

TWEET ME: [@STACEYSDIYLIFE](https://twitter.com/STACEYSDIYLIFE)

MEET ME: [STACEYDYER.COM](https://www.staceydyer.com)

READ ME: [STACEYSDIYLIFE.COM](https://www.staceysdiylife.com)

MARRY ME: [ASTRO-WED.COM](https://www.astro-wed.com)



STACEY DYER IS HERE TO TELL YOU

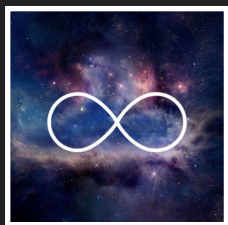
**ALL THAT \$50 WILL REVEAL
ABOUT YOUR TARGET AUDIENCE**

TONIGHT'S AGENDA

- ▶ Seeing through a foggy sea of buzzwords
- ▶ Step 1: Who am I and what am I offering?
- ▶ Step 2: Who might my best customers be, broadly speaking?
- ▶ Step 3: Who might my best customers be, *specifically* speaking?
- ▶ Step 4: Who is worth my time?
- ▶ The \$50 Experiment
- ▶ Results!
- ▶ Conclusions! ACTION!

THE WHO IS STACEY DYER SLIDE

- ✓ 2014 - Now: Creative Director at iZotope
- ✓ 2013 - 2014: Assistant Creative Director at Nutraclick
- ✓ 2007 - 2013: Co-owner & Creative Director at Triple Frog
- ✓ 2005 - 2007: MD&C, Red Rocket/Milk, Loctite
- ✓ 2001 - 2005: Hartford Art School Grad (BFA: Painting)



Writer, Designer, Illustrator, Runner, Reader of Behavioral Science Nerdery and Avid Listener of Many A Nerdy Podcast



STACEY DYER

April 18, 2016
by Josh Miles

April 18, 2016

CREATIVE STRATEGIST, IZOTOPE

Stacey Dyer is currently the Creative Strategist for [iZotope](#), where audio software products are developed to enable and inspire creativity. While managing a new brand landscape, Stacey pushes the team to go beyond their usual boundaries through lean practices, as well as process discovery and customer validation. **In this episode, we discuss:**

- Her journey to publishing her first book, [AstroWed](#).



BUT WAIT, THERE'S MORE

- ✓ Recent guest on the **Obsessed With Design Podcast** with Josh Miles. [Listen here.](#)
- ✓ Self-published author of the [AstroWed Wedding Planning](#) book series
- ✓ Blogger on [StaceysDIYLife.com](#) and [medium.com](#)

*But enough about me,
let's talk about you.*

**IT'S REALLY QUITE FOGGY
OUT HERE...**

Overwhelmed marketer, biz owner, etc.



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**BUZZWORDS TODAY.
THINGS LIKE CONTENT MARKETING,
SOCIAL MEDIA MARKETING, PAID
SEARCH, SEGMENTS AND TARGETS.**



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BUZZWORDS TODAY.

**THINGS LIKE CONTENT MARKETING,
SOCIAL MEDIA MARKETING, PAID
SEARCH, SEGMENTS AND TARGETS.**

**We could create content of all kinds,
but we're one person, or one team,
and our time is precious, expensive,
and important.**

**GOT A COMMENT ON MY DIGITAL
MARKETING BLOG POST**



WASN'T FROM MY MOM

➡ What content is right for our customers?

**GOT A COMMENT ON MY DIGITAL
MARKETING BLOG POST**



WASN'T FROM MY MOM

- ➔ What content is right for our customers?
- ➔ More importantly, which customers are right for which content?

**GOT A COMMENT ON MY DIGITAL
MARKETING BLOG POST**



WASN'T FROM MY MOM

- ➔ What content is right for our customers?
- ➔ More importantly, which customers are right for which content?
- ➔ Speaking of customers, who are they?

**GOT A COMMENT ON MY DIGITAL
MARKETING BLOG POST**



WASN'T FROM MY MOM

- ➔ What content is right for our customers?
- ➔ More importantly, which customers are right for which content?
- ➔ Speaking of customers, who are they?
- ➔ And who is worth our time?

**I STILL DON'T KNOW
WHERE TO START SO LET'S
EXPERIMENT INSTEAD.**

You, after this Meetup :)

STEP 1: WHO AM I AND WHAT AM I OFFERING?

Brand/Product Positioning Statement:

For Target Customer that Needs/Cares about,
Company/Product/Service is a Category/Solution
that Benefit.

Unlike Competitor, Company/Product/Service is
Unique Differentiator.

STEP 1: WHO AM I AND WHAT AM I OFFERING?

AstroWed's Positioning Statement:

For engaged couples that need a kickass, inclusive wedding planning tool, AstroWed is a gender-neutral workbook that offers scientific stress-reducing methods paralleled by organization methodology inspired by the tech industry.

Unlike The Knot, AstroWed is here to do the thinking for you rather than overwhelm you with bride-only bullshit during one of life's most complex events.

GUESS WHAT?

Do you think customers will read that description and think, “Hmmm. Yes, I agree; this matches my personal identifiers as a marketed-to human”?

GUESS WHAT?

Do you think customers will read that description and think, “Hmmm. Yes, I agree; this matches my personal identifiers as a marketed-to human”?

NO. No they won't.

GUESS WHAT?

Do you think customers will read that description and think, "Hmmm. Yes, I agree; this matches my personal identifiers as a marketed-to human"?

NO. No they won't.

Trim it down and pump it up like a pair of Reeboks from 1995.

UVP IT UP (UNIQUE VALUE PROPOSITION OF ASTROWED)



**PUNCH WEDDING
PLANNING STRESS
IN THE FACE
AND MAKE THIS BIG DAY
YOURS.**

**I'M SORRY...
WHO IS THIS?**

Me, on most days

STEP 2: WHO MIGHT MY BEST CUSTOMERS BE, BROADLY SPEAKING?

What categories or buckets of attributes describe your customer base?

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What categories or buckets of attributes describe your customer base?

Think: High level demographic with one or two key identifiers

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What categories or buckets of attributes describe your customer base?

Think: High level demographic with one or two key identifiers

Example: Auto Insurance Company

- ▶ New drivers age 16 - 24
- ▶ Experienced drivers age 25 - 35
- ▶ Tenured drivers 36 - 55
- ▶ Gold club drivers age 56+

STEP 2: WHO MIGHT MY BEST CUSTOMERS BE, BROADLY SPEAKING?

What categories or buckets of attributes describe your customer base?

STEP 2: WHO MIGHT MY BEST CUSTOMERS BE, BROADLY SPEAKING?

