ENHANCED FLURRY PERSONAS DELIVER PINPOINT MOBILE TARGETING AT SCALE

Flurry Personas are audience segments built with behavioral data from 150 billion mobile app sessions across 1.3 billion devices each month.

Flurry has partnered with Research Now, a leader in digital data collection, to develop Enhanced Personas. These audience segments are built by augmenting Flurry’s in-app data with Research Now’s mobile panel data. Over 350 profile attributes including demographic, interest, lifestyle and in-market information are available. Marketers can enhance any of Flurry’s 40+ preset Personas, or request Custom Personas for the specific audience they are trying to reach. Flurry then targets this Enhanced Persona across 340 million devices.

How Enhanced Personas Work

1. Define the campaign’s target audience
2. Build the Enhanced Persona from in-app + Research Now data
3. Reach the Persona at scale

Example Use Cases

Example 1: A marketer of a new animated film can now reach Flurry’s Movie Lover Persona, enhanced with Research Now data that shows intent to go to the movies in the next two weeks among households with children under 13 and incomes greater than $50,000.

Example 2: A marketer of beauty products defines their target audience as women who are ‘Dreamers’. Flurry and Research Now craft a survey and deliver it to a panel to identify the ‘Dreamers’. Flurry then models the in-app behavior of this group and builds an Enhanced Persona to reach them at scale.

For more information on how to get started, contact sales@flurry.com.