

Here follows a brief explanation of how a client, 'Web publisher A', can use the Psychographics service to capture the contact details and personality 'type' of visitors to its online web site, adverts, etc. Adding 'personality' increases data value by 75% and using personality-centric messaging and advertising increases levels of customer engagement, buy-in and conversion by 37%.

Part 1 – Customer engagement

Publisher A locates the 'widget' such as this example on the right, on the home page. The widget provides visitors with a free professional and personal psychometric report using just 5 questions completed in less than 3 minutes (we currently have 83% of visitors to our site registering on our widgets).

We offer over 400 report topics for widgets and create more every day.

The widget can also include questions from Publisher A, to conduct surveys, etc. Using the widget is an accepted form of 'opt-in' to receive further mailings.



Part 2 – List building & lead generation

The widget creates a database of registrations, plus the final user report can have a 'call to action' such as 'click here to connect to a representative'. This turns them from a contact into a higher value lead. Publisher A can charge more to third party advertisers for using its Psychographics data.

Part 3 – List reactivation

Publisher A can also use the widget with its existing database, particularly any inactive data. Ciao Surveys, Europe's largest shopping comparison site, offered two widget reports in succession and produced a 60% increase in logins, (over 45,000 people reengaged) from its inactive data.

Part 4 - Personality-centric communications

Using personality profiling in the sales channel dramatically improves conversions. Understanding the natural decision making and buying process of an individual helps you to deliver the right messages in the right format. This is provided very simply using Psychographics, though there are other more complex systems available in this field:

"Brand impact and purchase intent were 100-300% higher among people after profiling added to Nielson Online's Homescan Consumer panel service" - Mindset & Nielson Online

"Online retailers receive a 37% uplift from customers after they get personality profiled - Imagini, owner of VisualDNA™"

Part 5 – Online and offline direct mail

Using Psychographics' 4 quadrant design and copywriting guides for all communications, adverts, etc, improves targeting and response rates. This is particularly effective in highly competitive categories as it differentiates the client or third party's communications to individual consumers and builds brand loyalty.

