



FAST INSIGHTS, PEOPLE-BASED AUDIENCES

SpotRight makes it easy to quickly turn consumer insights into marketing personas that fuel big ideas and smart targeting. Brands and Agencies depend on us to help them find unique marketing insights and new audiences.

PersonaBuilder™ is our web-based, marketing insights application that gives you quick access to rich social media behavior combined with trusted consumer data from our patented technology platform.

PersonaBuilder™ - Insights to Audiences:

- Search, discover and test unique marketing personas and targeted audiences
- Better prepare for business pitches by quickly understanding an audience's profile and gaining competitive advantage
- Enhance your data with social intelligence enabling a new level of analytics, segmentation, look-a-like modeling and influencer marketing
- Know more about who you're listening to and who you should be listening to
- Drive strategy, creative, personalization and revenue

"SpotRight saves us two to six weeks preparing for new business pitches. We have so much more time for productivity and we're giving brands insights about their audience with confidence."

-Finn Partners

"It completely changes the game when you actually know about your audience versus what you think you know."

-Algenist

SpotRight has created a dynamic map of billions of consumer relationships and interests across 500M social profiles tied to offline data, including:

- Social behavior & conversations
- Brand affinities
- Lifestyle interests
- Ethnicity
- Demographics
- Retail / CPG purchases
- Auto ownership
- Political affiliation

Social Intelligence ▶ Marketing Personas ▶ Targeted Audiences

SpotRight helps you find the customers you **DESERVE** to find