What categories or buckets of attributes describe your customer base?

AstroWed:

- ▶ Engaged couples
- ▶ Wedding party people (bridesmaids, groomsmen)
- ▶ Mother of the partner

STEP 2: WHO MIGHT MY BEST CUSTOMERS BE, BROADLY SPEAKING?

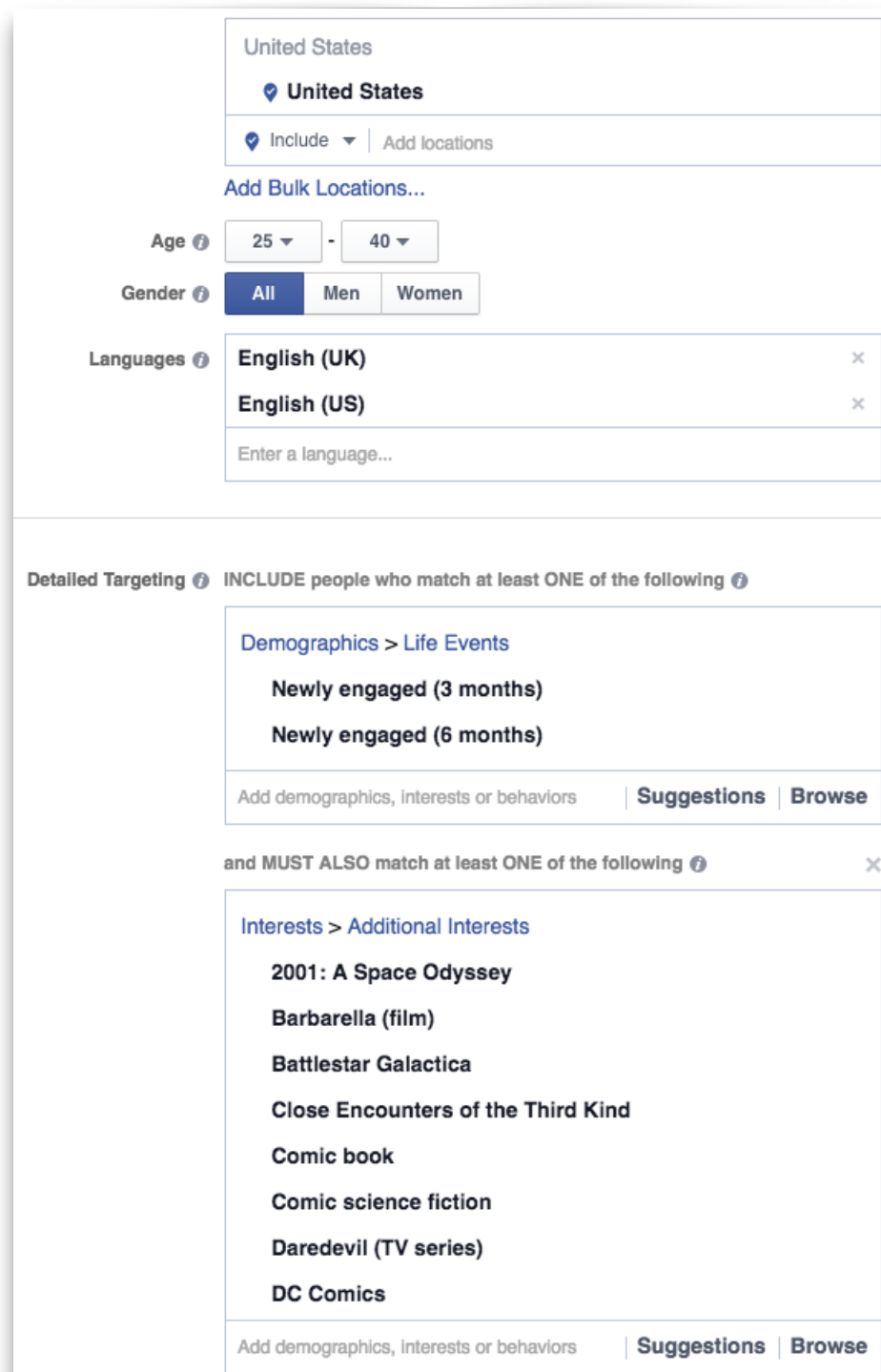
Check against earlier customer research.

- ▶ What group(s) do you have early signals for?
- ▶ Maybe your boss said “Focus your time on these customers”
- ▶ Maybe you had a campaign flop and you need to dig deeper to find out why

**I'M SORRY . . .
WHO IS THIS, EXACTLY?**

Me, on most days that end in 'y'

STEP 3: WHO MIGHT MY BEST CUSTOMERS BE, SPECIFICALLY SPEAKING?



The image shows a screenshot of the Facebook Audience Targeting interface. At the top, the location is set to 'United States' with a dropdown menu and an 'Include' button. Below this, there's a section for 'Add Bulk Locations...'. The 'Age' range is set to '25 - 40'. The 'Gender' is set to 'All'. The 'Languages' section shows 'English (UK)' and 'English (US)' selected. Below this, the 'Detailed Targeting' section is expanded, showing 'INCLUDE people who match at least ONE of the following'. The first category is 'Demographics > Life Events', with 'Newly engaged (3 months)' and 'Newly engaged (6 months)' selected. The second category is 'and MUST ALSO match at least ONE of the following', with 'Interests > Additional Interests' selected. The list of interests includes '2001: A Space Odyssey', 'Barbarella (film)', 'Battlestar Galactica', 'Close Encounters of the Third Kind', 'Comic book', 'Comic science fiction', 'Daredevil (TV series)', and 'DC Comics'.

United States
United States
Include Add locations
Add Bulk Locations...

