Buyer Persona Generator

Know your customers like never before.

xeerpa

A buyer persona is a fictional representation of your **ideal** customer.

xperpa

More often than not, **it is** based on **intuition**.

Xeerpa uses **AI** and **Big Data.**

✓ **Analyse your customers and define the most precise Buyer Persona, of your _real_ customers**
No more costly surveys to panels that become obsolete over time. Xeerpa analyses the current profiling data available in real time and generates an up-to-date Persona within seconds.

Socio-Demo profile

Personality Traits

Lifestyle and Interests

Favourite Brands and Communities

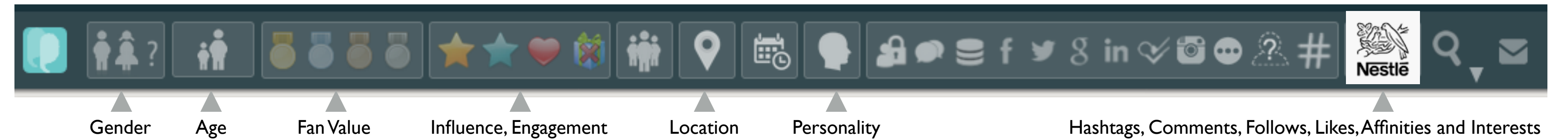**Visited places and locations**

Comments and Posts

Why?

✅ **A precise Buyer Persona is key in any Data-Driven, Customer-Centric strategy.**
Take Customer Profiling to the next level with Xeerpa, the most advanced user profile based on data.

✅ **Base your decisions on information and insights, not on intuition.**
Know your customers like never before, with +400 attributes per consumer.

✅ **Trust your own First-Party data.**
Xeerpa helps you complement your CRM/CDP/DataLake so you can make informed decisions based on your own information.

✅ **Improve your ROI by targeting the right audience.**
Understand the preferences of your customers and focus your strategy on what they value the most.

✅ **Find new customers.**
Only when you identify the characteristics of your target audience you can effectively search for look-alikes.

✅ **Because segmentation is not enough.**
Segmentation lets you differentiate between various groups of consumers, but their Buyer Persona lets you identify their key common features, values and motivations.

✅ **Keep your Buyer Personas updated**.
People change, and so do your customers. No need for a new round of surveys; Update your Persona at a click of a button.

How?

Example: *"Users with affinity towards Nestlé"*

Gender   Age   Fan Value   Influence, Engagement   Location   Personality   Hashtags, Comments, Follows, Likes, Affinities and Interests

✅ **Analyse your whole database or select a filter criteria to define your target audience:**

- Fans of your brand or a competitor's
- Consumers interested in any of the 300+ built-in categories of interest: Fashion, Foods, Sports, Travel and more
- Users who have visited a particular city, country or place
- Fans of a particular Lifestyle or Affinity
- Users with specific Personality Traits: Adventurous, Creative, Impulsive, Intellectual, Emotional, and many more
- Consumers commenting on specific topics or using specific Hashtags or Keywords
- Micro-Influencers and Brand Ambassadors
- And of course, by Genre or Age

How?

2

Xeerpa AI analyses the key common characteristics of the selected audience

- Socio-Demographics, Engagement and Influence
- Lifestyle and Affinities, including favourite brands
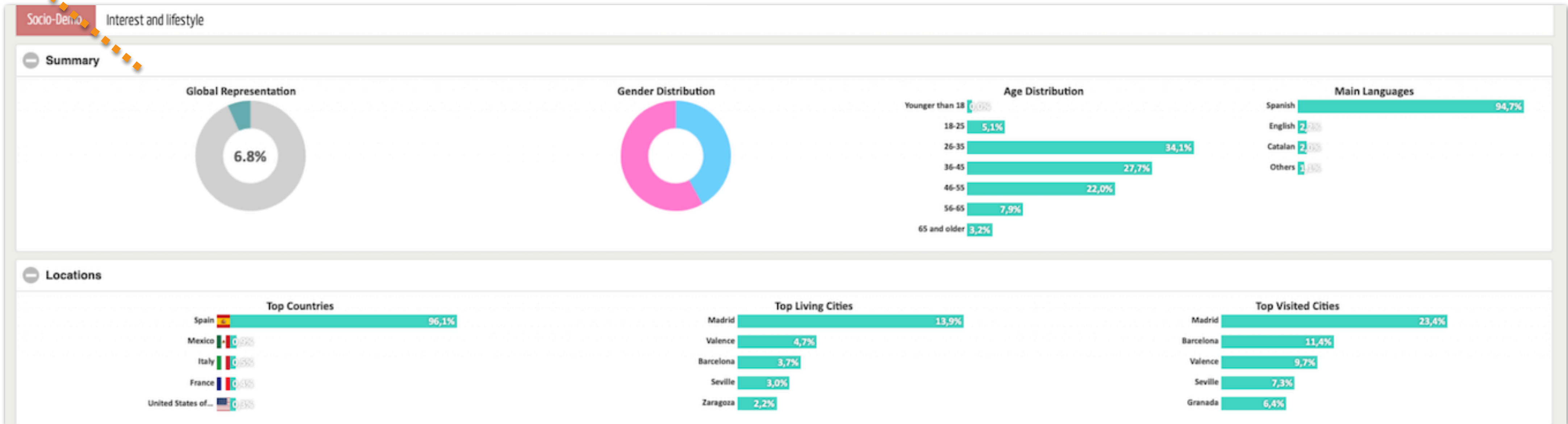- Personality Traits

