Do You Truly Know Your Audience?

A Case Study in Walmart Audience Personas and Actionability

G GutCheck

*Study not commissioned by Walmart

Learn How to Create Effective Actionable Personas

01

Critical Business Question

› Outline the Research Question
› Outline of the Research Objective

02

GutCheck's Persona Connector

› Actionability Framework
› Multi-Source Analysis
› Results

03

OCEAN Personality Profiling

› ID & Profile Users
› Determine Online Purchase Motivators
› Evalutate How, When, and Where to
  Effectively Reach Online Shoppers

04

Actionable Recommendations

Critical Business Question
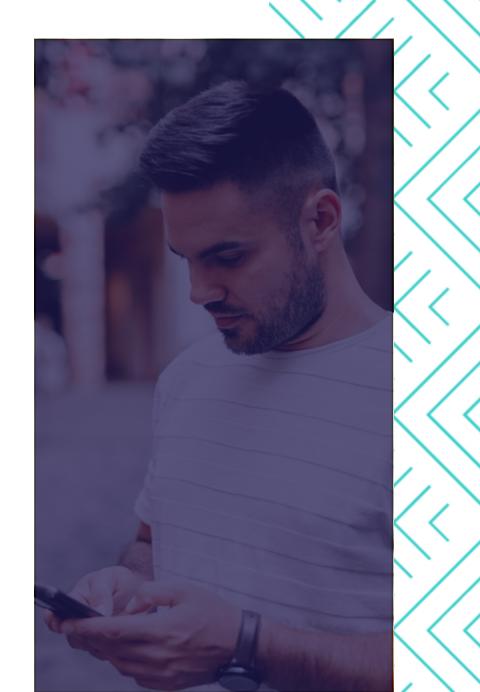
Critical Business Question

Research Question

Who is the Walmart online or app shopper, and how can Walmart better target and activate against this audience?

Research Objectives

› Identify and profile users of Walmart's website and app.

› Determine what motivates users to purchase groceries and merchandise via the website or app (instead of in-store)

› Evaluate how, when, and where to effectively reach app and website users.

How do you move forward?

GutCheck's Persona Connector

Gutcheck's Persona Connector

GutCheck's Actionability Framework

By combining implicit and explicit measurements, GutCheck's Persona Connector solution provides a deeper foundational understanding of key personas by focusing on psychology and needs.

GutCheck's Actionability Framework then leverages differentiating details of your key persona to guide downstream marketing, media and creative efforts.

These recommendations are grounded in the relationship between personality, needs, and validated connections to language, color and imagery.

GutCheck Persona Connector

Multi-Source Analysis

Explicit Measurements
Survey Based Data

Usage Frequency   Shopping Behaviors
Usage Occasions   Purchase Locations
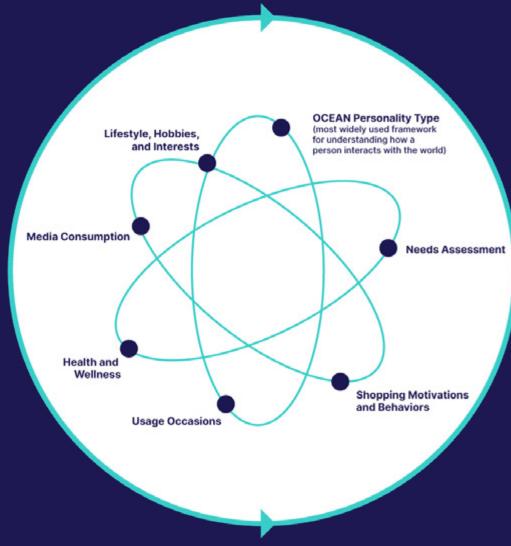Triggers & Barriers   Brand Diagnostics

Implicit Measurements
IBM Watson AI Learning Algorithm

OCEAN Personality Profile
Needs Assessment

Additional Insight

Media Consumption
Lifestyle Hobbies & Interests
Health & Wellness

Lifestyle, Hobbies, and Interests

OCEAN Personality Type
(most widely used framework for understanding how a person interacts with the world)

Media Consumption

Needs Assessment

Health and Wellness

Shopping Motivations and Behaviors

Usage Occasions

Results

Foundational Audience Understanding and Recommendations

› What to Say and What to Avoid

› Visual and Color Inspiration

› Media Targeting Recommendations

› Product and Service Design Elements

OCEAN Personality Profiling

The Big 5 Personality model is the most widely used framework for understanding how a person interacts with the world.

There are 5 primary personality types leveraged in the OCEAN model.