Age 25 - 40
Gender All Men Women
Languages English (UK) English (US)
Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Life Events
Newly engaged (3 months)
Newly engaged (6 months)
Add demographics, interests or behaviors Suggestions Browse

and MUST ALSO match at least ONE of the following

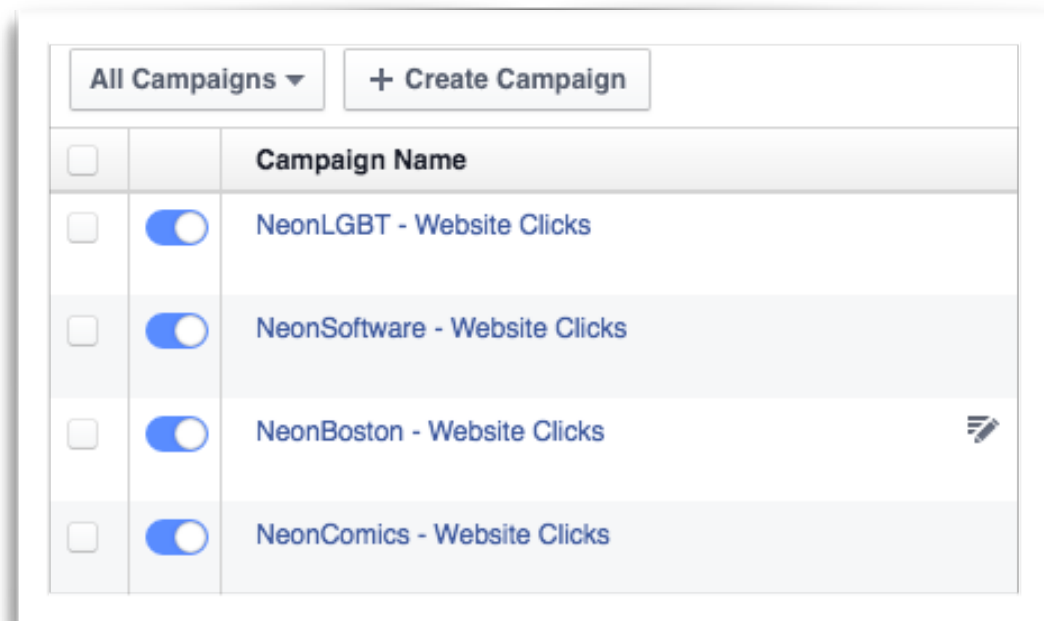
Interests > Additional Interests
2001: A Space Odyssey
Barbarella (film)
Battlestar Galactica
Close Encounters of the Third Kind
Comic book
Comic science fiction
Daredevil (TV series)
DC Comics
Add demographics, interests or behaviors Suggestions Browse

Break down your chosen customer group from the previous slide into more specific interests.

The hidden goal inside this list:

- ▶ Make a correlation between what someone likes and the type of content you might create.

STEP 3: WHO MIGHT MY BEST CUSTOMERS BE, SPECIFICALLY SPEAKING?



AstroWed:

Engaged couples who...

1. Live in Boston and like Boston-based home-grown kinda stuff
2. Like comic book and sci-fi stuff
3. Identify as LGBT or support LGBT rights
4. Are software engineers, like Agile, Lean Startup, or UX design

**I'D LIKE TO HELP BUT...
I HAVE 723 MEETINGS I NEED TO ATTEND
...SO TELL ME HOW YOU'RE WORTH
2 MINUTES OF MY TIME.**

All of us, before and after this Meetup

STEP 4: WHO IS WORTH MY TIME AND THEREFORE LIKELY MY EARLY ADOPTER?

1. Make a hypothesis or 4 as to who you think will be your stickiest customer group.
2. Define your success and fail metrics for each experiment.
3. Why? Because we want to know who loves the crap out of your product or service more than the other groups.
4. Let's find out!

OH HEY BOSS. I NEED \$200, STAT.
YES, I'LL HAVE AN ROI REPORT.
NO, BUT IT WILL INFORM ALL OF
OUR FUTURE EFFORTS AND YOU'LL
WANT TO THANK ME LATER.


You, after this Meetup

THE \$50 EXPERIMENT: TARGETS, HEADLINES, OH MY!

Ad Creative	Target Interests	Narrowed Interest	Targeted Headline	Run Time	Lifetime Budget
Godzilla Vs. Space Guns Video	LGBT	Newly Engaged 3 months, 6 months	Space+Weddings=IDoForAll "This new startup combines genderless sci-fi with wedding planning, and couples of all kinds love it."	7 days, 3/20 - 3/27	\$50
Godzilla Vs. Space Guns Video	Software, Agile, UX Design	Newly Engaged 3 months, 6 months	Agile + Weddings = <3 "This new startup combines software design with wedding planning, and engineers love it."	7 days, 3/20 - 3/27	\$50
Godzilla Vs. Space Guns Video	Boston	Newly Engaged 3 months, 6 months	BostonTech+Weddings = <3 "This new Boston-based startup combines software design with wedding planning, and local techies love it."	7 days, 3/20 - 3/27	\$50
Godzilla Vs. Space Guns Video	Comic/Sci-Fi	Newly Engaged 3 months, 6 months	SciFi + Weddings = <3 "This new startup combines outer space with wedding planning, and sci-fi fans love it."	7 days, 3/20 - 3/27	\$50

THE \$50 EXPERIMENT: PLACEMENTS

Facebook: Desktop View



AstroWed
Sponsored · 

This new startup combines outer space with wedding planning, and sci-fi fans love it.



SciFi + Weddings = <3

ASTRO-WED.COM


Learn More


 Like



 Comment

 Share


Facebook: Mobile View



AstroWed
Sponsored · 




This new startup combines outer space with wedding planning, and sci-fi fans love it.





SciFi + Weddings = <3


Astro-Wed.com

Learn More




 Like

 Comment


 Share

THE \$50 EXPERIMENT: PLACEMENTS

3rd Party Audience Network View

**SciFi + Weddings = <3**
Sponsored

This new startup combines outer space with wedding planning, and sci-fi fans love it.



<http://astro-wed.com/>


Learn More

Instagram View

Instagram

 **astrowedhq** Sponsored ▾



[LEARN MORE](#)

astrowedhq This new startup combines outer space with wedding planning, and sci-fi fans love it.

THE \$50 EXPERIMENT





SUCCESS, “I AM THE MUTHAFLIPPIN WINNER,” METRIC:

The audience who achieves 25% more reach or clicks than all others **WINS** my attention!

Let's check out the results day by day...





THE \$50 EXPERIMENT: DAY 1

THE \$50 EXPERIMENT: DAY 1

Campaigns		
	NeonComics - Website Clicks	
	15 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$9.44 spent	\$50.00
	NeonLGBT - Website Clicks	
	11 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$22.25 spent	\$50.00
	NeonSoftware - Website Clicks	
	7 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$22.26 spent	\$50.00
	NeonBoston - Website Clicks	
	7 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$22.08 spent	\$50.00

THE \$50 EXPERIMENT: DAY 1

THE \$50 EXPERIMENT: DAY 2

Campaigns		
	NeonComics - Website Clicks	
	15 Website Clicks	
	● Active	
	<div></div>	
	\$9.44 spent	\$50.00
	NeonLGBT - Website Clicks	
	11 Website Clicks	
	● Active	
	<div></div>	
	\$22.25 spent	\$50.00
	NeonSoftware - Website Clicks	
	7 Website Clicks	
	● Active	
	<div></div>	
	\$22.26 spent	\$50.00
	NeonBoston - Website Clicks	
	7 Website Clicks	
	● Active	
	<div></div>	
	\$22.08 spent	\$50.00

