



HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
ON TARGET AUDIENCE ANALYSIS
AGENCY!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

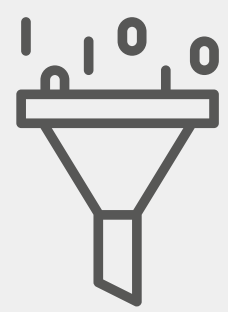
- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

In-depth understanding of target audiences thanks to real market research data

Your input



Data we have collected
ourselves

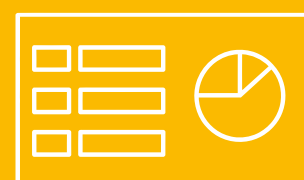
Our Input



Knowledge as a
Sales Psychologist



Allon Data Input



Representative
panel data



User Journey
Data



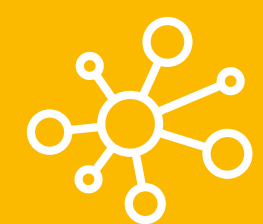
Audio &
TV Streaming



Social Media



Official
Statistics



Semantic
Relationships

"Allon" Platform

> 7 M

Brands &
Thematic Structures

> 3 M

Data points/connections
updated daily

> 110 K

Target groups defined
for and by customers

> 70 K

Target Audience Characteristics
for Analysis & Engagement

DATA PROCESSING



Sociodemographics



Lifestyle



Values & Attitudes



(Media) Consumption



Targeting

Outcome



Identify
Potential



Creating
Homogeneous
Target Groups



Understanding
the Reality of Life
and the Media



Reaching
Real Audiences
Effectively