Custom Audience Profiles
Mind-blowing insights into any audience

The success of your agency hinges on your ability to do work that gets results for your clients. To get those results, you need audience insights like you've never had before. But the combination of first-party data and useful messaging strategies has been hard to come by. Until now.

Our **Custom Audience Profile** (CAP) reports deliver the insights you need.

They'll answer virtually any question you have about your audience, like "What are their hobbies?". "How much time do they spend on TikTok?", "Do they care more about discounts or service?", "How important is sustainability to them?", and so much more.

With full access to GWI and a strategy team that specializes in turning insights into action, we dig deep to get a clear picture of the things that really matter to your clients' audience. We focus on data specific to your creative brief, like the type of messaging that will resonate best, core values your client shares with their audience, who their best prospects are, and where to find them online.

The data

With 2.5 billion global customers self-reporting on 250K+ profiling points, GWI's database is relevant and continually refreshed. We can ask any question, get answers instantly, and analyze profiles quickly. Having this information will put you on a level playing field with some of the world's largest and most influential agencies.

How it works

1. You give us a brief with your clients' audience profile (up to three segments), ask any questions you have about them, and send us $950.

2. We research the data, look for insights that could be used to build messaging and differentiation strategies, and send your CAP report with our recommendations within 3-5 days.

Male Librarian
93% more likely than baseline to puchase a hair dryer in the next 6 months

Male Librarian
244% more likely to play basketball than the baseline

Male Librarian
15% clicked on a social media ad in the past month

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Example

THE BRIEF:

A vocational school offers specialized training for adult learners seeking a career change or skills development. It caters to adults aged 30–50, employed in low- to mid-level positions, typically in customer service, retail, and manual labor.

PROFILE PURPOSE:

- Gain deeper insights into target audience
- Identify types of messaging and differentiators that will resonate

BASIC AUDIENCE CHARACTERISTICS

Audience Segment 1 of 1
- 30-50 years old
- Likely or very likely to search for a new job in the next six months
- Currently doing semi-skilled manual work
- HHI: $15k-$70k

Included to increase the relevance of the profiled audience after initial analysis:

Reasons for Searching for New Job » I'm not satisfied with my salary / earnings X
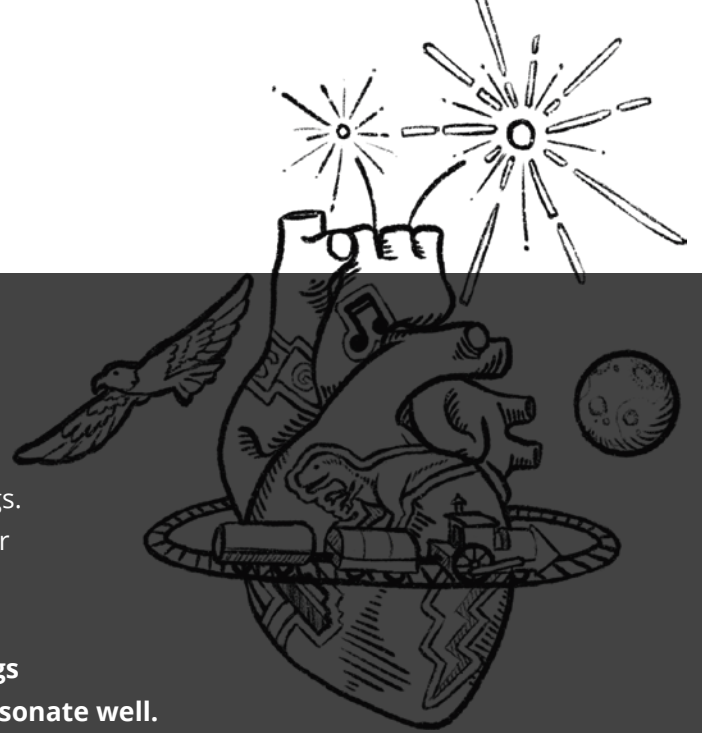
Vocational prospect
38% work at a publicly listed company