THE \$50 EXPERIMENT: DAY 1





Campaigns		
	NeonComics - Website Clicks	
	15 Website Clicks	
	● Active	
	<div><div></div></div>	
\$9.44 spent		\$50.00
	NeonLGBT - Website Clicks	
	11 Website Clicks	
	● Active	
	<div><div></div></div>	
\$22.25 spent		\$50.00
	NeonSoftware - Website Clicks	
	7 Website Clicks	
	● Active	
	<div><div></div></div>	
\$22.26 spent		\$50.00
	NeonBoston - Website Clicks	
	7 Website Clicks	
	● Active	
	<div><div></div></div>	
\$22.08 spent		\$50.00

THE \$50 EXPERIMENT: DAY 2

Campaigns		
	NeonComics - Website Clicks	
	15 Website Clicks	
	● Active	
	<div><div></div></div>	
\$9.44 spent		\$50.00
	NeonLGBT - Website Clicks	
	11 Website Clicks	
	● Active	
	<div><div></div></div>	
\$22.25 spent		\$50.00
	NeonSoftware - Website Clicks	
	7 Website Clicks	
	● Active	
	<div><div></div></div>	
\$22.26 spent		\$50.00
	NeonBoston - Website Clicks	
	7 Website Clicks	
	● Active	
	<div><div></div></div>	
\$22.08 spent		\$50.00

THE \$50 EXPERIMENT: DAY 3

THE \$50 EXPERIMENT: DAY 3

Campaigns		
	NeonComics - Website Clicks	
	46 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$25.62 spent	\$50.00
	NeonLGBT - Website Clicks	
	18 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$36.70 spent	\$50.00
	NeonSoftware - Website Clicks	
	14 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$37.90 spent	\$50.00
	NeonBoston - Website Clicks	
	16 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$39.48 spent	\$50.00

THE \$50 EXPERIMENT: DAY 3

THE \$50 EXPERIMENT: DAY 4

Campaigns		
	NeonComics - Website Clicks	
	46 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$25.62 spent	\$50.00
	NeonLGBT - Website Clicks	
	18 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$36.70 spent	\$50.00
	NeonSoftware - Website Clicks	
	14 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$37.90 spent	\$50.00
	NeonBoston - Website Clicks	
	16 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$39.48 spent	\$50.00

THE \$50 EXPERIMENT: DAY 3





Campaigns		
	NeonComics - Website Clicks	
	46 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$25.62 spent	\$50.00
	NeonLGBT - Website Clicks	
	18 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$36.70 spent	\$50.00
	NeonSoftware - Website Clicks	
	14 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$37.90 spent	\$50.00
	NeonBoston - Website Clicks	
	16 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$39.48 spent	\$50.00

THE \$50 EXPERIMENT: DAY 4

Campaigns		
	NeonComics - Website Clicks	
	59 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$33.53 spent	\$50.00
	NeonLGBT - Website Clicks	
	19 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$41.80 spent	\$50.00
	NeonSoftware - Website Clicks	
	16 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$42.31 spent	\$50.00
	NeonBoston - Website Clicks	
	17 Website Clicks	
	● Active	
	<div><div></div></div>	
	\$43.15 spent	\$50.00





THE \$50 EXPERIMENT: DAY 5

THE \$50 EXPERIMENT: DAY 5

Campaigns		
	NeonComics - Website Clicks 69 Website Clicks ● Active	<div><div></div></div>
\$40.13 spent		\$50.00
	NeonLGBT - Website Clicks 24 Website Clicks ● Active	<div><div></div></div>
\$48.93 spent		\$50.00
	NeonSoftware - Website Clicks 21 Website Clicks ● Active	<div><div></div></div>
\$48.98 spent		\$50.00
	NeonBoston - Website Clicks 23 Website Clicks ● Active	<div><div></div></div>
\$49.22 spent		\$50.00

THE \$50 EXPERIMENT: DAY 5

THE \$50 EXPERIMENT: DAY 6

Campaigns		
	NeonComics - Website Clicks	
	69 Website Clicks	
	● Active	
<div><div></div></div>		
\$40.13 spent		\$50.00
	NeonLGBT - Website Clicks	
	24 Website Clicks	
	● Active	
<div><div></div></div>		
\$48.93 spent		\$50.00
	NeonSoftware - Website Clicks	
	21 Website Clicks	
	● Active	
<div><div></div></div>		
\$48.98 spent		\$50.00
	NeonBoston - Website Clicks	
	23 Website Clicks	
	● Active	
<div><div></div></div>		
\$49.22 spent		\$50.00

THE \$50 EXPERIMENT: DAY 5





Campaigns	
<div><div></div><div>NeonComics - Website Clicks</div><div>69 Website Clicks</div><div>● Active</div></div>	
<div><div>\$40.13 spent</div><div></div></div>	<div>\$50.00</div>
<div><div></div><div>NeonLGBT - Website Clicks</div><div>24 Website Clicks</div><div>● Active</div></div>	
<div><div>\$48.93 spent</div><div></div></div>	<div>\$50.00</div>
<div><div></div><div>NeonSoftware - Website Clicks</div><div>21 Website Clicks</div><div>● Active</div></div>	
<div><div>\$48.98 spent</div><div></div></div>	<div>\$50.00</div>
<div><div></div><div>NeonBoston - Website Clicks</div><div>23 Website Clicks</div><div>● Active</div></div>	
<div><div>\$49.22 spent</div><div></div></div>	<div>\$50.00</div>

THE \$50 EXPERIMENT: DAY 6





Campaigns	
<div><div></div><div>NeonComics - Website Clicks</div><div>80 Website Clicks</div><div>● Active</div></div>	
<div><div>\$46.35 spent</div><div></div></div>	<div>\$50.00</div>
<div><div></div><div>NeonLGBT - Website Clicks</div><div>25 Website Clicks</div><div>● Active</div></div>	
<div><div>\$50.00 spent</div><div></div></div>	<div>\$50.00</div>
<div><div></div><div>NeonSoftware - Website Clicks</div><div>22 Website Clicks</div><div>● Active</div></div>	
<div><div>\$49.87 spent</div><div></div></div>	<div>\$50.00</div>
<div><div></div><div>NeonBoston - Website Clicks</div><div>24 Website Clicks</div><div>● Active</div></div>	
<div><div>\$50.00 spent</div><div></div></div>	<div>\$50.00</div>

THE \$50 EXPERIMENT: DAY 7

THE \$50 EXPERIMENT: DAY 7

Campaigns		
	NeonComics - Website Clicks	87 Website Clicks ● Completed
	NeonLGBT - Website Clicks	25 Website Clicks ● Completed
	NeonSoftware - Website Clicks	24 Website Clicks ● Completed
	NeonBoston - Website Clicks	24 Website Clicks ● Completed

THE \$50 EXPERIMENT: DAY 7

Campaigns		
	NeonComics - Website Clicks	87 Website Clicks ● Completed
	NeonLGBT - Website Clicks	25 Website Clicks ● Completed
	NeonSoftware - Website Clicks	24 Website Clicks ● Completed
	NeonBoston - Website Clicks	24 Website Clicks ● Completed

FIN.