How?

2

Xeerpa AI analyses the key common characteristics of the selected audience
- Proportion of consumers that represent the current audience within the global database
- Distribution by Gender, Age
- Languages spoken
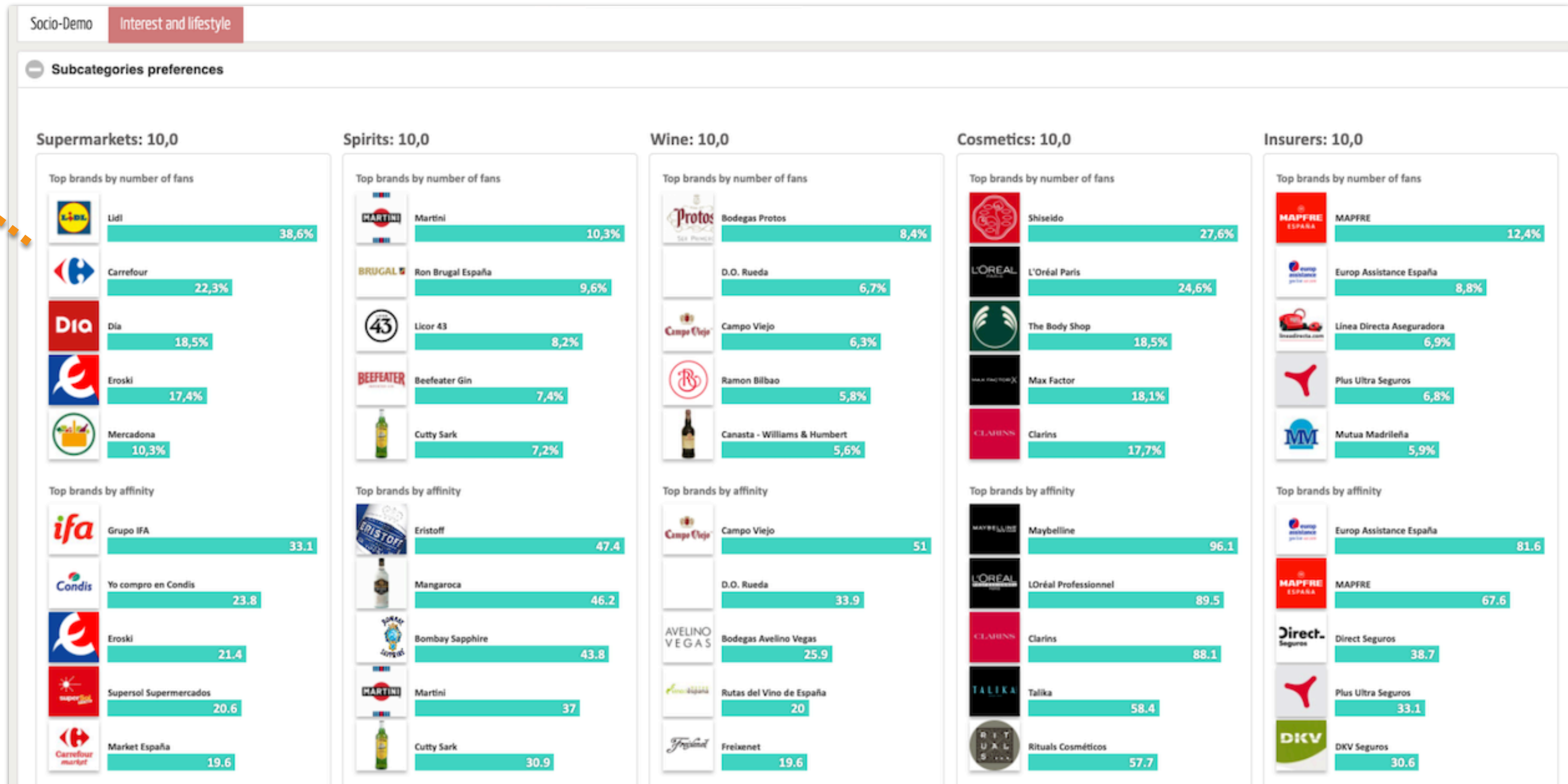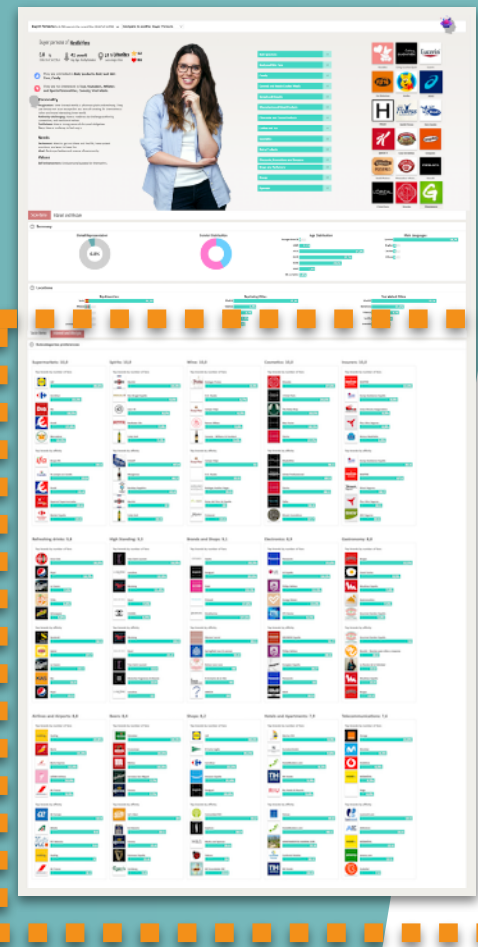- Countries and Cities where they live and visit

