

# AUDIENCE TARGETING GUIDE

	WIKIA PERSONALITY PROFILES—1ST PARTY		DEMOGRAPHICS	INTENT	INTEREST / BEHAVIOR
<b>CUSTOM TARGETING</b>	—Motivations —Influence type	—Life stage —Mode on Wikia	— Age —Income —Gender —Geography	See list of available options (e.g. auto, home, finance, etc.)	—Visit on Wikia —Visit prior —Visit post
<b>WIKIA PROFILES</b>	—Inquisitive Minds —Digital DNA —Social Entertainers	—Culture Casters —Action Strategists			
<b>HYBRID</b>	Wikia Profile +			Wikia Profile +	+ Behavior
<b>COMBO PACKS</b>	Future Household —Social Entertainers + Life stage “kids” —Action Strategists —Digital DNA	Influence-hers —Social Entertainers —Inquisitive Minds		+ Intent	

PERSONALITY PROFILES	INQUISITIVE MINDS	SOCIAL ENTERTAINERS	CULTURE-CASTERS	ACTION STRATEGISTS	DIGITAL DNA
<b>Driven by...</b>	Pursuit of knowledge	Being part of a community	Customizing/ sharing/community	Quality content	Customizing
<b>Their main social circle includes...</b>	Friends/Family	Online persons	Online persons/Friends	Online persons	Friends/Family
<b>On Wikia they're primarily...</b>	Readers	Commenters	Readers	Readers	Founders/Administrators
<b>They're motivated by...</b>	Being Inspired, completing a project	Inclusion w/others (belonging)	Sel-satisfaction/ Competitiveness	Money	Money
<b>They tend to be a “...” thinker...</b>	Logical/structural	x	x	x	Creative
<b>They tend to talk about...</b>	Books/Art/News	Fashion/Travel/Movies	Music/Sports	Tech/Auto	Tech
<b>They express themselves through..</b>	Writing/Drawing	Artistic Methods like: Photography, Dance	Music/Chat	Chat/Texting/Coding	Video/Coding
<b>Their primary social activity includes..</b>	Real life / face 2 face	Real life / face 2 face	Real life/group gatherings	Face 2 face/Online	Online
<b>They learn best by...</b>	Reading	Classroom style/Hands on	Hands On	Online Research/TV	Online Research
<b>Prefer to exercise their brain through..</b>	Brain challenges	Social interaction (on and offline)	Music/Sports	Games	Games
<b>Favorite form of communication..</b>	Pen, paper, face 2 face	Social Media	Face to Face	Pen, paper, face 2 face	Electronic
<b>They typically drink...</b>	Tea / Coffee	Wine/Coffee	Beer/Water	Energy Drink/ Soda	Energy Drink/ Soda
<b>In their spare time, they...</b>	Books	Shopping/ Photography	Music/ Socializing	Games	Surfing Web
<b>A favorite treat might be...</b>	Book	Holiday/ Clothes	Car/ Holiday	Game console	Computer
<b>Easily entertained by...</b>	Book	Clubbing/dance/ Shopping/ Cinema	Concert	Gaming & Computing	Computing
<b>Attitude about the future is..</b>	Worried	Positive	Positive	Worried	Positive
<b>Believe the world could improve from...</b>	Love/Truth	Peace/Love	Love/Freedom	Science/Progress	Science/Progress
<b>Preferred mobile vender..</b>	AT&T/Verizon	T-Mobile/Sprint	AT&T /Verizon	Verizon/Sprint	T-Mobile
<b>Gender</b>	Skews Female	Skews Female	Skews Male	Skews Male	Skews Male

# INTENT CATEGORIES

Your tool for better audience targeting—  
What do your brands' customers look like?  
Use this chart to identify more of them and expand your reach.

