1st Party Database Optimization for Culture & Personality
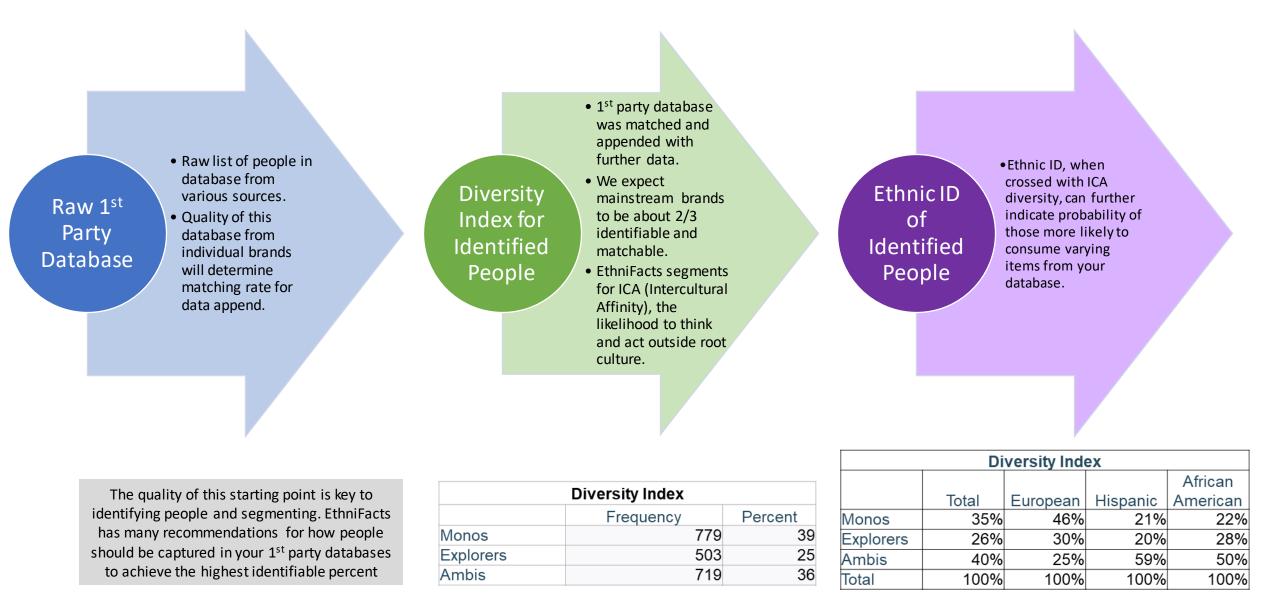
EthniFacts Digital Enhancement Capabilities

EthniFacts 1st Party Database Optimization Example

Raw 1st Party Database

- Raw list of people in database from various sources.
- Quality of this database from individual brands will determine matching rate for data append.

Diversity Index for Identified People

- 1st party database was matched and appended with further data.
- We expect mainstream brands to be about 2/3 identifiable and matchable.
- EthniFacts segments for ICA (Intercultural Affinity), the likelihood to think and act outside root culture.

Ethnic ID of Identified People

- Ethnic ID, when crossed with ICA diversity, can further indicate probability of those more likely to consume varying items from your database.

The quality of this starting point is key to identifying people and segmenting. EthniFacts has many recommendations for how people should be captured in your 1st party databases to achieve the highest identifiable percent

Diversity Index		
	Frequency	Percent
Monos	779	39
Explorers	503	25
Ambis	719	36

Diversity Index				
	Total	European	Hispanic	African American
Monos	35%	46%	21%	22%
Explorers	26%	30%	20%	28%
Ambis	40%	25%	59%	50%
Total	100%	100%	100%	100%

EthniFacts 1st Party Database Optimization Example

Country of Origin of Identified People

- Countries of origin were identified.
- 46 Countries of origin were identified. This brand's highest probability was high Mexican origin (87% of ID'ed Hispanics), but this will vary by brand.

Language Proficiency of Identified People

- For this brand, we looked at Language & Language proficiency for optimization purposes. Of the Hispanics identified in the 1st party database, 64% were Spanish dominant or Spanish preferred, critical for crafting messages.
- Process can be done for all languages.

Personality Profile of Identified People

- Personality is the root cause of why people take action. Appealing to specific personality types provides a higher probability for clicking, buying, engaging, etc.
- EthniFacts proxies personality types from info collected and appended.
- For this brand, we proxied measures of Agreeableness and Openness, 2 highly indicative traits for buying behavior

Hispanic Country of Origin

	Total	Cuba	Dom Rep	Mexico	Puerto Rico	Brazil	Other
Monos	20%	18%	33%	19%	20%	67%	
Explorers	22%	36%	33%	22%	13%	17%	
Ambis	58%	45%	33%	59%	67%	17%	
Total	100%	100%	100%	100%	100%	100%	

Language Dominance & Proficiency

	Total	Spanish Dominant	Spanish Preferred	English Preferred	English Dominant
Monos	20%	31%	29%	0%	0%
Explorers	20%	17%	20%	22%	28%
Ambis	60%	52%	51%	78%	72%
Total	100%	100%	100%	100%	100%

Personality Matrix - Agreeableness/Openness

Agreeable-ness		Total	Open-ness		Total
	Lo	54%		Lo	64%
	Hi	46%		Hi	36%
	Total	100%		Total	100%

AO Matrix*	Lo Both	41%
	Lo O and Hi A	20%
	Hi O and Lo A	14%
	HI Both	26%
	Total	100%

* Messages are crafted for optimal appeal

...And There's More That Can Be Done...

EthniFacts

MANY more variables can be utilized for optimization purposes

In addition to the variables shown on the previous pages, EthniFacts can cross all of this with income; age; gender; Metro, region, or specific location to zip code level; as well as many other interests, attitudes, and behaviors.

Crossing Culture and Personality with Other Variables Can Provide:

- Pinpoint Messaging to Your 1st Party Database
- The Ability to Source Thousands of Similar People Most Likely to Buy
- Significant ROI increase from your digital spend by sending the most personally persuasive message to the right people at the right time