

Psychster Inc.

Psychographic Segmentation

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Psychster Inc.
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psychology of social media



What if you knew...

- ❖ **which types of people** use your media and **why**
- ❖ **what** they buy and how they live...
- ❖ **and how** to identify them based on activity alone?

You could launch
better features
and sell more targeted ads.



With only 3 online surveys, Psychster Inc. can tell you...

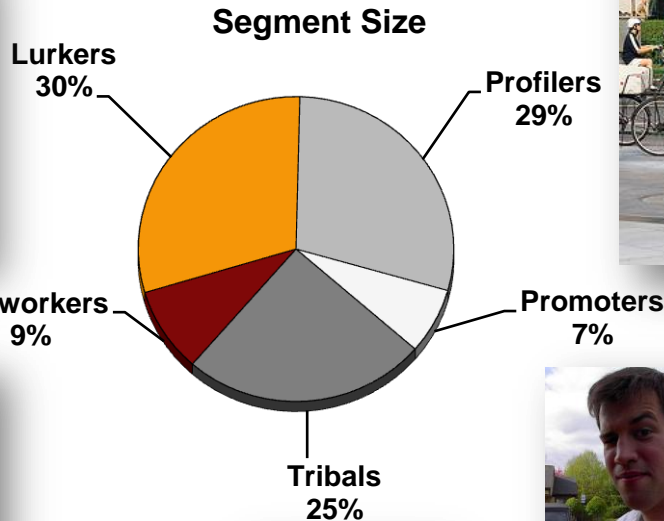
- ❖ **Your psychographic segments – groups of users with common needs for your media.**
 - Psychographic segments are defined by their motivations to use your media, so you don't have to infer it from demographics or behavior.
 - Psychster derives your segments statistically, rather than with ethnography or intuition. Our approach draws on validated psychological techniques such as factor-analysis, cluster-analysis, and logistic regression
 - Learning your segments will enlighten all aspects of your business - from strategy and marketing to design and sales.
- ❖ **How to identify your segments in all of your future research.**
 - Psychster will develop and deliver a short diagnostic quiz that can be used in any future research you do. That way you deepen your understanding of your segments with each new study.
- ❖ **What your segments buy, how they live, and what aspects of your media are most important to them.**
 - Using the diagnostic quiz, Psychster will deliver data that is critical to winning advertising deals and producing successful new features.
 - The data for each psychographic segment may be indexed against Nielsen or Comscore to compare them to the net pop as a whole.
- ❖ **How to flag the segments of all users, based only on their activity.**
 - Clearly you cannot survey all of your users. But you need to know everyone's segment, especially for ad targeting. By merging one of our surveys with your traffic data, Psychster will deliver the formulae you need to identify any user's segment from their activity alone.



Adaptable method, rigorous analysis, insightful results.

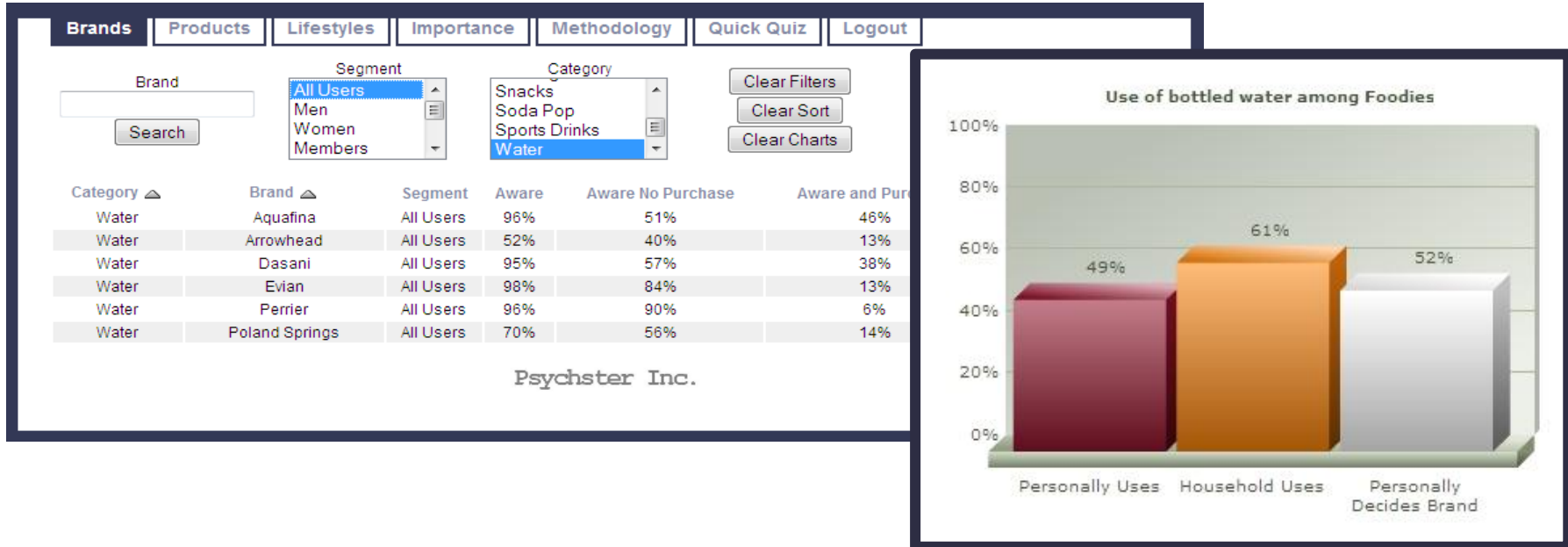
Experience with...