AND THE WINNER IS...

...

ALL AD RESULTS

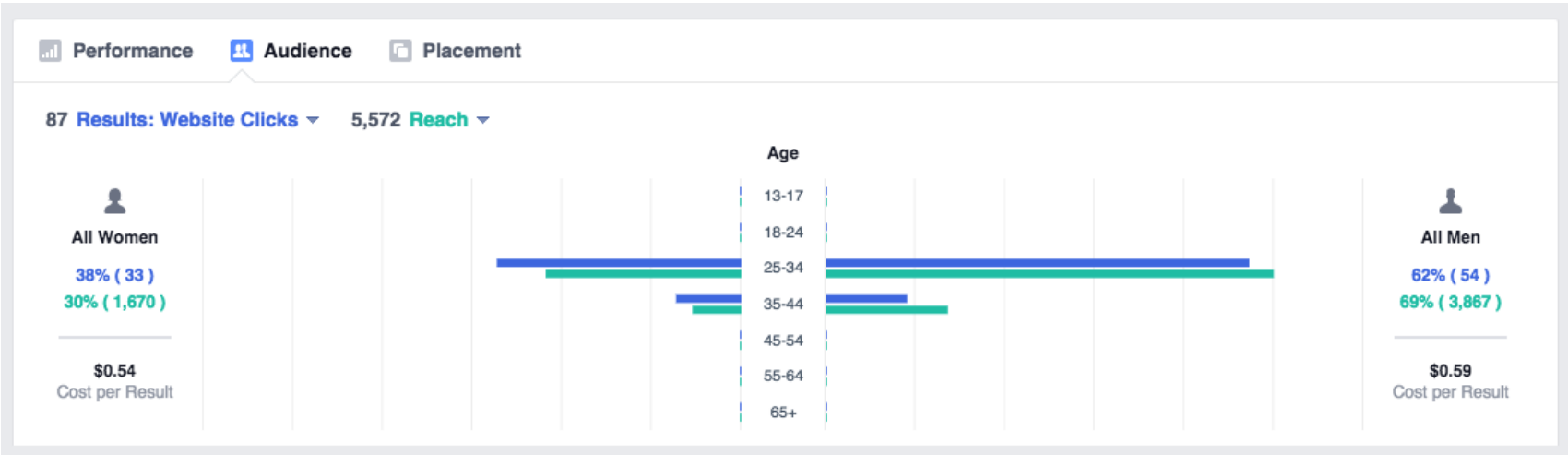
	Campaign Name	Delivery <i>i</i>	Results <i>i</i> ▾	Reach <i>i</i>	Cost <i>i</i>	Amount Spent <i>i</i>
	NeonComics - Website Clicks	● Not Delivering Ad Set Completed	87 Website Clicks	5,572	\$0.57 Per Website Click	\$49.65
	NeonLGBT - Website Clicks	● Not Delivering Ad Set Completed	25 Website Clicks	3,793	\$2.00 Per Website Click	\$50.00
	NeonSoftware - Website Clicks	● Not Delivering Ad Set Completed	24 Website Clicks	3,598	\$2.08 Per Website Click	\$50.00
	NeonBoston - Website Clicks	● Not Delivering Ad Set Completed	24 Website Clicks	5,734	\$2.08 Per Website Click	\$50.00

ALL AD RESULTS

	Campaign Name	Delivery <i>i</i>	Results <i>i</i> ▾	Reach <i>i</i>	Cost <i>i</i>	Amount Spent <i>i</i>
<input checked="" type="checkbox"/>	NeonComics - Website Clicks	● Not Delivering Ad Set Completed	87 Website Clicks	5,572	\$0.57 Per Website Click	\$49.65
<input checked="" type="checkbox"/>	NeonLGBT - Website Clicks	● Not Delivering Ad Set Completed	25 Website Clicks	3,793	\$2.00 Per Website Click	\$50.00
<input checked="" type="checkbox"/>	NeonSoftware - Website Clicks	● Not Delivering Ad Set Completed	24 Website Clicks	3,598	\$2.08 Per Website Click	\$50.00
<input checked="" type="checkbox"/>	NeonBoston - Website Clicks	● Not Delivering Ad Set Completed	24 Website Clicks	5,734	\$2.08 Per Website Click	\$50.00

ALL THAT \$50 WILL REVEAL ABOUT YOUR TARGET AUDIENCE | STACEY DYER

AGE RANGE RESULTS



	Campaign Name	Delivery ⓘ	Results ⓘ ▾	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ
<input checked="" type="checkbox"/>	NeonComics - Website Clicks	● Not Delivering Ad Set Completed	87 Website Clicks	5,572	\$0.57 Per Website Click	\$49.65
	25-34		71	4,441	\$0.58	\$41.07
	35-44		16	1,131	\$0.54	\$8.58
<input checked="" type="checkbox"/>	NeonLGBT - Website Clicks	● Not Delivering Ad Set Completed	25 Website Clicks	3,793	\$2.00 Per Website Click	\$50.00
	25-34		19	3,098	\$2.32	\$44.13
	35-44		6	695	\$0.98	\$5.87
<input checked="" type="checkbox"/>	NeonSoftware - Website Clicks	● Not Delivering Ad Set Completed	24 Website Clicks	3,598	\$2.08 Per Website Click	\$50.00
	25-34		20	2,964	\$2.26	\$45.25
	35-44		4	634	\$1.19	\$4.75
<input checked="" type="checkbox"/>	NeonBoston - Website Clicks	● Not Delivering Ad Set Completed	24 Website Clicks	5,734	\$2.08 Per Website Click	\$50.00
	25-34		23	4,803	\$2.04	\$46.97
	35-44		1	931	\$3.03	\$3.03

