

Unlocking Tech Early Adopters

How one retailer went beyond demographics to improve targeting and optimize their GTM strategy



Business Challenge

To remain competitive, Client A must identify precise customer personas to continually update their ideal targets based on changing consumer trends and behaviors. With a broader and deeper understanding of buyer segments in a dynamic retail landscape, they can determine opportunity gaps, tailor their marketing strategies and increase engagement.

Business Challenge

The MRI Simmons team curated optimal personas for Client A based on extensive data and access to over 36,000 active profiles. With these detailed insights, Client A gained a more comprehensive understanding of their ideal targets, identifying two important segment opportunities:



True Techies

The techiest of the techies, adults in this group are always first to have the newest and shiniest tech toys, games, and gadgets, hoping for the WOW! factor from those around them. They are a source of tech information for friends and family because they are always on top of emerging technology



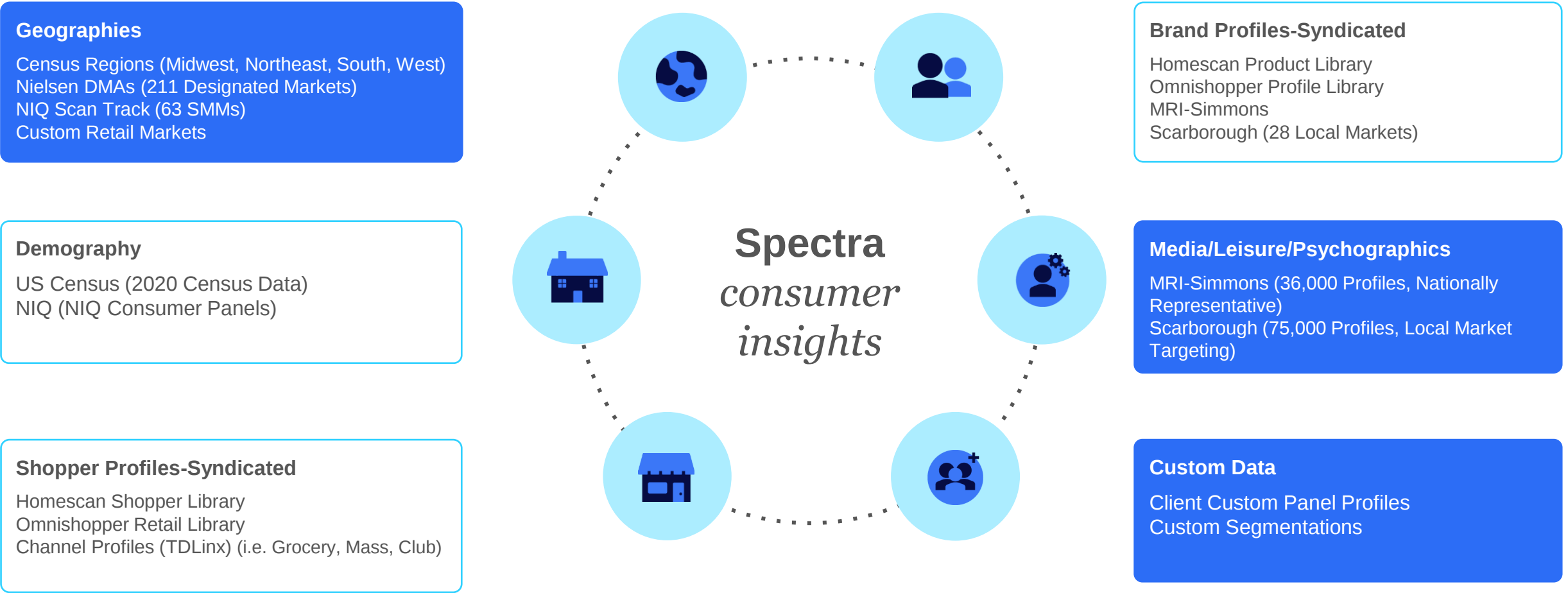
Tech Indifferent

These adults see technology as a necessary evil, useful at times, but generally more complicated than it needs to be. This group generally needs assistance to use their new devices but may embrace new products if they are simple and easy to use.



Identifying Key Aspects of The Target Segment

To improve their current persona, Client A selected 3 key areas they felt were critical to better understanding their consumer base: Geography, Psychographics, and a custom segment built on their company’s business priorities.



