Reach Your Target Audience with Flurry Personas

Personas are groups of mobile users defined by their behavior and cross-app usage. Examples of Personas include 'Business Travelers', 'Sports Fans' and 'Casual and Social Gamers'.

Flurry Analytics draws in data from over 500,000 apps across 1.3 Billion devices, and sees over 1/3 of all app activity worldwide each month. This gives Flurry the unique ability to see behavior across apps and define behavioral groups for improved media campaign performance.

Here's how we create Personas: Entertainment Enthusiast

1. **IDENTIFY**
   - based on what apps they use
   - e.g. movie showtime apps, TV network apps

2. **QUALIFY**
   - only recent heavy users of those apps
   - (20x use vs. average user)

3. **CREATE**
   - Entertainment Enthusiast Persona

4. **UPDATE**
   - membership bi-weekly

A consumer can belong to more than one Persona or to no Persona at any given time - it all depends on their specific behavior on their mobile device.

Advertisers and Publishers Benefit from Personas

Personas deliver significant impact for Flurry advertisers and publishers. Because consumers who belong to a Persona have recently demonstrated that particular behavior or interest, they have a higher propensity to respond to a related advertisement. This means increased ROI for our advertisers. Publishers benefit from Personas through higher eCPMs, because advertisers are willing to pay more for the impressions that effectively reach their target audience.

**Advertisers: Flurry Personas Drive Higher Install Conversion Rates**

<table>
<thead>
<tr>
<th>Strategy Gamers</th>
<th>Business Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>↑1.9x When shown a game ad</td>
<td>↑2.5x When shown a finance ad</td>
</tr>
</tbody>
</table>

**Publishers: Flurry Persons command higher eCPMs**

<table>
<thead>
<tr>
<th>Slot Players</th>
<th>Home &amp; Garden Pros</th>
<th>Mothers</th>
<th>Food &amp; Dining Lovers</th>
<th>Fashionistas</th>
</tr>
</thead>
<tbody>
<tr>
<td>↑27%</td>
<td>↑33%</td>
<td>↑17%</td>
<td>↑25%</td>
<td>↑28%</td>
</tr>
</tbody>
</table>

Increase in Install Conversion Rate (vs. No Persona)

%eCPM Lift (vs. No Persona)

Learn more by contacting us at sales@flurry.com.
CUSTOM PERSONAS

Don't see the Persona you're trying to reach in the below list? Flurry can create one for you. Just Ask.

BUSINESS

BUSINESS PROFESSIONALS
Actively uses apps for business productivity, discovering job opportunities and business training.

PERSONAL FINANCE GEEKS
Actively manages personal finances, including banking, taxes, retirement planning and investing.

REAL ESTATE FOLLOWERS
Actively follows home prices, housing availability, rentals and mortgage rates.

SMALL BUSINESS OWNERS
Regularly reads content and uses utilities related to small business management and entrepreneurship.

ENTERTAINMENT

BOOKWORMS
Enjoys discovering, reading and sharing books.

CASUAL & SOCIAL GAMERS
Enjoys playing mobile games with preference for broad-appeal, mass-market casual games.

ENTERTAINMENT ENTHUSIASTS
Heavy consumer of entertainment including television, movies, photography, music and humor.

HARDCORE GAMERS
Plays hardcore games, including first-person shooters, role-playing and wargames.

MOVIE LOVERS
Watches film trailers, looks up showtimes, and buys tickets for movies of all kinds.

MUSIC LOVERS
Enjoys listening to, discovering and sharing music.

NEWS & MAGAZINE READERS
Consumes news and magazine media focused on current events, politics and opinion.

SLOTS PLAYERS
Seeks out slots games.

LIFESTYLE

AUTO ENTHUSIASTS
Interested in staying up-to-date with car news and reviews.

FASHIONISTAS
Interested in news, inspiration and advice on fashion, beauty, grooming and style.

FOOD & DINING LOVERS
Searches for new food and dining experiences. Interested in recipes, restaurants, and food blogs.

HEALTH & FITNESS ENTHUSIASTS
Interested in managing personal health including diet and exercise.

HIGH NET INDIVIDUALS
Frequently purchases luxury goods and premium services.

HOME DESIGN ENTHUSIASTS
Passionate about home remodeling and interior design.

HOME & GARDEN PROS
Interested in products, inspiration and advice on home improvement, entertaining and gardening.

NEW MOTHERS
Interested in content and tools to learn about and track infant development and pregnancy.

PHOTO & VIDEO ENTHUSIASTS
Enjoys capturing and sharing photos and videos.

SINGLES
Singles interested in meeting others for friendship or romance.

SOCIAL INFLUENCERS
Enjoys sharing activities and content with friends and acquaintances.

TECH & GADGETS ENTHUSIASTS
Enjoys discovering, using, and reading about the latest software and hardware.

MOTHERS
Interested in child development and education for children over the age of 2.

PARENTING & EDUCATION
Interested in educational materials for children in preschool through college.

PET OWNERS
Actively seeks information about pet health, wellness and recreation.

SHOPPING

CATALOG SHOPPERS
Actively reviews catalogs for goods, including home products, clothing, and accessories.

MOBILE PAYMENT MAKERS
Purchases products and services through in-app mobile payment functionality.

VALUE SHOPPERS
Actively searches for deals, coupons and discounts for goods and services.

SPORTS

AMERICAN FOOTBALL FANS
Interested in learning about, finding viewing times for, and watching NFL and American college football.

AVID RUNNERS
Tracks personal running statistics and progress, uses pedometers, and trains for running events.

SPORTS FANS
Enjoys sports, including following professional sports teams and playing sports-related mobile games.

TRAVELERS

BUSINESS TRAVELERS
Regularly searches for airfare, hotels, restaurants and car rentals.

FLIGHT INTENDERS
Researches flights, makes flight reservations and tracks flights, checking their arrival/departure status.

LEISURE TRAVELERS
Actively researches vacation travel and searches for vacation deals.