ALL THAT \$50 WILL REVEAL ABOUT YOUR TARGET AUDIENCE | STACEY DYER

ALL GENDER RESULTS

	Campaign Name	Delivery ⓘ	Results ⓘ ▾	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ
<input checked="" type="checkbox"/>	NeonComics - Website Clicks	● Not Delivering Ad Set Completed	87 Website Clicks	5,572	\$0.57 Per Website Click	\$49.65
	Male		54	3,867	\$0.59	\$31.74
	Female		33	1,670	\$0.54	\$17.91
	Unknown		—	35	—	\$0.00
<input checked="" type="checkbox"/>	NeonLGBT - Website Clicks	● Not Delivering Ad Set Completed	25 Website Clicks	3,793	\$2.00 Per Website Click	\$50.00
	Female		21	3,119	\$2.09	\$43.85
	Male		4	626	\$1.54	\$6.15
	Unknown		—	48	—	\$0.00
<input checked="" type="checkbox"/>	NeonSoftware - Website Clicks	● Not Delivering Ad Set Completed	24 Website Clicks	3,598	\$2.08 Per Website Click	\$50.00
	Male		18	2,146	\$1.88	\$33.80
	Female		6	1,438	\$2.70	\$16.20
	Unknown		—	14	—	\$0.00
<input checked="" type="checkbox"/>	NeonBoston - Website Clicks	● Not Delivering Ad Set Completed	24 Website Clicks	5,734	\$2.08 Per Website Click	\$50.00
	Female		16	2,957	\$1.94	\$31.02
	Male		8	2,718	\$2.37	\$18.98
	Unknown		—	59	—	\$0.00

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	Unknown		—	59	—	\$0.00


TIME OF DAY RESULTS (COMIC)

	Campaign Name	Delivery ⓘ	Results ⓘ ▾	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ
	NeonComics - Website Clicks	● Not Delivering Ad Set Completed	87 Website Clicks	5,572	\$0.57 Per Website Click	\$49.65
	12:00 – 13:00		8	—	\$1.07	\$8.57
	21:00 – 22:00		8	—	\$0.54	\$4.31
	22:00 – 23:00		8	—	\$0.54	\$4.34
	11:00 – 12:00		6	—	\$0.51	\$3.08
	17:00 – 18:00		6	—	\$0.54	\$3.26
	8:00 – 9:00		5	—	\$0.66	\$3.30
	18:00 – 19:00		4	—	\$1.28	\$5.12
	16:00 – 17:00		4	—	\$0.53	\$2.12
	10:00 – 11:00		4	—	\$0.61	\$2.43
	1:00 – 2:00		4	—	\$0.49	\$1.97
	19:00 – 20:00		4	—	\$0.42	\$1.69
	15:00 – 16:00		3	—	\$0.44	\$1.32
	20:00 – 21:00		3	—	\$0.32	\$0.97
	13:00 – 14:00		3	—	\$0.45	\$1.36
	14:00 – 15:00		3	—	\$0.41	\$1.24
	2:00 – 3:00		3	—	\$0.35	\$1.06
	7:00 – 8:00		2	—	\$0.42	\$0.83

TIME OF DAY RESULTS (COMIC)

	Campaign Name	Delivery ⁱ	Results ⁱ ▾	Reach ⁱ	Cost ⁱ	Amount Spent ⁱ
	NeonComics - Website Clicks	● Not Delivering Ad Set Completed	87 Website Clicks	5,572	\$0.57 Per Website Click	\$49.65
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	8:00 – 9:00		5	—	\$0.66	\$3.30
	18:00 – 19:00		4	—	\$1.28	\$5.12
	16:00 – 17:00		4	—	\$0.53	\$2.12
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	19:00 – 20:00		4	—	\$0.42	\$1.69
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ALL THAT \$50 WILL REVEAL ABOUT YOUR TARGET AUDIENCE | STACEY DYER

SOFTWARE VS COMIC VS PLACEMENT



Account: Stacey Elaine

Campaign: NeonSoftware - Website Clicks

Performance Audience Placement

All Placements 24 Results: Website Clicks 3,598 Reach

				Amount Spent	Cost per Result
Desktop News Feed	<div><div></div></div>	0%	0	\$0.00	—
		< 1%	14		
Desktop Right Column	<div><div></div></div>	0%	0	\$0.00	—
		0%	0		
Mobile News Feed	<div><div></div></div>	50%	12	\$28.57	\$2.38
		61%	2,180		
Audience Network	<div><div></div></div>	13%	3	\$2.51	\$0.84
		10%	357		
Instagram	<div><div></div></div>	38%	9	\$18.92	\$2.10
		36%	1,296		
Mobile Suggested Videos Feed	<div><div></div></div>	0%	0	\$0.00	—
		< 1%	5		



Account: Stacey Elaine

Campaign: NeonComics - Website Clicks

Performance Audience Placement

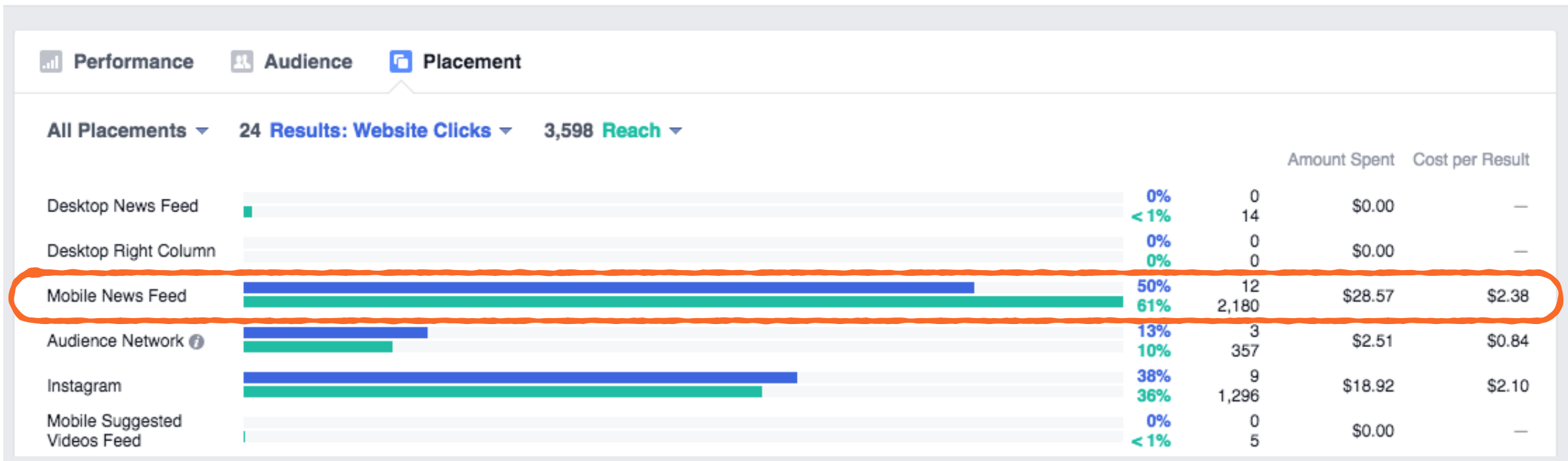
All Placements 87 Results: Website Clicks 5,572 Reach

