18-35 LONDON FASHIONISTAS AUDIENCE INSIGHTS

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AUDIENSE + PULSAR METHODOLOGY

Identify the relevant domain and its audience

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

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

Build an "influencer panel" to **Understand** the content and behaviours to tailor your message and build your always-on campaigns

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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

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

- house, dj producer
- insta, personal
- dance, da...
- stylist, beauty
- tech, radio
- tech, social media
- follow, insta
- arts, books
- graphic, photography

RESULTS: IDENTIFYING, UNDERSTANDING AND SEGMENT THE AUDIENCE

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Why segment based on interconnectedness?

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tech, radio — Actions
Segment size: 41%
Distinctive bio keywords: journalist 2%
Distinctive affinities: NME, Rough Trade, NOISEY
Top hashtags: #PeoplesVoteMarch, #Brexit, #np
Top characteristics:
Age	18-24	58.46%
Gender	Male	54.05%
Countries	United Kingdom of Great Britain and Northern Ireland	99.38%
Interests	Music	52.49%

stylist, beauty — Actions
Segment size: 25.11%
Distinctive bio keywords: stylist 3%, lifestyle 2%, hair 1%
Distinctive affinities: ELLEUK, NET-A-PORTER, The Business of Fash
Top hashtags: #london, #fashion, #London
Top characteristics:
Age	18-24	58.83%
Gender	Female	67.06%
Countries	United Kingdom of Great Britain and Northern Ireland	99.41%
Interests	Movies and tv	49.42%

follow, insta — Actions
Segment size: 10.78%
Distinctive bio keywords: follow 1%, old 1%, university 1%
Distinctive affinities: antanddec, Olly Murs, Leigh Francis
Top hashtags: #PeoplesVoteMarch, #TheApprentice, #bbuk
Top characteristics:
Age	18-24	63.99%
Gender	Male	50.71%
Countries	United Kingdom of Great Britain and Northern Ireland	99.56%
Interests	Movies and tv	60%

arts, books — Actions
Segment size: 4.35%
Distinctive bio keywords: arts 3%, wine 2%, theatre 2%
Distinctive affinities: Guardian Books, Arts Council England, Penguin Books UK
Top hashtags: #LFF, #PeoplesVoteMarch, #autumn
Top characteristics:
Age	18-24	56.5%
Gender	Female	60.95%
Countries	United Kingdom of Great Britain and Northern Ireland	99.38%
Interests	Movies and tv	46.23%

graphic, photograp... — Actions
Segment size: 2.63%
Distinctive bio keywords: photography 3%, graphic designer 2%, art director 1%
Distinctive affinities: Pentagram Design, Design Week, Magnum Photos
Top hashtags: #london, #leaves, #green
Top characteristics:
Age	18-24	59.38%
Gender	Male	52.47%
Countries	United Kingdom of Great Britain and Northern Ireland	99.77%
Interests	Movies and tv	48.48%

house, dj producer — Actions
Segment size: 2.49%
Distinctive bio keywords: bass 2%, dnb 2%, owner 2%
Distinctive affinities: fabriclondon, Resident Advisor, Mixmag
Top hashtags: #techno, #dj, #np
Top characteristics:
Age	18-24	60.09%
Gender	Male	65.62%
Countries	United Kingdom of Great Britain and Northern Ireland	99.76%
Interests	Music	65.46%

tech, social media — Actions
Segment size: 1.58%
Distinctive bio keywords: strategist 3%, advertising 3%, strategy 3%
Distinctive affinities: Campaign: Brands, Econsultancy, Google
Top hashtags (Content processing): #_____, #_____, #_____
Top characteristics:
Age	18-24	56.23%
Gender	Male	51.1%
Countries	United Kingdom of Great Britain and Northern Ireland	99.81%
Interests	Movies and tv	50.82%

dance, dancer — Actions
Segment size: 0.88%
Distinctive bio keywords: dance 4%, dancer 4%, choreographer 2%
Distinctive affinities: Missy Elliott, Labrinth, solange knowles
Top hashtags: #love, #TBT, #youtube
Top characteristics:
Age	18-24	64.29%
Gender	Male	52.84%
Countries	United Kingdom of Great Britain and Northern Ireland	100%
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

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