INMOBI ✦ Pulse

Persona targeting using InMobi Pulse

Learn how a Sports Apparel Brand used InMobi Pulse to position its line of apparel

Objective

A U.S.-based Sports Apparel brand sought to understand their target customers' perception of existing sports apparel brands available in the market. The primary objective of the research was to find the positioning sweet spot for their new range of running apparel.
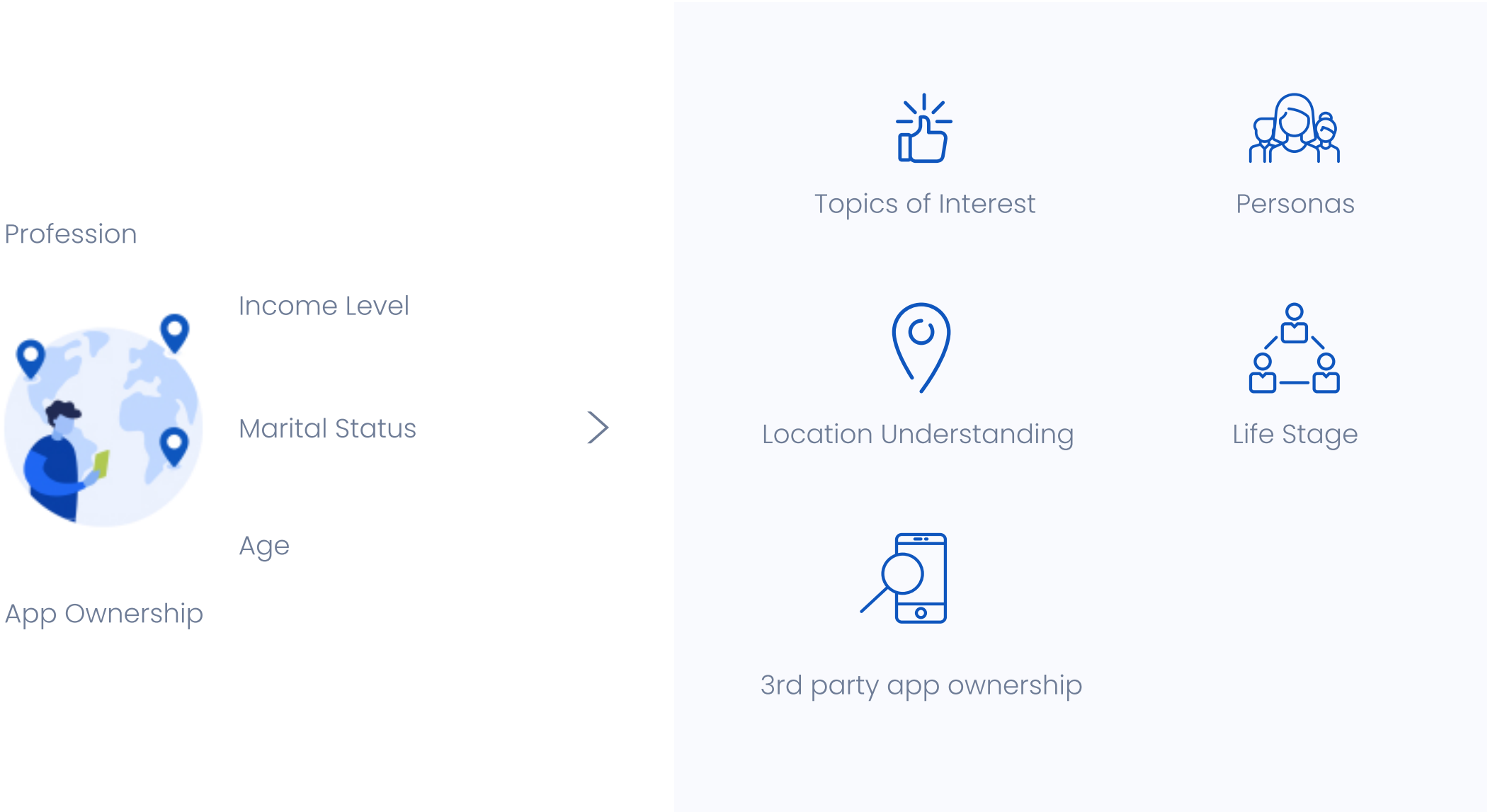

Solution

Identifying ideal customer segments using detailed user profiling

In order to gain insights regarding the ideal positioning for the range of running apparel, the Sports Apparel company needed to understand the brand perceptions of the target audience. InMobi's detailed user profiling helped the brand identify Fitness Enthusiasts and Sports Enthusiasts who were the ideal customer segments of the product range.

Leveraging InMobi User profiling

Through its existing network of partner mobile apps, InMobi Pulse receives multiple indicative signals that help build a granular understanding of user attributes. With access to permissibly sourced locational information, behavioral factors such as app usage and browsing profile, and device types, InMobi's network synthesizes detailed mobile user personas. This leads to the development of detailed personas:

Profession

Income Level

Marital Status

Age

App Ownership

>

Topics of Interest

Personas

Location Understanding

Life Stage

3rd party app ownership

InMobi Pulse reach is 1.6 billion users globally, and is substantiated by a detailed understanding of the users. This aids in easily identifying, clearly segmenting and targeting user at scale for relaying the surveys, ensuring authentic responses.