				Amount Spent	Cost per Result
Desktop News Feed	<div><div></div></div>	0%	0	\$0.00	—
		< 1%	11		
Desktop Right Column	<div><div></div></div>	0%	0	\$0.00	—
		0%	0		
Mobile News Feed	<div><div></div></div>	1%	1	\$2.16	\$2.16
		24%	1,352		
Audience Network	<div><div></div></div>	98%	85	\$42.73	\$0.50
		57%	3,158		
Instagram	<div><div></div></div>	1%	1	\$4.76	\$4.76
		20%	1,107		
Mobile Suggested Videos Feed	<div><div></div></div>	0%	0	\$0.00	—
		< 1%	3		

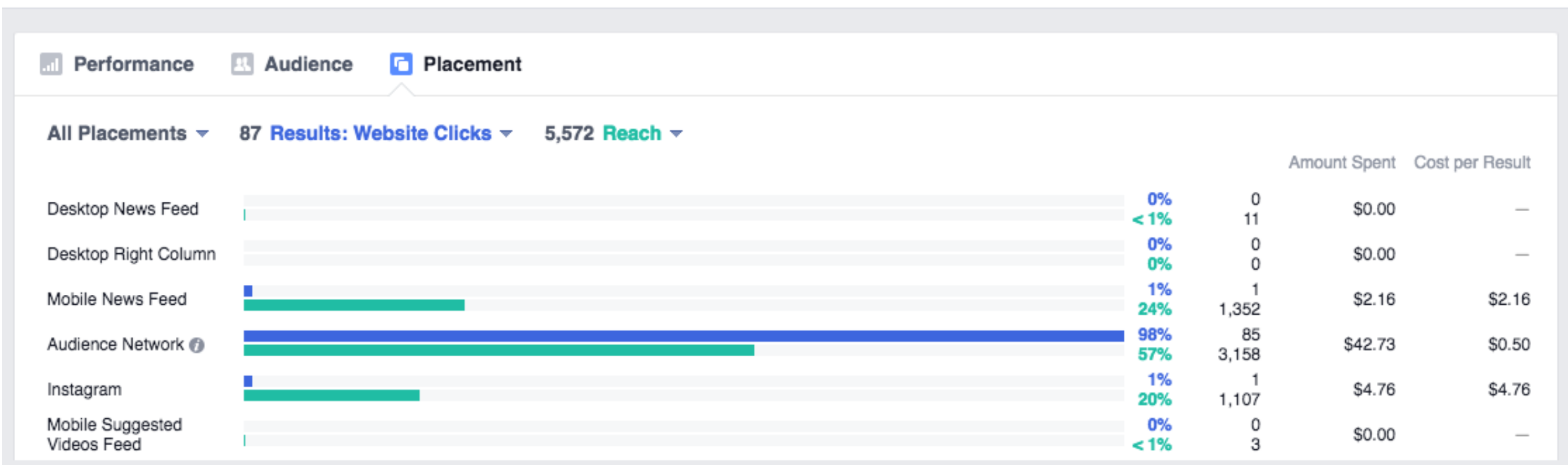
ALL THAT \$50 WILL REVEAL ABOUT YOUR TARGET AUDIENCE | STACEY DYER

SOFTWARE VS COMIC VS PLACEMENT

Account: Stacey Elaine
Campaign: NeonSoftware - Website Clicks



Account: Stacey Elaine
Campaign: NeonComics - Website Clicks



ALL THAT \$50 WILL REVEAL ABOUT YOUR TARGET AUDIENCE | STACEY DYER

SOFTWARE VS COMIC VS PLACEMENT



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		36%	1,296		
Mobile Suggested Videos Feed	<div><div></div></div>	0%	0	\$0.00	—
		< 1%	5		



Account: Stacey Elaine

Campaign: NeonComics - Website Clicks

Performance Audience Placement

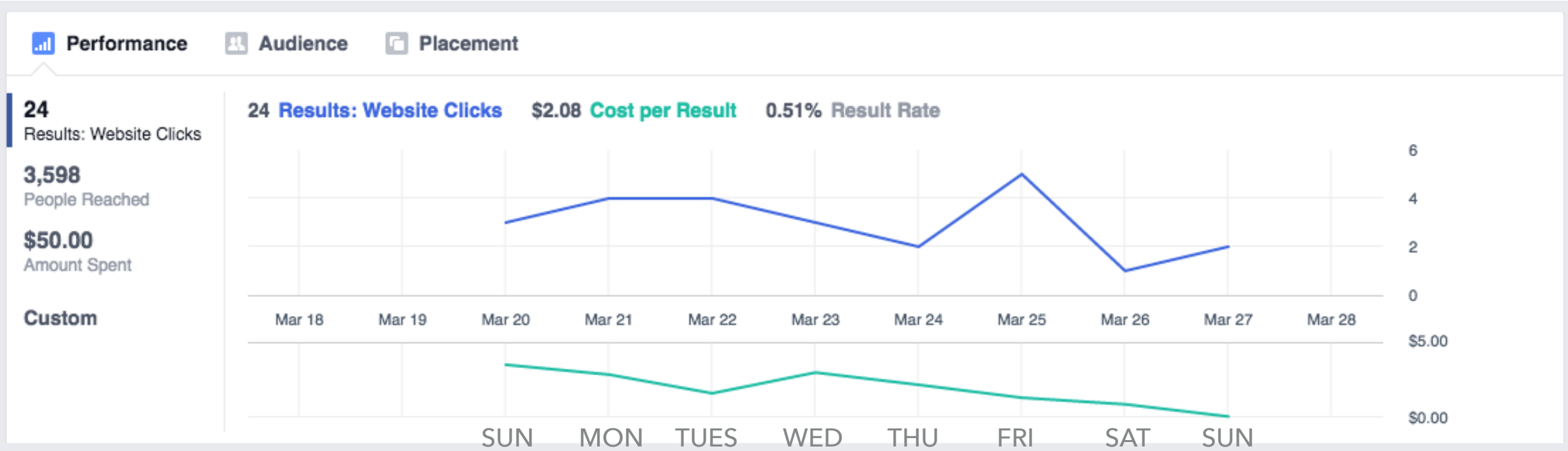
All Placements 87 Results: Website Clicks 5,572 Reach