- ❖ Social networking sites
- ❖ Music sharing apps
- ❖ Food sites
- ❖ Facebook apps



Algorithm	Weights
Counts	Networkers
Recipes Submitted	x -0.25147
Recipes Published	x -20.3519
Recipe Requests	x 0.171404
Recipe Photos	x -0.01134
Personal Photos	x -0.17976
Saved Recipe Box Recipes	x -0.00263
Saved Private Recipes	x 0.01647
Recipe Reviews	x -0.15001
Recipe Ratings	x 0.129413
Interests In Cooking Methods	x 0.193095
Interests In Favorite Cuisines	x -0.32866
Interests In Cooking Specialties	x 0.151953
Interests In Crafts	x -0.86458
Interests In Outdoors	x -0.07806
Interests In Other	x 0.205324
Newsletter Subscriptions	x 0.010216
Shopping Lists	x 0.01736
Notes	x -0.01249
Meal Ideas	x 0.296582
Favorite Food Lists	x -0.52907
Has Profile	x 0.347978
Constant	-1.64162

Combine your segmentation data with our Business Intelligence Cubes, and your ad-sales team will win more deals.



- ❖ To win RFPs and close ad deals, your sales team constantly needs data about what your users buy, where they shop, and what they enjoy.
- ❖ Too often, market research data in decks and files are out of reach at the crucial moment.
- ❖ Psychster's online BI Cubes ensure your data is close at hand. Search, sort, and filter to find the right metric. Then graph it for inclusion in your proposal.



Heavy on the brainpower, light on the overhead.

Included in the standard package:

3 online surveys to:

identify your psychographic segments

learn their lifestyles

learn what they buy

Full report and fact sheets to share with marketers, designers, and executives.

Diagnostic quiz for further research.

Optional value-added deliverables:

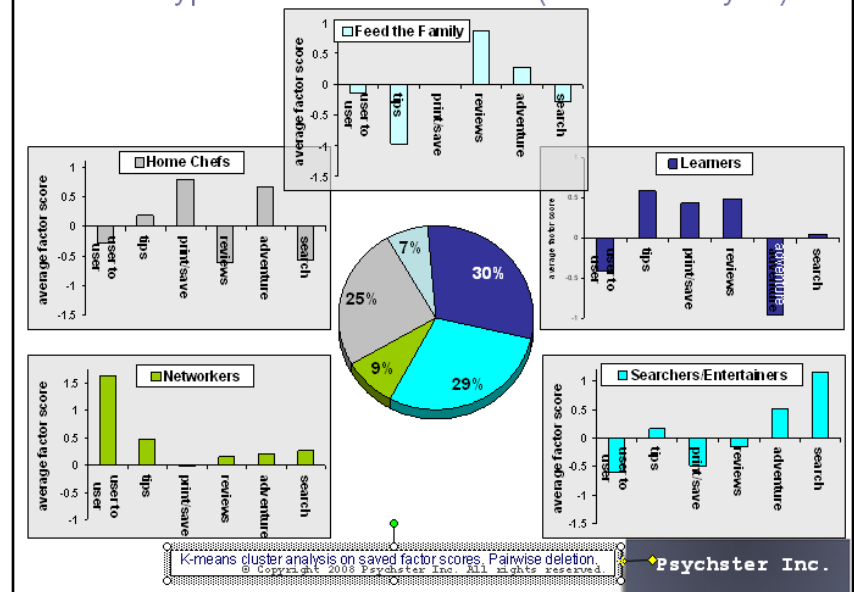
Linear algorithms to target ads to your entire membership base based on their activities.

Personae to bring the segments alive in a representative individual.

BI Cubes to let you search, sort, filter, and graph all known data pertaining to the segments.



What types of users are there? (Cluster analysis)



About Psychster

- ❖ **Our mission** is to conduct research on social media using the rigor and theory of experimental psychology.
- ❖ **Our-philosophy** is that end-users are taking control of their media in a Web 2.0 world. The more you understand them the better.
- ❖ **Our people** are Ph.D. trained social scientists with extensive business and publishing experience in social software and social media.
- ❖ **Our clients** are publishers, advertisers, designers, academics and entrepreneurs with online investments.

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