Vocational prospect
50% are prone to anxiety
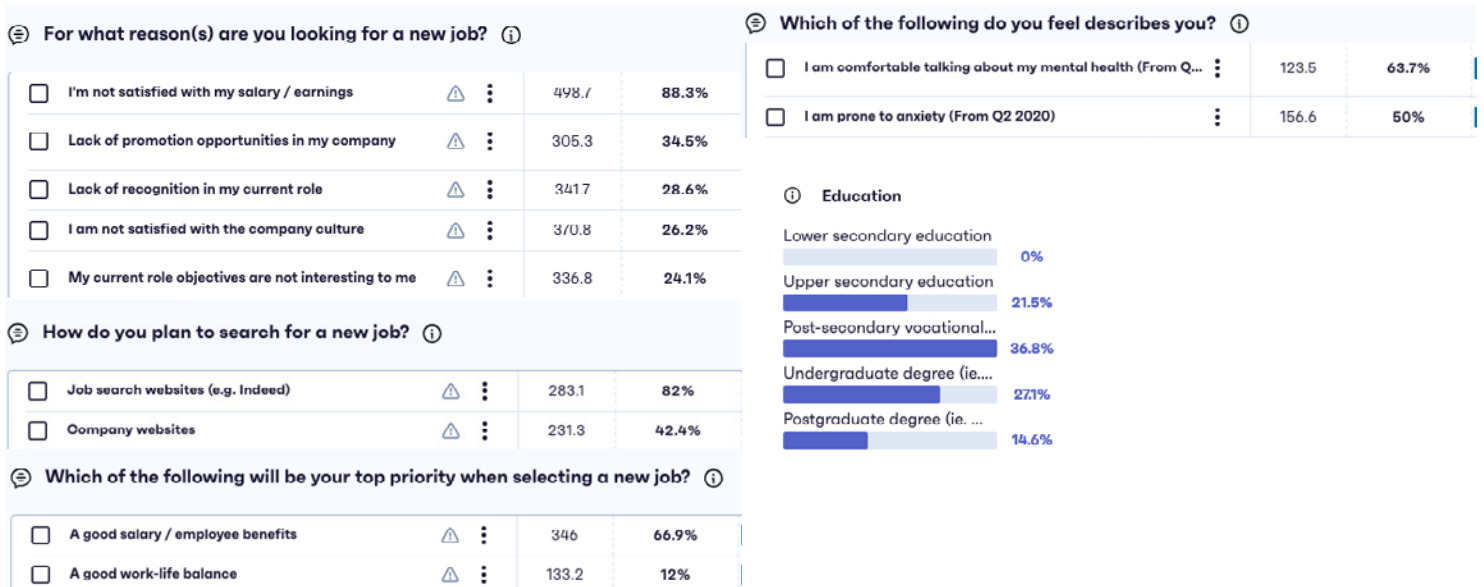
Example

SUMMARY RECOMMENDATIONS:

When looking at job-changers, the most common motivation by far for changing jobs is the desire to make more money, which aligns with the school's primary offerings. This attribute was added to the base audience to add further relevance to the profile. Salary will also play the biggest role in their job choice. In addition, they are bored and feel dead-ended in their current company. **Highlighting earnings potential and the challenge of learning new skills will resonate well.**

A high percentage of this audience are prone to anxiety and tend to self-identify as having mental health conditions. Given they are comfortable discussing their mental health, **secondary messaging should focus on advisor support and post-graduation job placement.**

Many have some experience with post-secondary education, so they don't need to be convinced of its benefits. Instead, **content should discuss advanced skill-related and trade topics.**

With this group's propensity to job search via company websites, your client may want to consider **co-branded campaigns with employers.**

SAMPLE CHARTS ANALYZED:

For what reason(s) are you looking for a new job?

I'm not satisfied with my salary / earnings	⚠	498.7	88.3%
Lack of promotion opportunities in my company	⚠	305.3	34.5%
Lack of recognition in my current role	⚠	341.7	28.6%
I am not satisfied with the company culture	⚠	370.8	26.2%
My current role objectives are not interesting to me	⚠	336.8	24.1%

How do you plan to search for a new job?

Job search websites (e.g. Indeed)	⚠	283.1	82%
Company websites	⚠	231.3	42.4%

Which of the following will be your top priority when selecting a new job?

A good salary / employee benefits	⚠	346	66.9%
A good work-life balance	⚠	133.2	12%

Which of the following do you feel describes you?

I am comfortable talking about my mental health (From Q...	⋮	123.5	63.7%
I am prone to anxiety (From Q2 2020)	⋮	156.6	50%

Education

Lower secondary education	0%
Upper secondary education	21.5%
Post-secondary vocational...	36.8%
Undergraduate degree (ie....	27.1%
Postgraduate degree (ie. ...	14.6%

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Manufacturing prospect
91% watched a video online in the past week

Manufacturing prospect
46% describe themselves as ambitious

You can't always trust your gut

When a bearing manufacturer wanted us to help them launch their ecommerce site, we had to convince their customers—who usually called their sales reps when they needed something—to place their orders online.

Our client thought customers wanted to hear about how easy and quick ordering online would be. The data told us something different.

It said their top personal value was acquiring wealth and influence (we were surprised too) and their top psychological driver was proving their competence and skills on the job (their egos were in charge). So, instead of leading with the typical reasons someone might want to place an order online, we created messaging that 1) addressed their frustrations over broken machinery and the urgency to get it fixed, and 2) positioned the product as an enhancement to their reputation.

You're gonna want this

Ready to get your first report? Fill out this form and we'll jump on it.

Got questions? See our FAQs or contact us at curious@cat-tonic.com or 612-460-0091.

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FAQ's

Q: What kind of data will be included in my CAP?

A: Everything about an audience you could imagine, including:
- Demographics (personal, location, finances, household, and family composition)
- Attitudes and interests
- Sports and exercise interests
- Lifestyle patterns
- Work and professional life
- Marketing touchpoints
- Purchasing behavior
- Online activities
- Technology and device usage
- Social media usage and other media usage
- Gaming habits

Q: How recent is the data?

A: GWI's self-reported data is updated quarterly to ensure freshness.

Q: How many audience segments I will need for my report?

A: It depends on what you're trying to accomplish. Segments are characteristics within your audience that can be compared against one another. For example, you can choose different age groups to compare their social media habits.

Q: What if I need it faster than 3-5 days?

A: We might be able to turn it faster. Just call or email us before you place your order and tell us what you need.

Female Financial Advisor
60% less likely to say they take risks than the baseline

Female Financial Advisor
44% are interested in DIY Home Improvement

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