



REACHING THE
'ALWAYS-ON'
CONSUMER.

Always. On.

The calls, texts, apps, sites — today's consumer is always on — their phone.

But, here's the truth. If you're like 99% of all marketers out there, you probably don't know what they're doing on it.

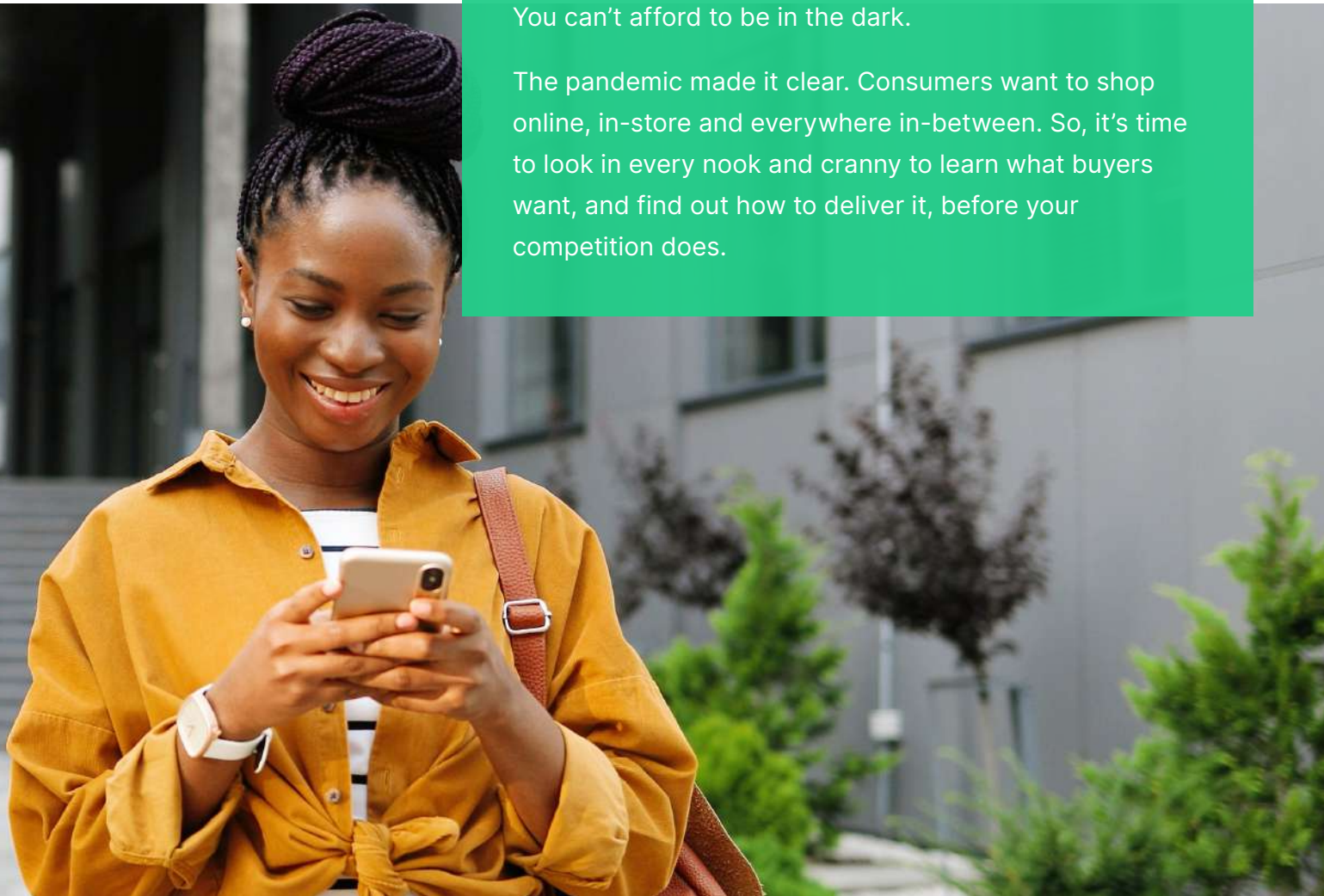
That's scary.