How?

2

Xeerpa AI analyses the key common characteristics of the selected audience
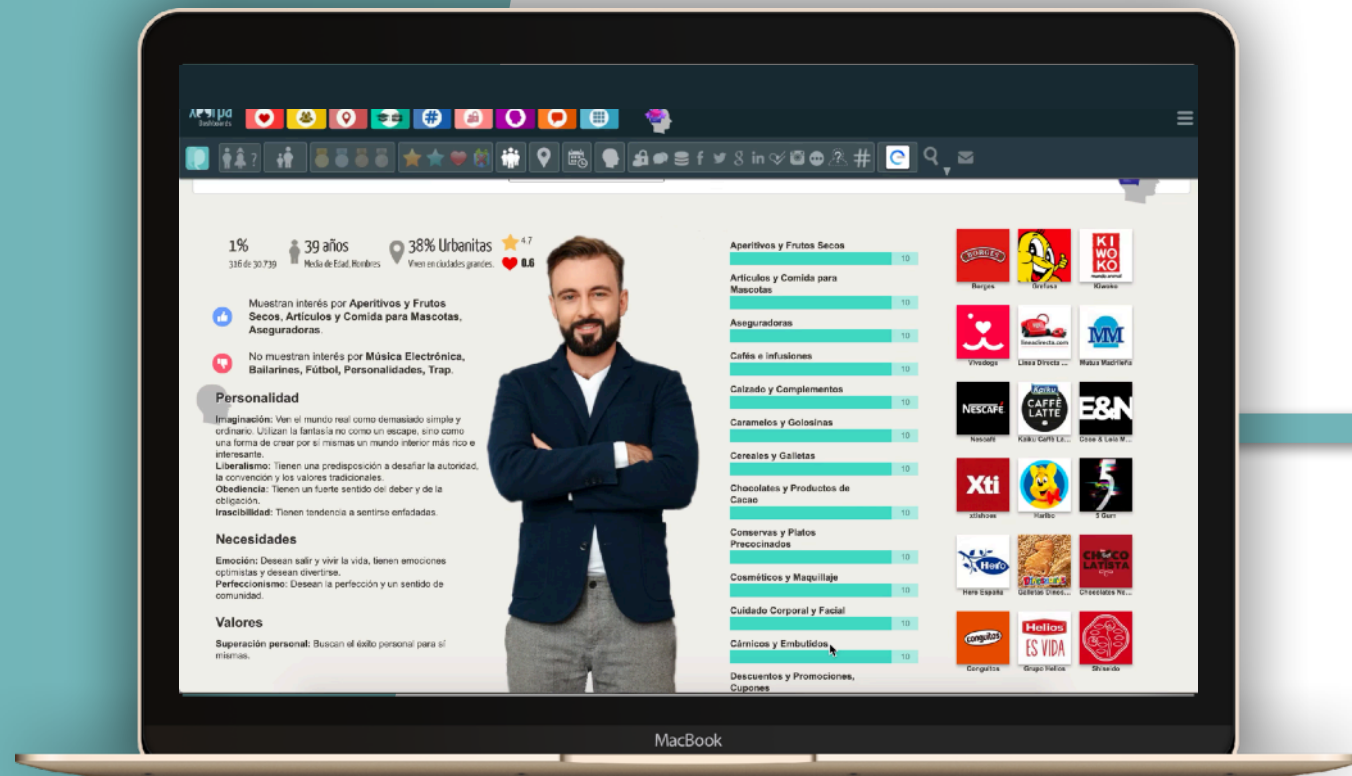- Top favourite brands, by category
- Top most representative brands when compared with Xeerpa's *Global Benchmark™*, by category