Client Question 1

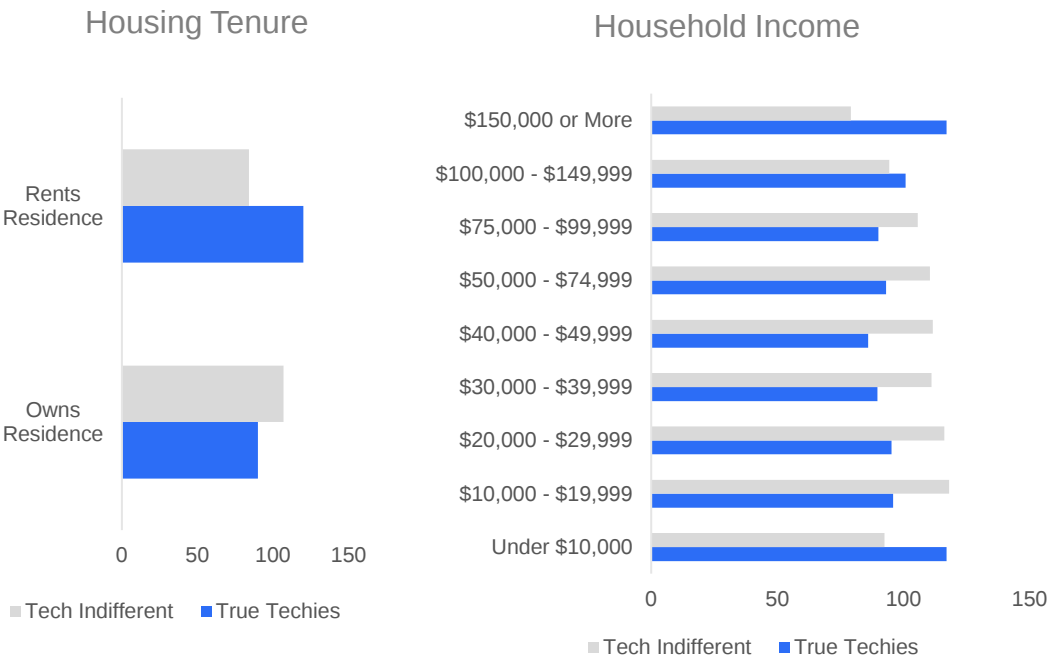
What are the key differences across different shopper groups?

Client A knows they want to target 'True Techies' but need to further differentiate where opportunities lie

Key demographic & behavior differences

Opportunity exists with True Techies that rent whose HH income is \$100K+

Potential buyers are Young Transitionals and Younger Bustling Families



Very High 150+

High 120-150

Average 100-120

Low < 100

A = True Techies

B = Tech Indifferent

Behavior Stage	Life Style											
	Prosperous Cities & Suburbs		Prosperous Country Living		Middle Class Cities & Surrounds		Middle Class Countrysides		Hard Working Cities & Outskirts		Hard Working Rural Living	
Start-up Families	A	B	A	B	A	B	A	B	A	B	A	B
Small Scale Families	A	B	A	B	A	B	A	B	A	B	A	B
Younger Bustling Families	A	B	A	B	A	B	A	B	A	B	A	B
Older Bustling Families	A	B	A	B	A	B	A	B	A	B	A	B
Young Transitional	A	B	A	B	A	B	A	B	A	B	A	B
Independent Singles	A	B	A	B	A	B	A	B	A	B	A	B
Senior Singles	A	B	A	B	A	B	A	B	A	B	A	B
Established Couples	A	B	A	B	A	B	A	B	A	B	A	B
Empty Nest Couples	A	B	A	B	A	B	A	B	A	B	A	B
Senior Couples	A	B	A	B	A	B	A	B	A	B	A	B

Source: NielsenIQ Spectra 2024

What are geographical opportunities with the identified target?

Client A has established the opportunities inherent within the 'True Techies' persona. Now, they are seeking to understand the locations of these ideal targets to pinpoint avenues for expansion.

