

HOW TO LEVERAGE Socio-Demographic & Audience Data for Marketing

AN INFOGRAPHIC

Whether you're managing the performance marketing campaigns for a small business or an established enterprise,

understanding exactly who you're targeting and knowing precisely when to target has never been more essential.



IN THIS MODERN ERA OF DIGITAL MARKETING

when competition for search engine real estate is high and margins are thin, it's important that you don't throw a blanket over audiences.



INSTEAD, YOU MUST TAP INTO YOUR DATA

Define your target market and then execute campaigns with precise messaging based on your findings.

Here are **eight strategies** you can adopt to ensure you are marketing to the right people:

1. DEMOGRAPHIC TARGETING



Detailed demographics empower you to reach broad segments of the population that share common traits. Google Ads uses information like gender, age, and language to categorize users across search and other Google properties.

You can use demographics to target groups of people who might be interested in your products or services, such as homeowners, new parents, or college students.

2. LOCATION TARGETING

Location targeting involves focusing on geographic areas where your target audience resides, as well as restricting your ads from appearing in areas where they don't.

This can include points of interest, zip, city, county, state/region, or country. Advertisers can use location targeting to prioritize areas where high-value customers are searching, or exclude select locations from certain campaigns.



3. AFFINITY AUDIENCES



This is a wide audience targeting option that helps you reach a broad group of customers who might have an interest in a certain industry or topic, such as cooking or sports.

Affinity audiences are similar to TV audiences and they are valuable to target for brand awareness purposes.

4. CUSTOM AFFINITY AUDIENCES

Custom affinity audiences is an option that allows you to build your own affinity audiences based on URLs your audience has visited, apps they downloaded, or other factors. These categories are also usually broad reach, but customizable.



5. IN-MARKET AUDIENCES



In-market Audiences enable you to focus your spend on customers who are likely interested in your market because they're researching products or actively considering buying a product/service similar to yours.

This is more targeted than affinity audiences and involves tagging customers who are in the process of buying. In-market audiences are a high-value option because they're more likely to convert.

6. REMARKETING AUDIENCES

Remarketing audiences provide an opportunity for you to showcase your previous ad campaigns and bids for people who have visited your site.

For example, you could target people who bought something in the past 30 days, converted, put something in their basket, or visited your site and left, etc.



7. SIMILAR AUDIENCES



Similar Audiences help you to target people who have similar search behavior and characteristics to your current remarketing list members. It takes the guesswork out of searching for new customers by automatically finding people with similar characteristics.

Similar Audiences is an example of machine learning in action. Google algorithms are able to discover correlations between online behavior to determine which people are likely to be interested in a product or service.

8. CUSTOMER MATCH

Customer Match empowers you to target your customers who are also Google users from an uploaded data file. You can use your online and offline data, including information that your customers have shared with you, to create targeted ads for this audience and others like them.



SUCCESSFULLY REACHING, ENGAGING WITH, AND THEN CONVERTING CONSUMERS IN THE ONLINE ENVIRONMENT HAS NEVER BEEN MORE TESTING THAN IT IS TODAY



By leveraging your audience data in various ways, you can maximize your chances of connecting with the right people at the right time, creating a seamless brand experience for those interacting with you in the digital space.

HOW CAN I LEARN MORE?



Read our in-depth approach to reviewing and identifying areas in your program responsible for poor performance:

"Advanced PPC Auditing Guide"

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