Here's why:

1. Android users spent 100 billion hours on shopping apps in 2021.¹
2. The U.S. leapt forward 10 years in eCommerce in just 90 days during 2020.¹
3. US consumers spent a record \$204.5 billion online in the 2021 holiday shopping period.¹

You can't afford to be in the dark.

The pandemic made it clear. Consumers want to shop online, in-store and everywhere in-between. So, it's time to look in every nook and cranny to learn what buyers want, and find out how to deliver it, before your competition does.

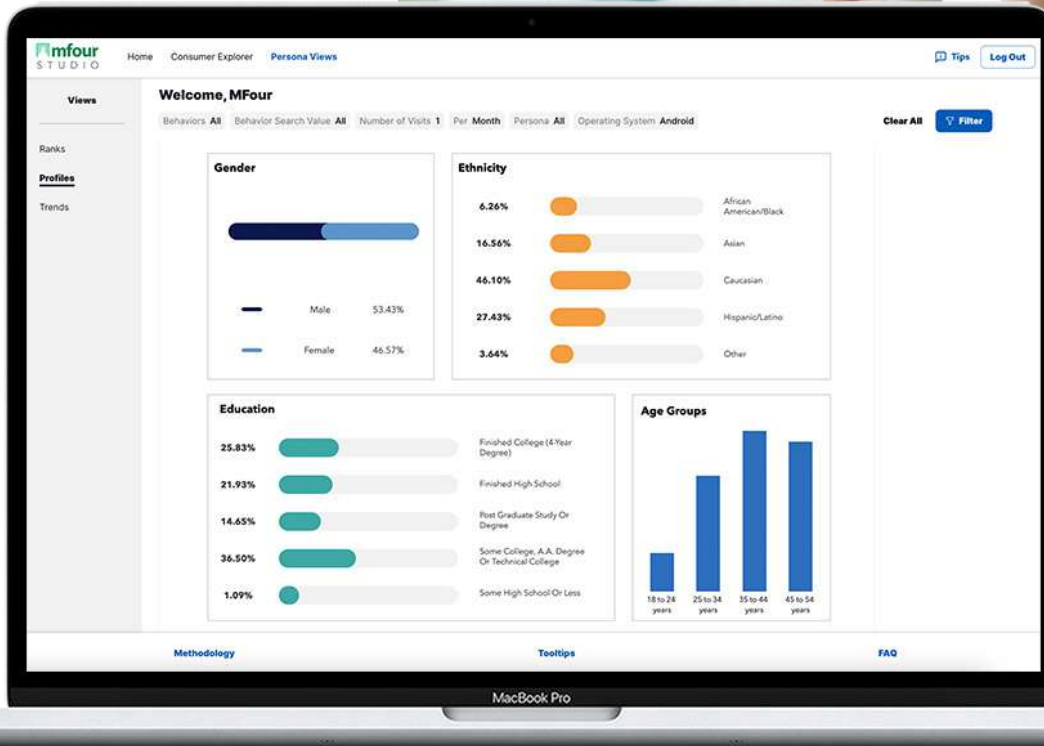
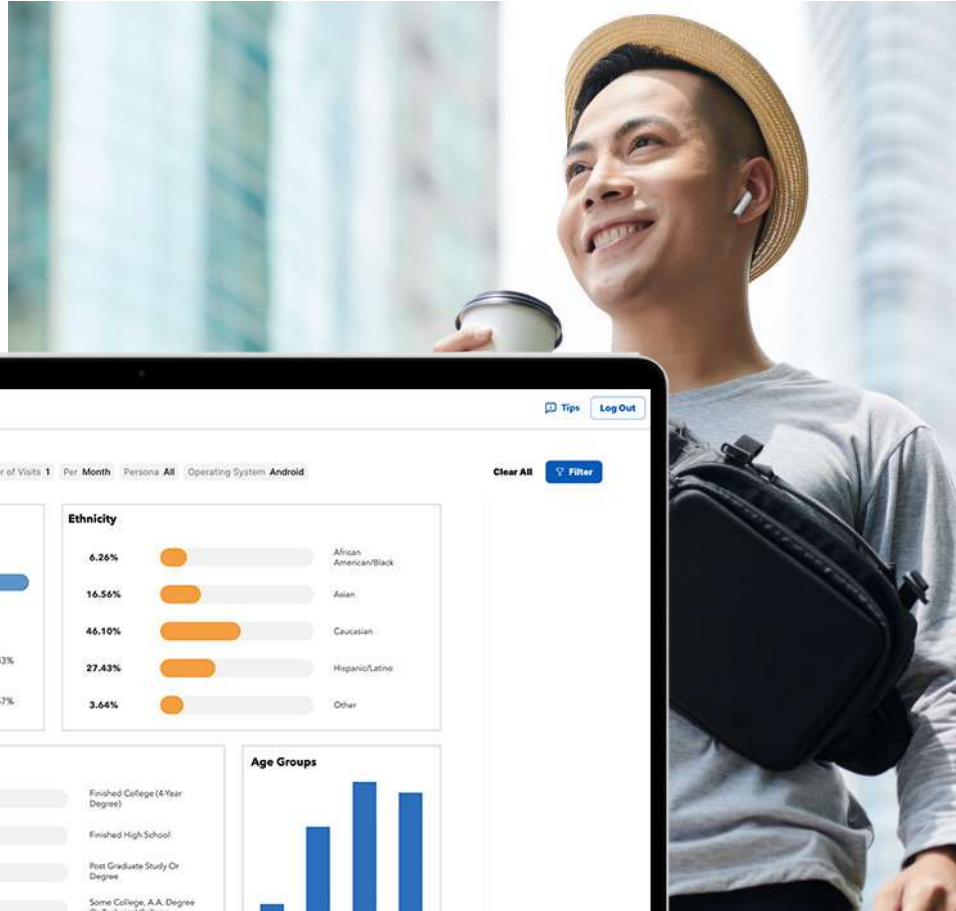