				Amount Spent	Cost per Result
Desktop News Feed	<div><div></div></div>	0%	0	\$0.00	—
		< 1%	11		
Desktop Right Column	<div><div></div></div>	0%	0	\$0.00	—
		0%	0		
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		< 1%	3		

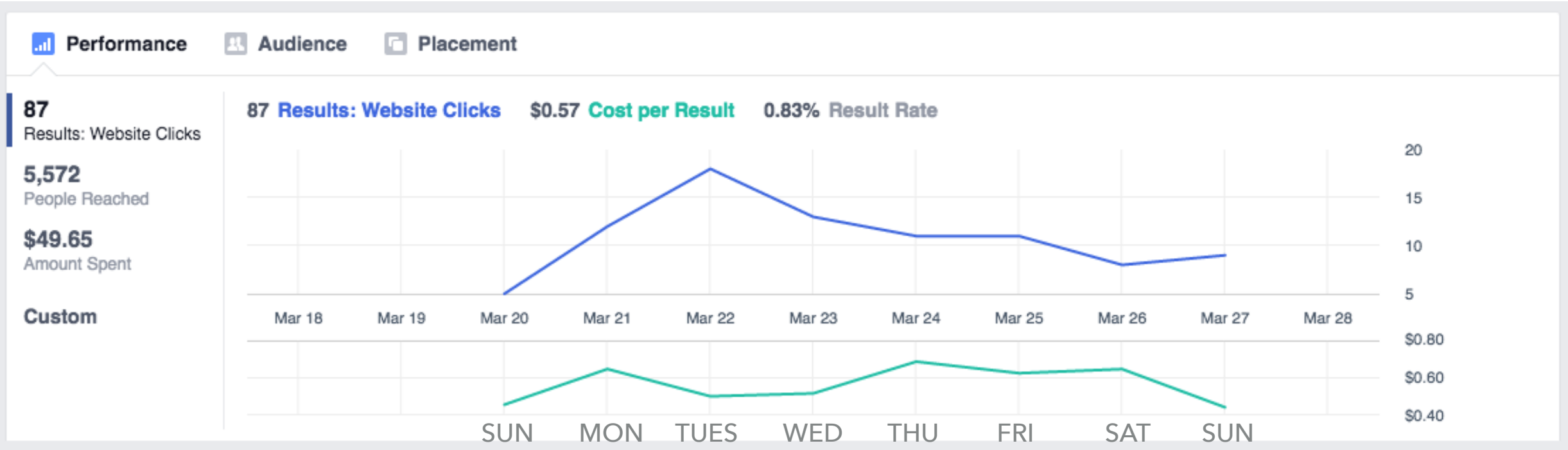
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SOFTWARE VS COMIC VS TIME

Software Audience Over Time



Comic Audience Over Time



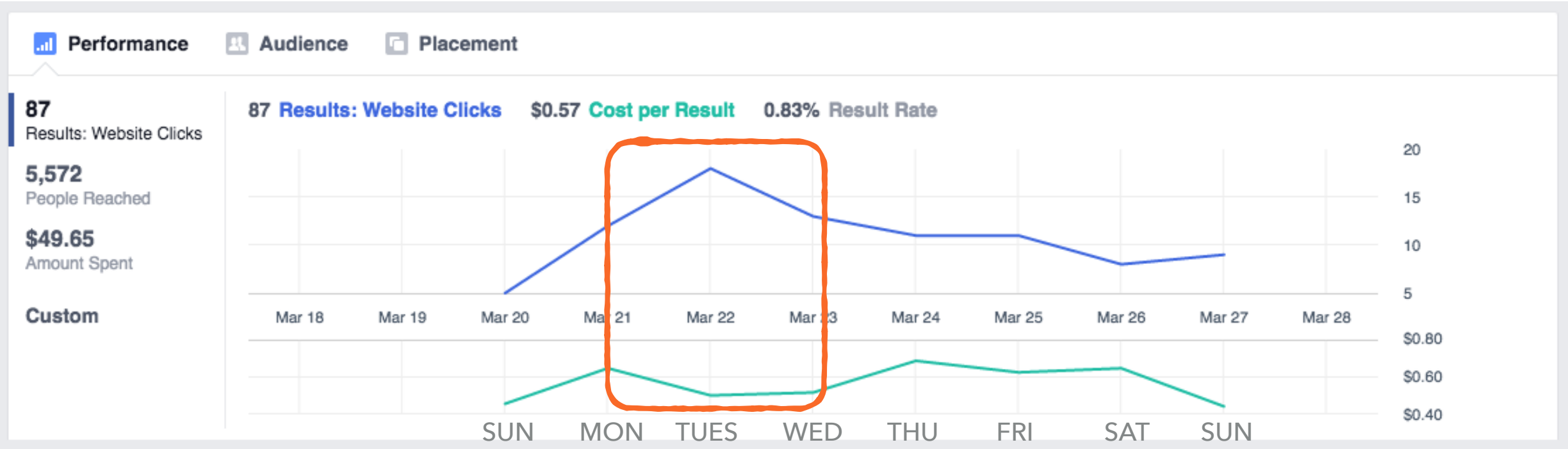
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Software Audience Over Time

SOFTWARE VS COMIC VS TIME



Comic Audience Over Time



THEREFORE, I CONCLUDE....

THE \$50 EXPERIMENT: CONCLUSIONS

Target Baseball Card

Age

Gender

Interested in Content About...

Region

Time of Day

Day of Week

Best Media Channel for Target

CPC

- ▶ \$50 ad buys can teach you a ton about 1 ad network (which is really 4ish networks)
- ▶ It can show you who's worth your time and what channels are worth your money
- ▶ It will make you spend time deciphering the slices of your customer base. Chances are there's more than one!
- ▶ For AstroWed, experiment with a focus on content that relates to the Comic book/Sci-fi audience because it's **75% cheaper** and **3.6x more engaging!** What do you think your winner would be?
- ▶ Also: We might want to try running content on Monday -Tuesday - Weds based on the data and see if it holds true.

TWEET ME: [@STACEYSDIYLIFE](https://twitter.com/STACEYSDIYLIFE)

MEET ME: [STACEYDYER.COM](https://www.staceydyer.com)

READ ME: [STACEYSDIYLIFE.COM](https://www.staceysdiylife.com)

MARRY ME: [ASTRO-WED.COM](https://www.astro-wed.com)

AT THAT RAD
NEUROMARKETING
MEETUP,
STACEY DYER SHARED

*Thank
You!*

**ALL THAT \$50 WILL REVEAL
ABOUT YOUR TARGET AUDIENCE**