid-level Brand or Product Manager



### Job Titles

Brand Manager, Assistant Brand Manager, Product Manager, Category Manager, Product Director

### Demographics

Gender: Skews female; List – 64% female; 33% male; 3% unknown

Age: 30-45

Education: Bachelor's Degree, MBA and CPG and/or Brand Experience

### Percent of Target Personas

29%

### Responsibilities:

- Manage brands in a cross functional capacity with the primary goal to increase sales via marketing, innovation, budget management, brand planning and more
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies
- Lead creative development and create motivating stimulus to get targeted population to “take action” including print, online, packaging and promotion.
- Establish performance specifications, cost and price parameters, market applications and sales estimates
- Measure and report performance of all marketing campaigns and assess against goals (KPIs and ROI)
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues
- Identify new, innovative ideas to drive brand growth. Develop and execute new product ideas and renovation to current products.

### Skills:

- Results oriented
- Collaborative
- Strong leadership skills
- Self-starter, comfortable with ambiguity
- Effective communication skills – written and oral





### **Purchase Triggers & Pain Points**

- Need to activate their brand and products in the most efficient and effective manner to create strong ROI
- Protect, preserve and enhance the brand's perception in consumers' minds
- Change management is the norm, whether it is forced from the executive office or the consumer
- With many different channels to manage it's challenging to stay on top of them all
- Needs actionable, high impact analytics and insights about brand and promotion performance
- Finding the best opportunities for growth

### **Barriers to Purchase**

- Very involved in day to day responsibilities and does not have time or resources to think about new solutions
- Looking for more specific category comparison information
- Varying degrees of involvement in coupon redemption so may not be aware of the value of the data

- Competitive information may not be important to some clients such as low-price leaders
- Complex corporate purchasing process

### **Resources/Influencers**

- Top down direction from management
- Online media such as Marketing Profs, Ad Age
- LinkedIn, Facebook, Twitter & Instagram
- Branding, advertising or other marketing partners
- Colleagues
- Professional organizations: PRSA, AMA, BMA, Association of Coupon Professionals, etc.
- LinkedIn – Brand Directors Group, Marketing Sherpa Digital Marketing

## ANALYST ALYSSA

Product User – Marketing or Planning Analyst



### Job Titles

Analyst, Marketing Analyst, Consumer Insights Analyst, Coupon Strategy and Analytics, Brand Analyst, Trade Planning Analyst, Consumer Promotions Analyst, Shopper Marketing Analyst, Financial Analyst

### Demographics

Gender: Skews female; List – 63% female; 33% male; 3% unknown  
Age: 25-35  
Education: Bachelor's degree in business, statistics, marketing, economics, finance, math

### Percent of Target Personas

14%

### Responsibilities

- Gather consumer/market information and examine trends
- Collect and analyze data on customer demographics, preferences, needs and buying habits
- Gather competitor data and analyze prices, sales and marketing and distribution methods
- Perform pricing and promotion analysis using syndicated, internal and customer data sources
- Forecast, track and report key metrics to internal stakeholders
- Communicate high-level concepts and articulate complex or ambiguous findings in an understandable and actionable manner to management and sales and marketing teams
- Provide support to internal teams for project plans

### Skills:

- Analytical and results oriented
- Knowledge of and experience using business reporting tools
- Strong problem-solving skills
- Self-motivated
- Project management
- Strong communication skills – written and oral



### **Purchase Triggers & Pain Points**

- Challenged to turn data into actionable insights
- Needs to engage at a granular level with large amounts of data
- Missing, incomplete, inconsistent or unreliable data is time-consuming to manage and hampers analysis
- Desires analytics framework that allows data to be processed and analyzed more quickly
- Prefers an easy to use interface and software
- Appreciates the ability to access and manipulate up-to-date data and run her own reports and comparisons
- Prefers to use software from vendors with demonstrated credibility in analytics

### **Barriers to Purchase**

- Unaware of the existence of this type of tool and powerful insights it can offer
- Looking for more specific category comparison information
- May view adoption of a new tool as a challenge because of learning curve and added responsibilities
- Competitive information may not be important to some clients such as low-price leaders
- Complex corporate purchasing process

### **Resources/Influencers**

- Colleagues
- Company management and supervisors
- LinkedIn, Facebook, Twitter & Instagram
- Professional organizations: ASA, AMA, ARF



## SHOPPER MARKETER SHERYL

Role: Product User - Mid-level Shopper Marketing Manager



### Job Titles

Shopper Marketing Manager, Shopping Marketing Director, Customer and Shopper Activation, Shopper Marketing Analyst, Shopper Insights Manager

### Demographics

Gender: Skews female; List – 77% female; 23% male

Age: 35-45

Education: Bachelor's degree in marketing, business, business administration

### Percent of Target Personas

4%

### Responsibilities

- Understand shopping behaviors and leverage intelligence to benefit brands, consumers, retailers and shoppers
- Leverage marketing opportunities of retail partners to promote the brand, frequently aligned with specific retailer
- Develop shopper programs that align with both customer objectives as well as internal sales and brand team goals
- Communicate shopper programming plans and impact with internal teams
- Measure and analyze program effectiveness using customer shopper data
- Delivers insights, recommendations and upsell and cross-sell opportunities to internal stakeholders
- Works with brand/category managers to plan shelf flow and improved aisle experiences
- May also be involved in coupon development
- Provide post analysis for key accounts campaigns
- Consults on all other integrated marketing efforts including advertising, social/digital marketing and influencer marketing

Reports to VP or Director of Marketing



### **Skills**

- Strong leadership skills
- Able to forge internal/external relationships and command trust/respect of others
- Process/project management
- Analytical/problem solving
- Advanced computer skills in Microsoft Office
- Data analytics

### **Purchase Triggers & Pain Points**

- Challenging and time consuming to gather information about consumers, shoppers and retailers and turn it into meaningful insights quickly
- Looking for promotions insights to help strategic decisions on which shoppers to focus on, which channels to prioritize and which retail activities to invest in, often within short-time frames
- Looking for tools that will help them deliver better ROI with more efficiency
- Having self-serve access to weekly redemption data that provides category comparables as well as geographic data

### **Barriers to Purchase**

- Multiple ongoing responsibilities make it challenging to schedule time to view demo

- Since a solution like Beacon never existed before, unaware of benefits it offers
- Complex approval process/need for senior leadership buy in
- Perception that there may be a learning curve with this new tool and added responsibilities
- Budget restrictions
- Wants to view data at a retailer-specific level, which BEACON does not yet offer.
- Competitive information may not be important to some clients such as low-price leaders

### **Resources/Influencers**

- Competitor websites
- Marketing, shopper and coupon industry websites (e.g. <https://shoppermarketingmag.com/>; [couponpros.org](https://couponpros.org))
- Colleagues
- LinkedIn, Facebook, Twitter & Instagram
- Reads case studies, white papers and blogs
- Professional Organizations: Shoppers Insights Managers Association, Retail Marketing Association, Association of National Advertisers, Path to Purchase Institute (P2PI) etc.