Activate

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✅ **Multi-Channel activation capabilities**
Once the target audience is perfectly defined, consumers matching the identified features can be activated in multiple channels.

CDP / CRM

Web Service
SOAP/REST

PROFILES

Carlos Olías Márquez	🏅 5.4	⭐ 5.1	❤️ 1.7	🎁 8.0
Marcos Martínez Reguero	🏅 3.2	⭐ 5.9	❤️ 1.5	🎁 7.7
Óscar López Sanz	🏅 6.1	⭐ 6.2	❤️ 1.4	🎁 7.9
Patricia Riveiro García	🏅 5.5	⭐ 5.3	❤️ 1.8	🎁 8.2

Marketing Automation

Email campaigns

FB Ads

Google Ads

Push notifications

DMP

CSV json

Data Files
CSV/JSON

Data Lake / DWH

GDPR READY

Information Security Management System
ISO 27001 Certified

Compare with other Personas

✅ **Analyse what are the key differences and similarities between two target audiences**
Easily compare two Personas and better understand what makes them unique.

Buyer persona of **Nestlé fans**

6.8 %
2.067 of 30.558

41 years old
Avg. Age. Mostly Females

31 % Urbanites
Live in large cities

⭐ 4.3
❤️ 0.6

👍 They are interested in **Baby products, Body and Skin Care, Candy**.