Geography Name	True Techies					Small electric appliances (Households)	Kitchenware & home furnishings (Households)	Televisions, video recorders, video cameras, video tapes, etc. (Households)	Renter-Occupied Housing Units - 5 Year Projected (Not Applicable)	Median Income (Five Year Households)
	Total % HHs	Target % HHs	Target % Pen	Target Index	Target HHs					
New York, NY (501)	6.18%	7.42%	43.36%	120	3,458,882	\$11,541,636	\$95,351,926	\$22,447,937	3,973,777	\$112,502
Minneapolis-St. Paul, MN (613)	1.51%	1.51%	36.07%	100	702,489					
Sacramento et al, CA (862)	1.22%	1.36%	40.43%	112	636,318					
Orlando et al, FL (534)	1.45%	1.35%	33.55%	93	629,220					
Salt Lake City, UT (770)	0.92%	1.21%	47.16%	131	562,346					
San Diego, CA (825)	0.90%	1.20%	48.21%	133	559,547					
Portland, OR (820)	1.06%	1.17%	39.83%	110	545,599					
Austin, TX (635)	0.81%	1.11%	49.31%	137	516,321					

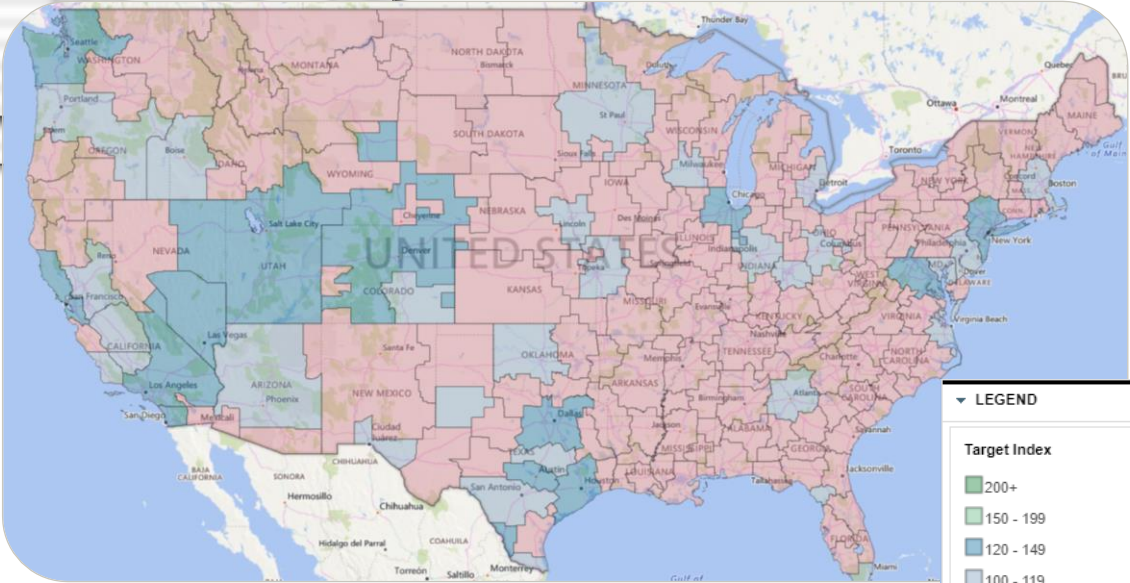
Top 3 DMAs:
Demand of True Techies

1. Austin, TX

2. San Diego, CA

3. Salt Lake City, UT

Analyzing the market reach, targeting effectiveness, and household concentration of the True Techies demographic across the United States revealed that Austin, TX exhibited the highest demand for Client A's offerings, followed by San Diego, CA, and Salt Lake City, UT.



Client Question 3

Which markets should be prioritized based on category demands?

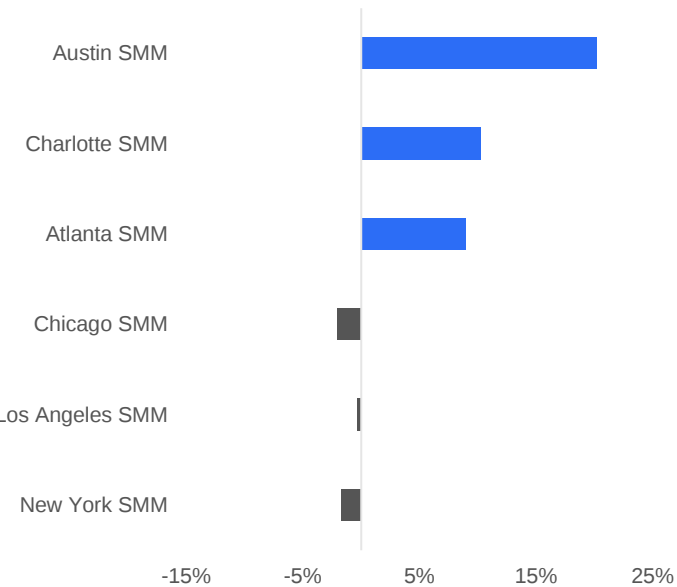
Based on the identified geographic opportunities, client A needs to understand what external factors would make a particular location more desirable to target than another.

