AUDIENSE INTEGRATION: FROM AUDIENSE TO PULSAR 18-35 LONDON FASHIONISTAS AUDIENCE INSIGHTS

OULSAR



AUDIENSE + PULSAR METHODOLOGY

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audiense:

PULSAR

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Identify the relevant domain and its audience

Engage and Measure at scale organically and through advertising to create awareness and earn your domain influence over time

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audiense:

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Segment the audience into smaller communities/segments, and identify the respective domain influencers

Build an "influencer panel" to <u>Understand</u> the content and behaviours to tailor your message and build your always-on campaigns

18-35 LONDON FASHIONISTAS AUDIENCE AUDIENCE INSIGHTS

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RESULTS: IDENTIFYING, UNDERSTANDING AND SEGMENT THE AUDIENCE

We identified thousand of fashionistas in London that and we have created segments by clustering individuals based on "who knows who" i.e how these individuals are interconnected.

The main segments we identified were related to:

- Tech, radio
- Stylist, beauty
- Instagrammers
- EDM
- Dance
- Tech, Social Media
- Arts, books
- Photography and graphic designers

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We take into account who has an affinity with who and cluster them together - for instance if person A has an affinity with person B then they'll be clustered together.

Why segment based on interconnectedness?

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Segments distribution

This graph shows the most relevant segments of your community. Read more



RESULTS: IDENTIFYING, UNDERSTANDING AND SEGMENT THE AUDIENCE

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Why segment based on interconnectedness?

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	tech, radio	
	Segment size	journ
	NME NME	Roug Trade
	Top hashtags	
	#PeoplesVoteN	March
	Top characteristics	
	Age	18-24
	Gender	Male
	Countries	United of Grea and No Ireland
/	Interests	Music
	graphic, photo	grap
	2.63%	phote graph art di
	Distinctive affinities	d
	<u>Pentagram</u> <u>Design</u>	<u>Desig</u> <u>Wee</u>
	Top hashtags	-
	#london #l	eaves

#london #	leaves
Top characteristics	
Age	18-24
Gender	Male
Countries	Unite of Gre and N Irelan
Interests	Movie

Actions∽	stylist, beauty	Actions ∽	follow, insta		Actions∽	arts, books		Actions ∨
rnalist 2%	stylis	tyle 2%	Segment size	Distinctive bio keywor follow 1% old 1% university 1%	ds	Segment size	Distinctive bio keywo arts 3% wine 2% theatre 2%	ords
Igh NOISEY de #Brexit #np	Distinctive affinities E ELLEUK NET- PORT Top hashtags #london #fashion		Distinctive affinities	E	eigh rancis	Distinctive affinities G G Guardian Books Top hashtags #LFF #People		lenguin boks UK
58.46% 54.05% d Kingdom 99.38% eat Britain Northern ed 52.49%	of Gre and Ne Ireland	d Kingdom 99.41% at Britain orthern	Top characteristics Age Gender Countries Interests	18-24 Male United Kingdom of Great Britain and Northern Ireland Movies and tv	63.99% 50.71% 99.56% 60%	#autumn Top characteristics Age Gender Countries	18-24 Female United Kingdom of Great Britain and Northern Ireland Movies and tv	56.5% 60.95% 99.38% 46.23%
Actions ~ tive bio keywords btography 3% phic designer 2% director 1%	2.49% dnb	Actions ~ tive bio keywords s 2% 2% her 2%	tech, social mee	dia Distinctive bio keywor strategist 3% advertising 3% strategy 3%	Actions ~	dance, dancer Segment size	Distinctive bio keywo dance 4% dancer 4% choreographer	
ign <u>Magnum</u> ek <u>Photos</u>	Distinctive affinities	dent <u>Mixmag</u>	Distinctive affinities	consultancy G	G	Distinctive affinities		olange nowles
#green	Top hashtags #techno #dj #n Top characteristics	q	Top hashtags (Conter	#		Top hashtags #love #TBT Top characteristics	#youtube	
59.38%	Age 18-24	60.09%	Top characteristics			Age	18-24	64.29%
52.47%	Gender Male	65.62%	Age	18-24	56.23%	Gender	Male	52.84%
d Kingdom 99.77% eat Britain Northern nd	of Gre	d Kingdom 99.76% eat Britain orthern d	Gender Countries	Male United Kingdom of Great Britain and Northern	51.1% 99.81%	Countries	United Kingdom of Great Britain and Northern Ireland	100%
es and tv 48.48%	Interests Music	65.46%	Interests	Ireland Movies and tv	50.82%	Interests	Music	60%



BUILDING AN "INFLUENCER PANEL" TO UNDERSTAND THE **CONTENT AND BEHAVIOURS**

Once we have identified the audience, Pulsar can help you understand better historically or in real time what type of content this audience or any of the segments or influencers engages with

With Pulsar you have access to more than 100 real-time interactive data visualizations that allows to mine complex data at a glance