👎 They are not interested in **Trap, Youtubers, Athletes and Sports Personalities, Comedy, Viral Media**.
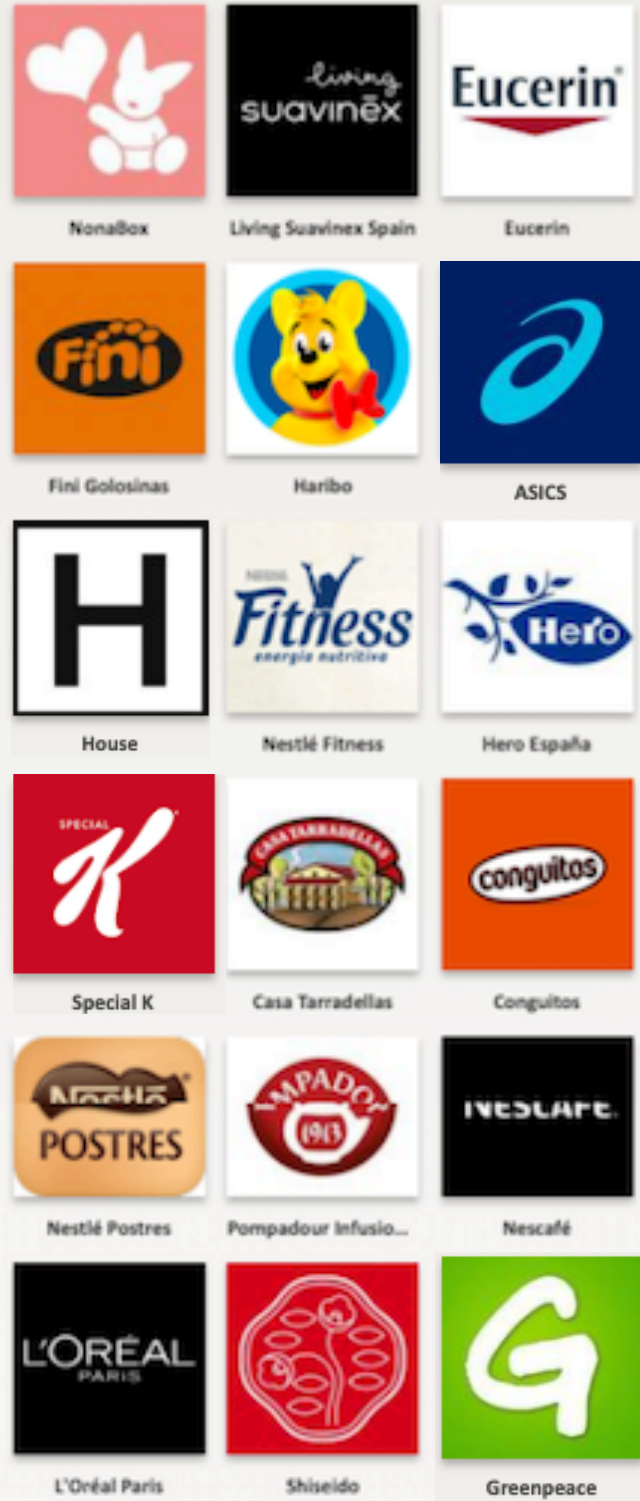
Personality

Imagination: View the real world as often too plain and ordinary. They use fantasy not as an escape but as a way of creating for themselves a richer and more interesting inner-world.
Authority-challenging: Have a readiness to challenge authority, convention, and traditional values.
Dutifulness: Have a strong sense of duty and obligation.
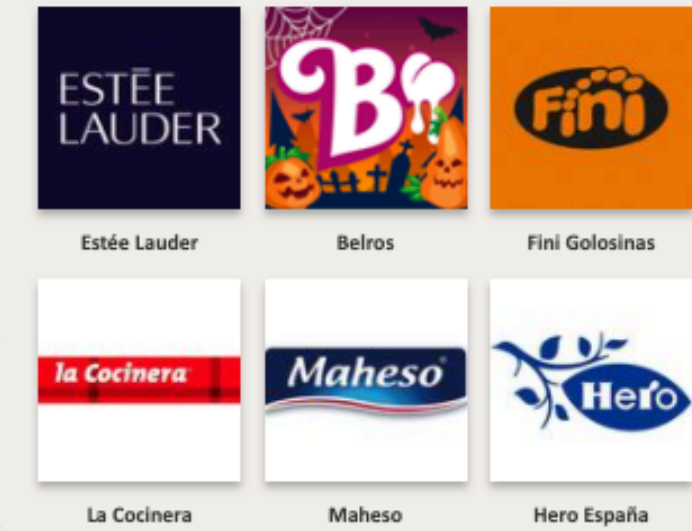**Fiery:** Have a tendency to feel angry.

Needs

Excitement: Want to get out there and live life, have upbeat emotions, and want to have fun.
Ideal: Desire perfection and a sense of community.

Values

Self-enhancement: Seek personal success for themselves.

Baby products	10
Body and Skin Care	10
Candy	10
Canned and Ready-Cooked Meals	10
Cereal and Biscuits	10
Charcuterie and Meat Products	10
Chocolate and Cocoa Products	10