Austin SMM is projected to grow its population 2X the rate of Atlanta SMM in the next 5 years

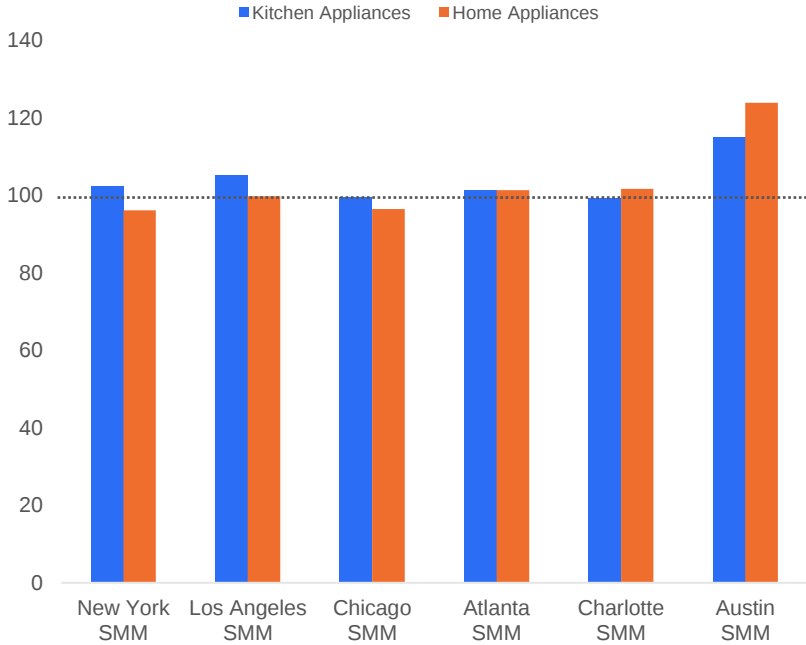
Austin SMM over-indexes for Kitchen & Home Appliances

Travis County is key market to drive & meet Kitchen & Home Appliances demand

Avg. Projected Population Growth



Category Demand by SMMs



Top 3 Austin SMM Counties: Young Transitional Renters

- 1. Travis County

Custom built shopper profiles are made via Profile Creation Tool

Top 3 Austin SMM Counties: Younger Bustling Family Renters

- 1. Travis County

Zip codes are also available for granular reporting

Travis County emerges as the region offering the most promising opportunities for Client A, drawing from a diverse range of data sources.

Summary

Client A has identified **"True Techies" as their targeted persona**, meticulously crafted through a fusion of Spectra and TDLinx data. Further analysis revealed that the ideal subset within the "True Techies" audience consisted of **renters with household incomes surpassing \$100K** and potential buyers. These demographics are notably clustered in Austin, **Texas, with Travis County emerging as a focal point** within the city.

Armed with this invaluable data, Client A is equipped to enrich their comprehensive brand strategy and will be poised for success.



Understand the *Full View*™ of the consumer

MEDIA		Cable TV Viewing Radio	Internet Podcasts Social Media	Newspapers Magazines Ad Interest
PRODUCT & BRAND USAGE		Beverages Food Health & Beauty	Automotive Computers Electronics	Baby Care Apparel Tobacco
LIFESTYLE ACTIVITIES		Leisure Activities Travel Destinations Financial Activities	Shopping Activities Movie Attendance Sports Participation	Political Outlook Subscription Boxes / Meal Kits
SHOPPING BEHAVIORS		Food/Drink Purchasing Behavior Shopping Habits Coupon Usage		Stores Shopped by Channel Restaurants Online Grocery Ordering and Delivery
ATTITUDES		Consumer Privacy Economic Outlook Environment	Finance Food General	Health Language/Media Lifestyle Activities Lifestyle/Culture Media Shopping Behavior

MRI-Simmons *National Consumer Survey*

Features

- Nationally representative
- Self-administered questionnaire
- 100,000+ survey respondents
- 36,000 profiles

Methodology

Integration into Spectra’s framework allows marketers to *precisely segment consumers*.

Identify the media and promotion vehicles that most resonate with your target shoppers.

Create marketing plans that *maximize the value* of every dollar spent.

Interested in learning more?

To access your own Spectra and TDLinx driven insights, please contact our Omnidata expert, Beth Morris, at beth.morris@nielseniq.com.

Thank you.