Here's how you win.

Start small.

With the nitty gritty details.

First, we'll look at your target market.



Here's a 7-Eleven loyalist.

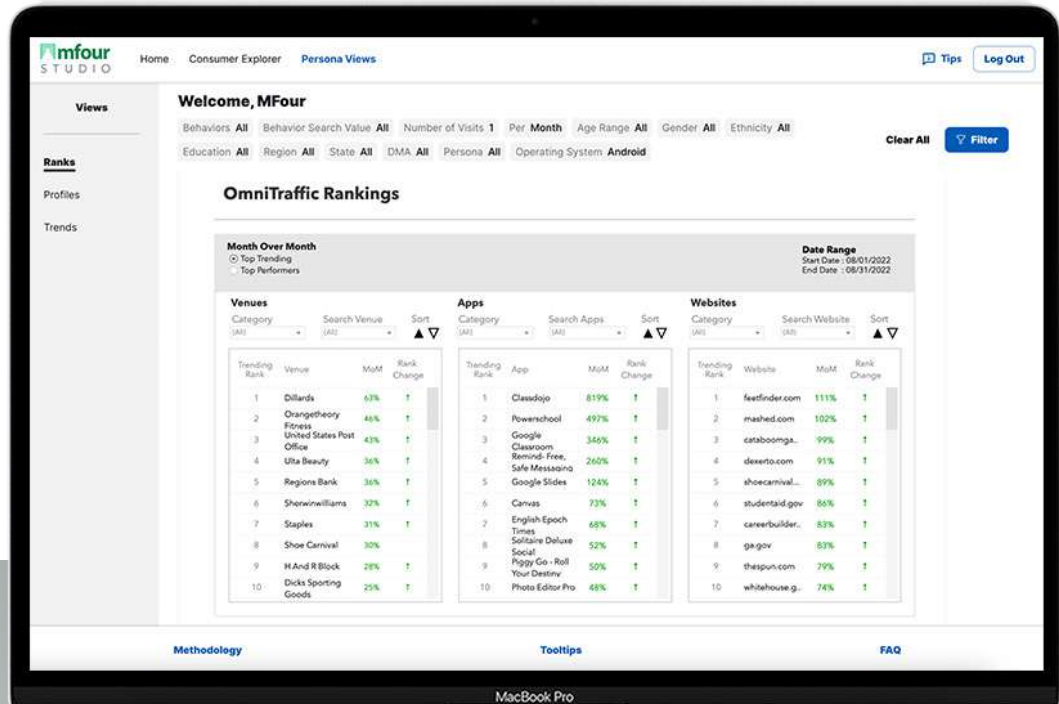
You can see his profile. This man is an older Millennial, with some college under his belt. Now that you know who he is, you craft the best message to motivate him to try your brand.