NonaBox · Living Suavinex Spain · Eucerin
Fini Golosinas · Haribo · La Cocinera
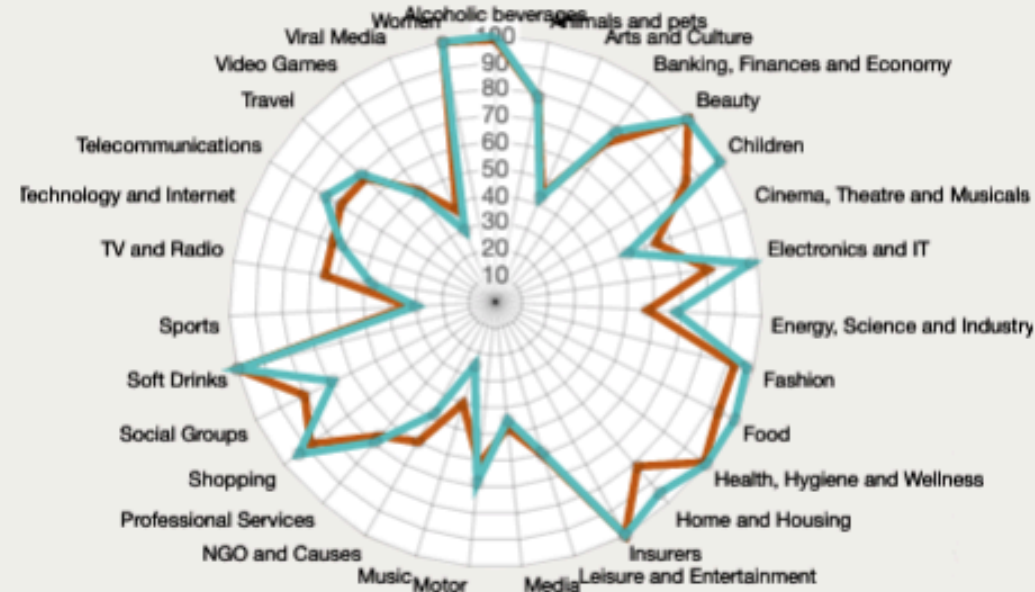
Buyer persona of **Fans de Mercadona**

3.2 %
985 of 30.549

40 years old
Avg. Age. Mostly Females

28 % Urbanites
Live in large cities

⭐ 4.4
❤️ 0.6

👍 They are interested in **Body and Skin Care, Candy, Canned and Ready-Cooked Meals**.

👎 They are not interested in **Trap, Personalities, eSports, Soccer, Viral Media**.

Personality

Imagination: View the real world as often too plain and ordinary. They use fantasy not as an escape but as a way of creating for themselves a richer and more interesting inner-world.
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Fiery: Have a tendency to feel angry.

Needs

Excitement: Want to get out there and live life, have upbeat emotions, and want to have fun.
Ideal: Desire perfection and a sense of community.

Values

Self-enhancement: Seek personal success for themselves.

Body and Skin Care	10
Candy	10
Canned and Ready-Cooked Meals	10
Cereal and Biscuits	10
Charcuterie and Meat Products	10
Chocolate and Cocoa Products	10
Coffee and Tea	10

Estée Lauder · Belros · Fini Golosinas
La Cocinera · Maheso · Hero España

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Compare with other Personas

✓ **Analyse what are the key differences and similarities between two target audiences**

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Why Xeerpa

✅ **7+ years experience as the most advanced social media profiling solution**
CRM enrichment, Profile 360 and Customer-Centric strategic projects.

✅ **Top brands across a variety of industries trust in Xeerpa**
Media, Banking, Fashion, Retail, Sports, FMCG, Beauty, Travel & Tourism, Automotive…

✅ **Up and running in 1-2 weeks**

✅ **Our skilled team is here to help**
Data Scientists, Developers, Digital Marketing experts and Customer Success leaders to make sure your investment has a return.

✅ **100% of our clients have obtained Facebook certification to request advanced data points**
Such as user Likes, Posts or Locations become available through the API.

✅ **The most advanced social media profile**
Influence, Engagement and Fan Value scores, as well as Personality traits for each user.

✅ **250+ categories of interest**
classifying all Likes, brands, celebrities and communities in Social Media, with the possibility of adding new ones based on your needs.

✅ **Personalised Dashboards, powerful, intuitive and easy to use**
Fully featured to facilitate segmentations and analysis.

✅ **Complete integration**
with your preferred CRM, CDP, DataLake, DMP and Marketing Automation solutions.

✅ **You own your data**
Xeerpa is a service provider, all the data collected and analysed is always your property.

✅ **Experts in GDPR compliance and ISO-27001 certified**
The security and privacy of your users' data is our number one priority.

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Thank you!

✉ hello@xeerpa.com

🖥 xeerpa.com