



# FAST INSIGHTS, PEOPLE-BASED AUDIENCES

SpotRight makes it easy to quickly turn consumer insights into marketing personas that fuel big ideas and smart targeting. Brands and agencies depend on us to help them find unique marketing insights and new audiences.

PersonaBuilder™ is our web-based, marketing insights application that gives you quick access to rich social media behavior combined with trusted consumer data in our patented technology platform.

AudienceBuilder™ programmatically ties your audience insights to targetable audiences across 150+ digital media buying platforms, offering your tailor-made, custom audiences at off-the-shelf pricing.

## Insights to Audiences:

- Search, discover and test unique marketing personas and targeted audiences
- Better prepare for business pitches by quickly understanding an audience's profile and gaining competitive advantage
- Enhance your data with social intelligence enabling a new level of analytics, segmentation, look-a-like modeling and influencer marketing
- Know more about who you're listening to and who you should be listening to
- Drive strategy, creative, personalization and revenue

*"SpotRight saves us two to six weeks preparing for new business pitches. We have so much more time for productivity and we're giving brands insights about their audience with confidence."*

-Finn Partners

*"We are able to further dimensionalize customers by using SpotRight, which drives deeper understanding of customers, unlocks business opportunities, and improves the effectiveness of personalized communications."*

-The Lacek Group

SpotRight has created a dynamic map of billions of consumer relationships and interests across more than 500M social profiles tied to offline data, including:

- Social behavior & conversations
- Brand affinities
- Lifestyle interests
- Ethnicity
- Demographics
- Retail / CPG purchases
- Auto ownership
- Political affiliation

## Consumer Intelligence ▶ Marketing Personas ▶ Targeted Audiences

SpotRight helps you find your best prospects and **GROW** existing relationships



To learn more contact [sales@spotright.com](mailto:sales@spotright.com)

[www.spotright.com](http://www.spotright.com)