Conscientiousness
Act in an organized or thoughtful way
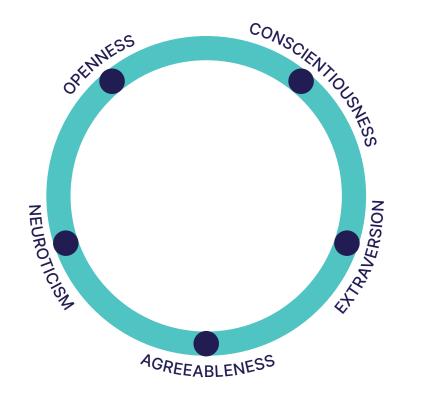
Openness
Open to experiencing a variety of activities

Extraversion
Seek stimulation in the company of others

Agreeableness
Compassionate and co-operative towards others

Neuroticism
Emotions are sensitive to their environmen

Walmart.com and Walmart App Shoppers
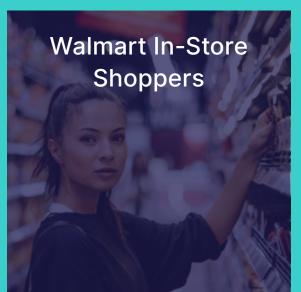
Personality

OPENNESS + AGREEABLENESS

Idealistic, Diplomatic, Deep, Tactful, and Genial

Top Needs

01 Closeness

02 Structure

03 Ideals

Walmart In-Store Shoppers

Personality

OPENNESS + CONSCIENTIOUSNESS

Analytical, Perceptive, Informative, and Articulate

Top Needs

01 Structure

02 Closeness

03 Harmony

Emily & Nate

Age:
Millennials & Gen X

Children:
1+

Education:
Full-time

Marital Status:
Married/Partner

Income:
$96,600

Employment:
Full-time

Additional Information:
Primary shopper in household

"It is close to my house, has low prices, and I enjoy the convenience of the app so that I can pick up my groceries."

"Walmart's online grocery pickup is convenient and there is no additional fee. I receive the same discount as those who shop in he store."

BIO

Nate and Emily are educated and married with children. While they enjoy their careers their primary need is closeness so they value connecting with family and friends.

They live busy lives with DIY projects, packed daily routines and extended kid activities brought on by the pandemic. They are tech enthusiasts with a strong need for structure so turn to digital channels to help stay on top of it all. Using online services helps Nate and Emily be efficient. In their free time they like to stay in touch with family and friends through social media, and like to watch movies, stream TV shows, read and play games.

INTERESTS

› DIY Home Improvement

› Tech Enthusiasts

› Movie Goers

NEEDS

CLOSENESS
Relish connection to family or friends and place emphasis on setting up a home

IDEALS
Experience personal fulfillment through products, such as status brands and thosethat are based on higher principles like social responsibility.

STRUCTURE
Exhibit groundedness and the desire to hold things together. They need to be wellorganized and under control.

The 12-segment framework groups people by the needs that drive their consumer choices.

MEDIA USAGE

PREFERRED CONTENT:
› Comedy
› Drama
› Crime
› Adventure
› Romance
› Independent
› Foreign

PAST 30-DAY SOCIAL MEDIA:

PERSONALITY

OPENNESS
CONSCIENTIOUSNESS
NEUROTICISM
EXTRAVERSION
AGREEABLENESS

Big 5 Personality Traits

AGREEABLENESS + OPENNESS

Compassionate and cooperative towards others.

Open to experiencing a variety of activities

The Big 5 Personality model is the most widely used framework for understanding how a person interacts with the world.

Emily & Nate
Where to Find Them and How to Speak to Them

"I love all sports content that is current and up to date."

"I love to listen to true crime and murder podcasts"

WHAT TO SAY

Position Walmart.com and the Walmart app as a way for Emily and Nate to connect with their loved ones. Their open, agreeable personalities and being tech enthusiastic position them to use these if it makes their lives simpler. Their needs for closeness and love keep them looking for ways to connect with others; however, they try to do this in low stress ways because they also desire structure and harmony.

As part of their Ideals need they also get fulfillment from knowing they use brands that represent their beliefs well. That can be brands that show social responsibility as well as those that represent status, so be sure to message how well Walmart.com and the app deliver brand names and on trend looks.

What to Avoid

Avoid messaging that is too focused on the product; Emily and Nate will be more drawn to messaging that connects with their relational needs.

AUDIO

Music Streaming Services **5am-8pm**

Spotify   music   pandora

Podcast Genres
› Comedy
› News
› Sports
› Music
› TV

Podcasts They're Loving
› The Joe Rogan Experience

VIDEO

Streaming Services **2pm-11pm**

NETFLIX   prime video   Disney+   hulu

Movie Genres
› Comedy
› Drama
› Crime
› Adventure
› Romance
› Independent
› Foreign

ONLINE

Social Media **2pm-11pm**

Facebook
YouTube
Instagram
Twitter

Shopping Online **11am-11pm**
› eCommerce
› Auction sites

BOOKS

Book Genres
› Drama
› Educational
› Poetry
› Science Fiction

GutCheck

Actionable Recommendations

Persona Connector

Actionable Recommendations

Convenience is key for online shoppers
Make things easier and emphasize seamlessness, speed, and reliability

In-store shoppers like to see and touch products
Include videos, detailed pictures with zoom, and consumer reviews to substitute in-person experience.

Digital ad spend is critical
Programmatic, search, social, and audio is critical in reaching the online Walmart audience.

Increase awareness
Those who noticed the merged app enjoy it and say it is easier to navigate.

Address pain points
Pain points in the user experience with the new Walmart app should be addressed (e.g. app crashing, loading time, in-stock information).

Interested in learning more about the neuroscientific basis for Big 5 personality traits and their implications for consumer behavior and audience activation?

Check out our webinar on the topic:
A Modern Look at Personality & Consumer Behavior

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