<p><b>AUTO</b></p> <p>(Car Types): Compact &amp; Sub-compact, Electric &amp; Hybrid, Full Size, Luxury, Midsize, Minivans, Pick Up Trucks, Sports Car, Sports Utility, Vans</p> <p>Past Purchases</p> <p>(Budget): \$0 - 19K, \$20 - 29k, \$30 - 39k, \$40 - 49k</p>	<p>(Beverage Buyers): Carbonated Drink Buyers, Energy Drink Buyers, Sports Drink Buyers,</p> <p><b>DIY</b></p> <p>DIY (Improvement): Home Improvement, Life event - Major Home Improvement</p> <p>Lifestyle - DIY</p> <p>Tools &amp; Home Improvement</p> <p>Frequent Buyers Home Improvement Tools</p>	<p><b>MUSIC</b></p> <p>Music, Playing Music, Entertainment Music</p> <p><b>PARENTS</b></p> <p>Parenting</p> <p><b>PETS</b></p> <p>Type:: Dog, Ca Pets</p> <p>Pet Supplies</p> <p>(Services): Dogs, Pets</p> <p>Pet Stores</p> <p>Dog Product Buyers</p> <p>(Supplies): Dog Supplies, Cat Supplies</p>	<p><b>TECH</b></p> <p>(Personality Types): Tech Enthusiasts, Tech Geeks, Enthusiasts - Laptop, Apple Enthusiasts, Gadget Geeks,</p> <p>(Products): Netbooks, Laptops, Computers, Internet ISP, iPod, Ipad, Itouch, Apple, Tablet an e-Readers, Antivirus and Security, Apple,</p> <p>Personal Tech</p> <p>Services - Computer Internet</p> <p>Online Streamers</p> <p>Apps iPhone</p> <p>Electronic Stores</p> <p>Consumer Electronic Buyers</p>
<p><b>SHOPPERS</b></p> <p>(For Children): Children Stores, Back-to-School, Children's Product Buyers, Frequent Child's apparel buyers, Shopping for children, Graduation for School</p> <p><b>CHANGED JOBS</b></p> <p>Changed Jobs: Same Level, same pay</p>	<p><b>EDUCATION</b></p> <p>Services and Education</p> <p><b>FOOD</b></p> <p>Foodies</p> <p><b>GENDER</b></p> <p>Male, Female</p> <p><b>GUYS</b></p> <p>Guys &amp; Gear</p>	<p><b>PHOTOGRAPHY</b></p> <p>Hobbies Photography</p> <p>(Cameras): Cameras and Photography, Cameras</p> <p>Enthusiast - Cameras</p> <p>Photography</p> <p><b>QSR</b></p> <p>Restaurants - Pizza</p> <p>Services - Restaurants</p>	<p><b>TRAVEL</b></p> <p>Travel</p> <p>Vacation Packages</p> <p>Cruises</p> <p>(Types): Frequent Travelers, Past Purchase Travel, Past Purchases Leisure Travel</p> <p>Amusement Parks</p>
<p><b>CLOTHING</b></p> <p>Accessories, In-market</p> <p>Shoes, Accessories for Women</p> <p>Shopping predictor - Clothing - shoes - accessories - women</p> <p>Frequent Buyers - Women Fashion and Shoes</p> <p>(Women's): Fashion, Fashion and accessories, Apparel Buyers</p> <p>(Fashionistas): Frequent buyers, Fashionistas</p> <p>(Fashion): Women, Apparel, Accessories, Fashion</p>	<p><b>HEALTH &amp; BEAUTY</b></p> <p>CPG Health &amp; Beauty, Health</p> <p>(Fitness): Diet &amp; Fitness, Fitness Buyers, Healthy &amp; Fit, Healthy Living, Running &amp; Jogging, Fitness</p> <p>(Personal Care): Personal Care, Health - Beauty and Personal Care</p> <p>Diet &amp; Weight Loss</p> <p><b>MOMS</b></p> <p>Shopping Moms, Female Purchase Decision Makers, Soccer Moms</p> <p><b>MOVIES</b></p> <p>Movies, Entertainment Movies, DVDs &amp; Movies, Film &amp; Television, In-Market for Media</p>	<p><b>SHOPPING</b></p> <p>Frequent Online Buyers</p> <p><b>SOFTWARE</b></p> <p>Software</p>	<p><b>TV</b></p> <p>Entertainment - TV, HDTV, TV, Electronics TV, Film &amp; Television</p> <p><b>VIDEO GAMES</b></p> <p>(Console): Xbox 360, Wii, PS3, Nintendo DS</p> <p>(Types of Games): Video Games, Entertainment Video Games, Casual Games, Video Games</p> <p>Software and Games</p> <p>(Buyers): Frequent buyer Consumer Electronics, Frequent buyer - Young &amp; Hip</p>
<p><b>COMICS</b></p> <p>Comics</p> <p><b>CONSUMER ELECTRONICS</b></p> <p>TV</p> <p><b>CPG</b></p> <p>(Beverages): Beverages, Food &amp; Beverages</p> <p>Consumer Packages Goods</p>			