But, don't do it alone.

Check this out.

See that?

That's your target market's activity. You're looking at the apps, sites and stores he hits. Place an ad there — and you know he'll see it, based on the behaviors he's making right now. These are the places he wants to be and where your brand should be seen.



Talk to him.

Now that you know *where* he's going — you can ask him why in a survey.

Let him tell you what kind of an ad would piques his interest. Use his words to craft a perfectly curated message that hits home with your audience. So, not only will you be able to reach him at the places he's spending time, you'll know exactly what to say to win him over.

No more guessing.

Reach him every time. Make him fall in love with your brand. There's no better way to advertise, than to have your dream buyer whispering the words he wants to see, right into your ears.

Listen.

Take his advice, and use it. Then, wrap in metrics to show your boss.

Here's how.



Show your ROI.

Prove exactly how well your ad campaigns do, by tracking the online and in-store traffic over time. It's easy. See where your buyers are going right now. Then, plot the dates for your next few ad campaigns. Take all the data you've learned above, and sit back as you watch traffic spike.

Boom.

You've got a clear picture of success from your campaign. You'll be a hero, as you tie metrics to what matters most — and increase in sales as a result of your excellent efforts.

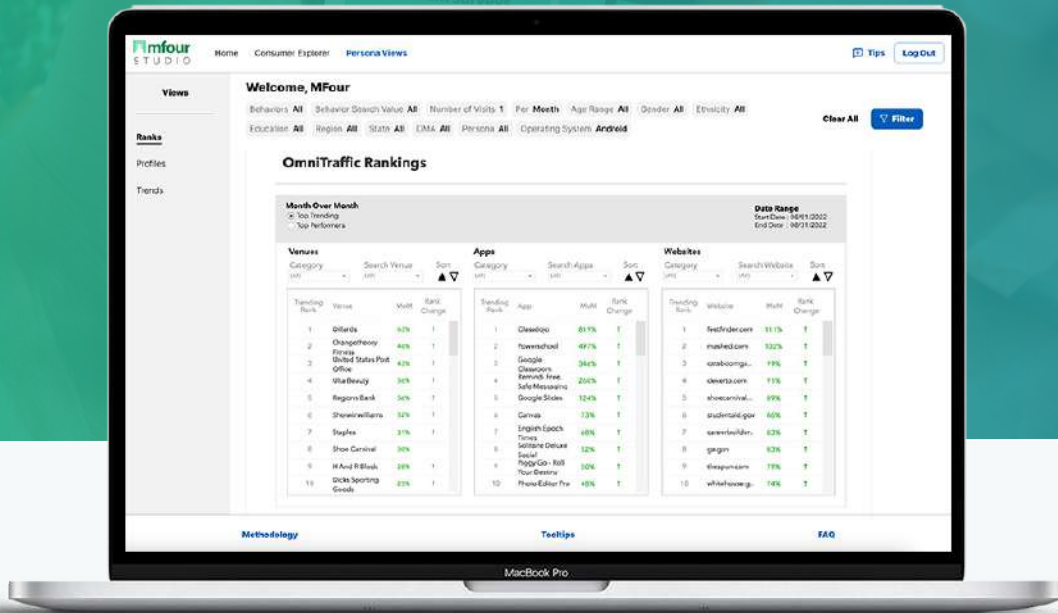
Well, done.

Here's a free 7-day trial to get you started.



Persona Views™

Home to your buyers' every behavior.



MFour Studio clients:



START YOUR 7-DAY FREE TRIAL TODAY.

References:

<https://econsultancy.com/stats-roundup-the-impact-of-covid-19-on-ecommerce/>