Psychological Targeting and Tailoring in Advertising

- We have now collected 250 terabytes of data about our customers and the software has analyzed the data.
- Great! Big Data! What does the software tell us?
- It says we have 250 terabytes of data.
Le Sanguin
Le Colérique
Le Mélancolique
Le Flegmatique
BIG 5 Personality:

- Openness
- Conscientiousness
- Extroversion
- Agreeableness
- Neuroticism
Personality and Marketing
TARGETING

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Love the spotlight and feel the moment

Beauty doesn’t have to shout
So why isn’t personality widely used in marketing?
500MB
daily data output per person, globally

IBM, 2012
Predicting Personality from Facebook Likes

Accuracy (correlations with self-report) vs. Number of Facebook Likes (log scaled)

- Openness
- Agreeableness
- Extraversion
- Conscientiousness
- Neuroticism
- Five-Trait Average
Work colleague (.27)

Family member (.50)

Friend | Cohabitant (.44)

Spouse (.58)

Average number of likes (227)

Accuracy (correlation)

Number of Available Likes (Log Scaled)
most strongly related to Openness:

Conservative:
- NASCAR
- Austin Collie
- Monster-In-Law
- I don’t read
- Justin Moore
- ESPN2
- Farmlandia
- The Bachelor
- Oklahoma State University
- Teen Mom 2

Liberal:
- Oscar Wilde
- Charles Bukowski
- Sylvia Plath
- Leonardo Da Vinci
- Bauhaus
- DMT: The Spirit Molecule
- American Gods
- John Waters
- Plato
- Leonard Cohen
Agreeableness

Disagreeable:
- I Hate Everyone
- I Hate You
- I Hate Police
- Friedrich Nietzsche
- Timmy South Park
- Atheism / Satanism
- Prada
- Sun Tzu
- Julius Caesar
- Knives

Agreeable:
- Compassion International
- Logan Utah
- Jon Foreman
- Redeeming Love
- Pornography Harms
- The Book Of Mormon
- Circles Of Prayer
- Go To Church
- Christianity
- Marianne Williamson
Extroversion

Reserved:
• RPGs
• fanfiction.net
• Programming
• Anime
• Manga
• Video Games
• Role Playing Games
• Minecraft
• Voltaire
• Terry Pratchet

Outgoing:
• Beerpong
• Michael Jordan
• Dancing
• Socializing
• Chris Tucker
• I Feel Better Than
• Modeling
• Cheerleading
• Theatre
• Flip Cup
Neuroticism

Relaxed:
• Business Administration
• Getting Money
• Parkour
• Track & Field
• Skydiving
• Mountain Biking
• Soccer
• Climbing
• Physics / Engineering
• 48 Laws Of Power

Neurotic:
• Sometimes I Hate Myself
• Emo
• Girl Interrupted
• So So Happy
• The Addams Family
• Vocaloid
• Sixbillionsecrets.com
• Vampires Everywhere
• Kurt Donald Cobain
• Dot Dot Curve
Conscientiousness

Spontaneous:
- Wes Anderson
- Bandit Nation
- Omegle
- Vocaloid
- Serial Killer
- Screamo
- Anime
- Vamplets
- Join If Ur Fat
- Not Dying

Well organized:
- Law Officer
- National Law Enforcement
- lowfares.com
- Accounting
- Foursquare
- Emergency Medical Services
- Sunday Best
- Kaplan University
- Glock Inc.
- Mycalendar 2010
How can you use this in practice?
Extroversion

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• Theatre
• Flip Cup
Beyond Facebook Likes
Personality profile of www.deviantart.com audience

- Openness
- Conscientiousness
- Extroversion
- Agreeableness
- Neuroticism

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Personality:
• intuitive
• backed by over 100 years of research
• can be measured in the cyberspace
• can improve your targeting and tailoring

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I wonder if someday smart phones will be smarter than us?

What do you mean, someday?

Discussion and Questions

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