The surveys asked brand perception questions to the selected segments regarding the existing competitors and their offerings, messaging and brand activities. We overlaid the response data on the existing InMobi user profile data. This enabled the brand to gain a deeper understanding of nuanced difference in preferences between the high-income and low-income segments. This enrichment of survey response data allowed us to draw valuable insights regarding effective positioning, beyond the initial ask of the Sports Apparel brand.

Results

Brand Pulse helped the sports apparel company sharpen their positioning with a better understanding of their target audience by means of the following observations:

1. The brand learned that in their target segment, users associated much more positively with brands that understood the functional needs of a runner.

2. The users needed to know that brands understand the challenges of runners and are solving for those.
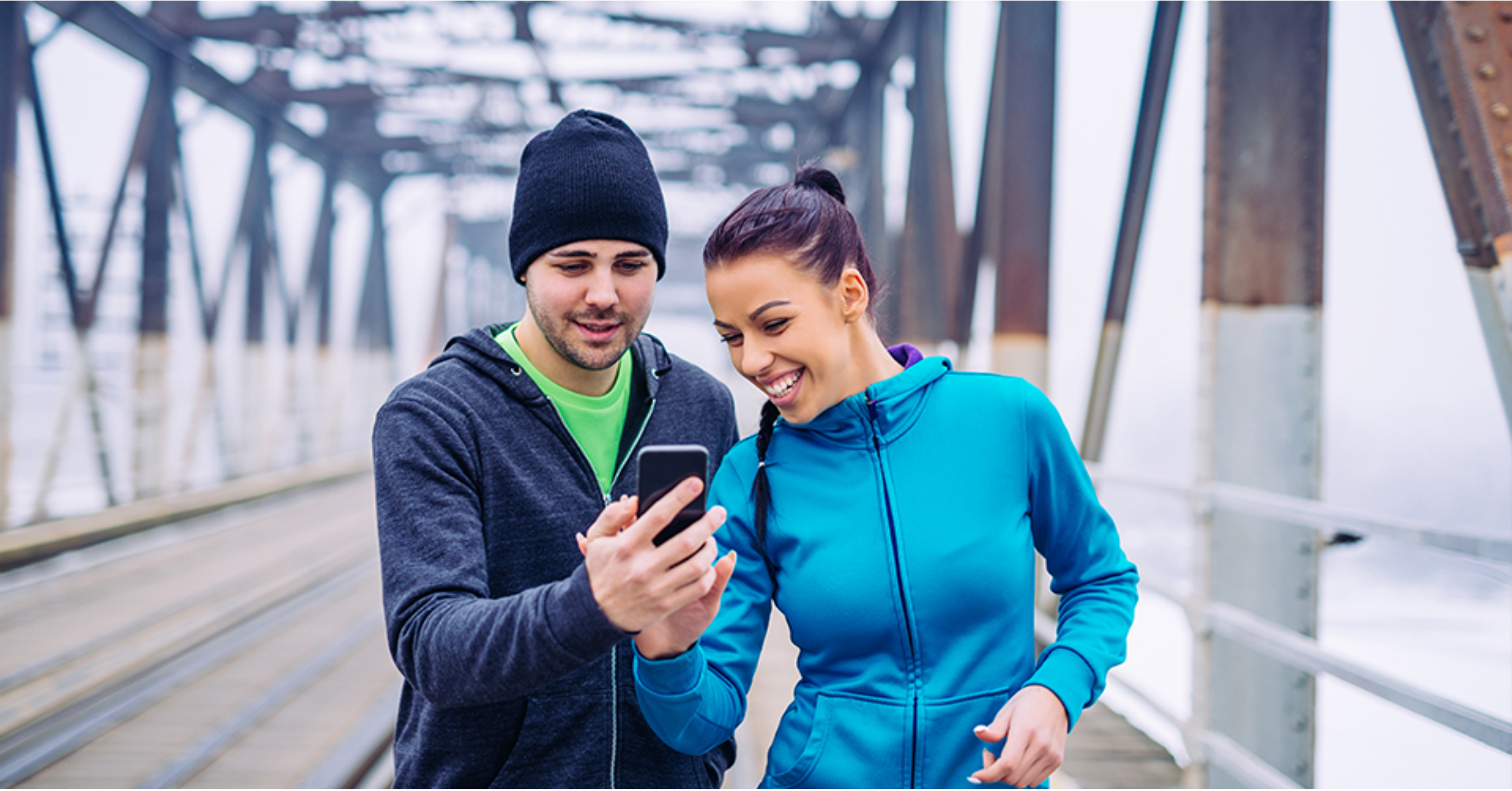
3. We traced brand awareness of competitor brands against their ongoing campaigns to understand the effectiveness of the messaging, channels and copies on the target audience. This allowed for the brand to make informed decisions regarding the launch plan marketing mix to reach the target customer and better understand what the customer responds to best.

4. Through InMobi Pulse, the brand discovered the varying requirements of highincome and low-incomes segments. This allowed the brand to course correct on their positioning. Instead of just positioning as "lifestyle sports apparel", they adopted a two-tier positioning: one in the premium category and another with more mass market appeal. The ideal positioning of the premium segment established leadership in sport sciences and