

## Facts at a Glance:

**Up to 2x**

Potential Increase in Conversion Rates when campaigns use data-driven insights to tailor messaging and offers. \*\*

**60%**

Of consumers are more likely to engage with ads that align with their personal interests. \*

## Different Engagement Behaviors:

In-store customers typically live closer, value immediate purchases, and skew older, while online customers span wider areas, prioritize convenience, and lean younger. \*\*\*

## Understanding Audience Profile Attributes

### What Are Audience Profile Attributes?

Audience profile attributes provide data on the interests, behaviors, and demographics of people engaging with your location's website. Built from Google Signals, website behavior, and machine learning estimates, this data provided by Google offers a snapshot of your online audience, which may differ from in-store customers.

Location Business Insights				
City Population		Median HH		
2,665,039		\$71,673		
Attribute #1	Attribute #2	Attribute #3	Attribute #4	Attribute #5
Social Media Enthusiasts	Outdoor Enthusiasts	Health & Fitness Buffs	Luxury Travelers	Comedy Fans
Top Audience Age		Top Audience Gender		
25 to 34		Male		

### City Population

This information comes directly from census data for the city where your location is based. It's important to note that this is not the population of the radius we are targeting with your ads.

### Are These the Audience Attributes My Ads Are Targeting?

No, these attributes don't represent active ad targeting setup. They reflect the interests and behaviors of visitors engaging with your location's website. Use this data to guide creative selection and messaging that aligns with what matters most to your audience.

## Why Your Online Audience May Differ from In-Store Customers

- **Different Shopping Styles:** Many people research online, even if they don't shop in-store.
- **Broader Reach:** Online audiences may include those further away or just casually browsing.

This data is valuable for understanding digital trends and interests, even if it differs from your in-store experience.

## A Story in Action: Adjusting to Your Engaged Audience

You may say your "ideal customer" is a male between the ages of 18 and 25, but your audience data shows that you're receiving the most engagement from females ages 35-45.

### In this scenario, you have two choices:

- 1) Stop targeting the people engaging with your website because they don't match your "ideal audience."
- 2) Double down on what's working—focus on the audience engaging with your brand by creating campaigns that resonate with them.

## How to Use Audience Attributes for Effective Campaigns

### Build Connection with Relevant Messaging:

Knowing what your online audience has interest in allows you to select ads that have a likelihood of resonating, increasing brand engagement and loyalty.

### Refine Your Promotions:

If your data reflects younger audiences engaging with certain products, use this insight to select offers or messages that drive in-store visits.

### Spot Opportunities:

If there's a popular product online that isn't selling in-store, consider a local promotion or discount to boost interest, foot traffic, and sales.

## Examples of Audience Attributes You Might See:



### Outdoor Enthusiasts:

Interested in adventure and nature experiences.

Engaged in financial and investment-related content.

### Avid Investors:



### Family Activity Seekers:

Looking for local, family-friendly events and activities.

Interested in literature, reading recommendations, and related content.

### Book Lovers:



## Quick Wins

### Tailor Your Creatives:

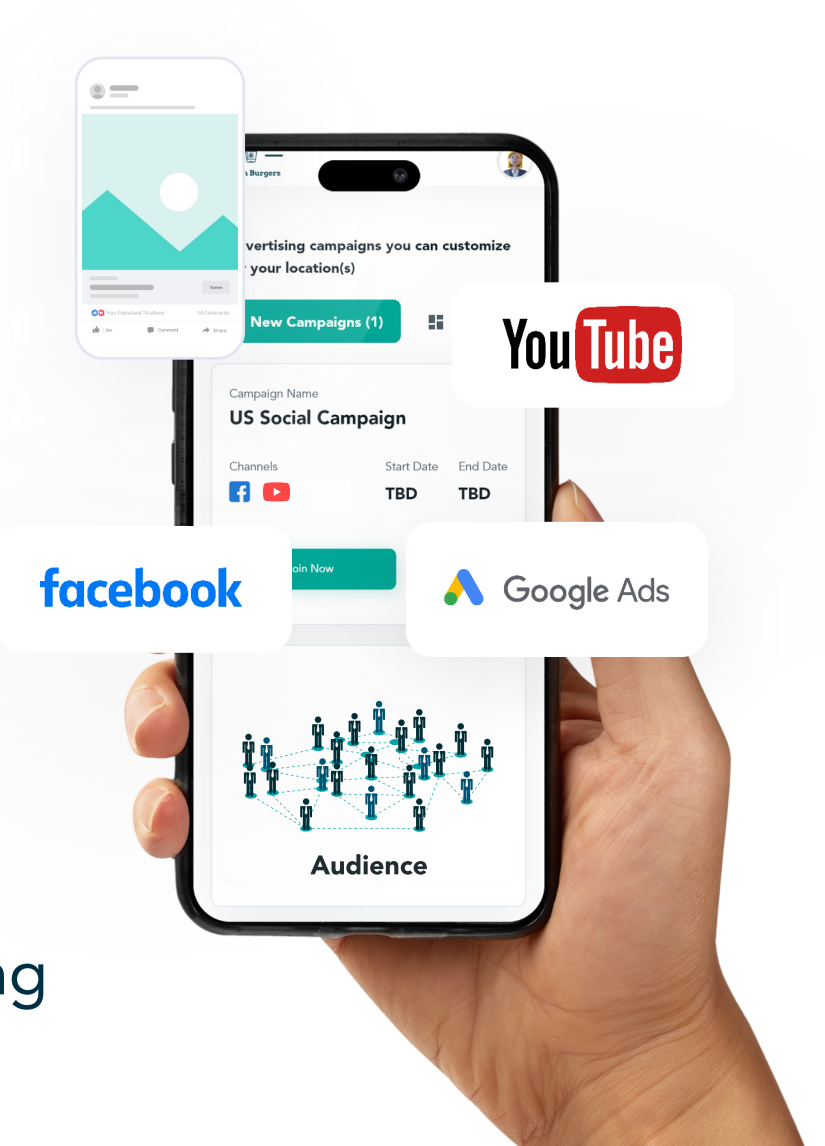
Select images and copy that reflect audience interests.

### Choose the Right Offers:

Align your campaigns with popular interests, such as family promotions for 'Family Activity Seekers.'

### Engage Your Local Audience:

Show your audience you understand them by choosing ads that resonate with their preferences and lifestyle.



## Key Takeaways for Understanding Audience Attributes

### Data Origin:

Hyperlocology displays data directly from Google; we don't control or create it.

Online data offers a digital snapshot of your audience that, while sometimes different from in-store traffic, is valuable for refining local marketing strategies.

### Different Audiences, Valuable Insights

## Make the Most of Audience Profile Attributes

Leverage Hyperlocology's platform to explore and use audience profile data, helping you create relevant local campaigns that drive sales.