June 2, 2018

🎔 Gigi Lova | Blogger 🖤 8



perfect picnic dress from @Hybrid_Fashion for our picnic in battersea park today #ootd #outfit #look #fblogger #fashion #fashiongram #fashionblog #... May 8, 2018

🍯 Gigi Lova | Blogger 🛛 🎔



#ootd #outfit #outfitideas #outfitoftheday #purple #ootdfashion #fashion #fashionista #fash... June 20, 2018

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who knew wearing nigeria jersey meant being approached non-stop by cuties nike for the ego boost https://t.co/ZGD0oEJwHR

🎔 Gigi Lova | Blogger 🛛 🖤



obsessed with vellow and rainbows at the moment #ootd #outfit #outfitoftheday #outfitideas #outfitinspo #fashiongram #fashion #fblogge #fashionblo



החחר הההחה ההחחר #ootd #outfit

#outfitideas

#outfitoftheday

#fashionista

#fashiongram

#fashionblog

#fblogger #fashion

#fashionblogger #sorbet

May 8, 2018

May 20, 2018

#ne...

doina

#WorldCup2018 for

@OffWht amp nike

kim jones collabs 👕

@thurstanredding

https://t.co/djRVJLQ

4xp https://t.co/5...

🎔 Gigi Lova | Blogger 🔍 🦞

#ootd #outfit

#outfitideas

#fashionista

#fashiongram

#fashionblog

#cy..

May 24, 2018

#fashionblogge

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have been known to eat

an entire watermelon in

#styleblogger #fashion

#fblogger #fashionista

one sitting #ootd

#ootdideas

#fashiongram

#fashionable..

une 18, 2018

#outfitoftheday

#fashion #fblogge

June 15, 2018

love magazine 🔇

wearing nike

′es 鷆 go @aaronphilipxo 🟓 keep slayying it areat piece via @AccelwithGoogle check it out cc @cindygallop @BritishVogue @voguemagazin @TeenVo...

🎔 Sulaiman Khan 🚀 🎔 17



neatwave ir progress currently melting #ootdfashior #ootd #outfit #outfitoftheday #heatwave #croptop #shorts #fashion #fashionkilla #fashionblogge

🔰 Amina unpopular opinion

une 26, 2018

michael jordan isn't that peng to me He's alright looking with good body just not my type guess May 18, 2018

🎔 Gigi Lova | Blogger 🛛 🎔 🤅



#purple #brown #nude #burberry #bag #kicks #reebok #streetwear #casualstyle #casu. Mav 7. 2018

🎔 Gigi Lova | Blogger 🛛 🎔 5



🍽 👘 🔶 👘 🖤 🍽 🍽 #barbie #kawaii #japan #fblogger #outfit #outfitideas #outfitoftheday #pastel #trend #style #styleideas #styleblogger #closeup #love #...

June 12, 2018

🎔 Gigi Lova | Blogger 🎔 16



0000 **%** #ootd #fashionista #fashion

#fashiongram #hair #cute #pink #love #kawaii #japan #pale #pastel #pinkhair #mua #makeup #f...

🗲 Gigi Lova | Blogger 🎔 10



@littlestylesho #ootd #polkadot #shorts #croptor #pearls #outfit #outfitideas #outfitoftheday #trend #style #stylei...

May 23, 2018



00000'0 0000 @Hybrid Fashion #ootd #outfit #outfitideas #outfitoftheday #dres #formaldress #trenc #style #styleidea #stylebl...

lav 14, 2018



@cindygallop @VanessaKingori @Edward_Enninful @ThisAbilityLtd on #NationalSunglasses Day after good haircut @bladesoho

@priyamatadee. June 28, 2018

had fab meeting



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heatwave today 🌞

#ootd #outfit

#outfitideas

#fashion

#outfitoftheday

#fashionblog

#fashionista

May 15, 2018

#fashiongram

#fashionblogger

walking into the

weekend like #ootd

#outfit #outfitideas

#outfitoftheday

#styleblogger

#style #styleidea

#yellow #blazer



perfect flower delivery straight to my door from @BlossomingGifts #ootd #outfit #floral #flowers #boutique #blossominggifts #roses #lillies #gifts

May 1, 2018



@krissyfiedboutique #ootd #outfit #outfitideas #outfitoftheday #fblogger #fashior #fashionista #fashiongram #fashionblog.

🎔 Gigi Lova | Blogger 🖤



@clothesmindeduk #ootd #outfitideas #streetstyle #streetwear #outfi #outfitideas #outfitoftheday #pastel #pin..

May 26, 2018



#yellow #missilondon #fblogger #fashion #fashiongram #fashionblogge #fashionblog #croydon #spring #london #streetstyle #chicksin. May 3, 2018

🄰 Gigi Lova | Bl



#ootd #saturday #outfit #outfitideas #outfitoftheday #fblogger #fashion #fashionista #fashiongran #fashionblog #fashionb.

May 19, 2018























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#london

#fblogger

#outfitideas

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#fashionblogger	#fashionblog	#outfit	#fashion
#style	#outfitoftheday		
#fashionista	#fashiongram	#ootd	

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