

As of January 2021, Audiences is Synthesio's newest module found in your listening dashboards. In this article, we discuss what it is, why it's important, and how to use it.

Content Covered:

- Introduction and definitions
 - Audiences overview
 - How to create a study
 - Best practices and value
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Introduction

What is Audiences by Synthesio?

Audiences is a behavioral-based research method that segments groups of consumers based on a shared interest(s). We call these interest-based consumer segments 'Target Audiences'. When compared to a 'Reference Audience', users can find the over-represented affinities of their 'Target Audiences', such as their favorite brands, media, hobbies and activities, and more.

Key Concepts:

- **Target Audience**

The target audience is the audience you want to study. In running your study, your goal is to reveal insights about this particular audience's online interests. You create this audience during set-up. You choose this audience by selecting from available 'Interests'.

- **Reference Audience**

The reference audience is your comparison audience. This is a wider population for which it makes sense to compare your target audience. The reference audience is larger than your target audience, which allows us to compare both results and make sense of the data retrieved. More on this later in the article.

- **Affinity Score**

Affinity score allows users to detect the most compelling differences between your target audience and your reference audience. A color coded ranking system makes it easy to spot which topics your audience has the highest affinity for.

A green dot means that the topic is over-represented compared to your reference audience.

A red dot means that the topic is underrepresented compared to your reference audience.

A grey dots means that the topic is similar compared to your reference audience.

What is Behavioral-Based Audience Analysis and Why Does It Matter?

The majority of social media users are 'lurkers', i.e., people who elect to just browse and digest. Importantly, lurking behavior can be captured and structured. Specifically, connections, likes, and follows can be shaped into distinct consumer profiles, what we call 'Target Audiences'.

Behavioral-based audience analysis is important because it represents a wider swath of consumers than just analyzing those who speak-up on social media. It is also important because it reveals what makes audiences unique and connected.

Key Benefits:

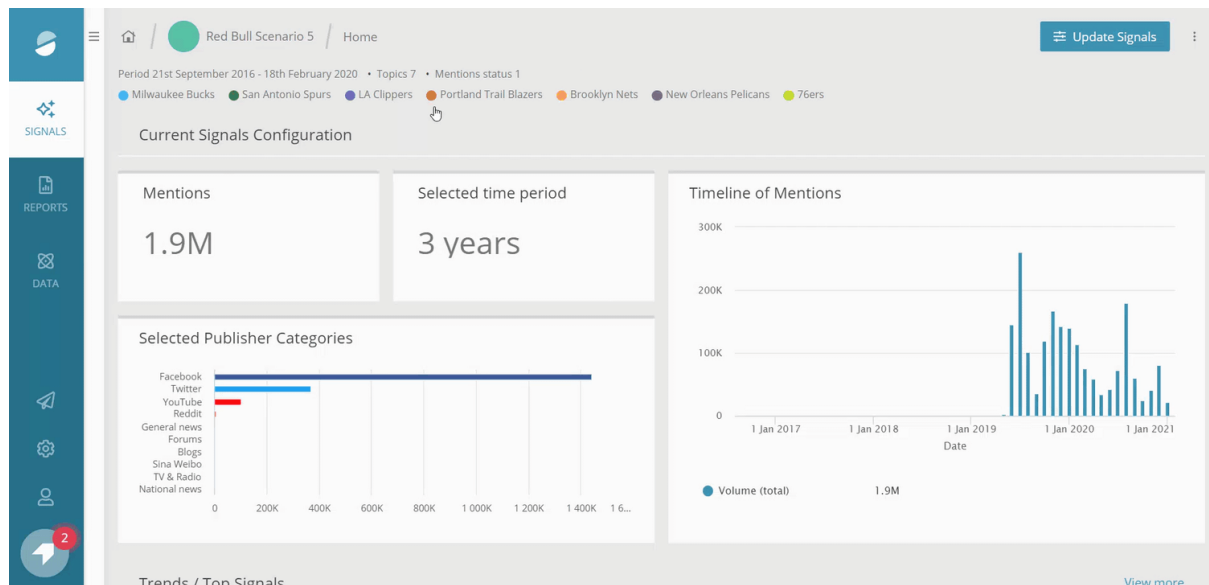
- **Enrich your knowledge about your target audiences:** Go deeper into your audience identities: who they are, where they live, what they do, what they like.
- **Craft meaningful content:** Identify visuals and wording that will be sure to resonate with your consumers.
- **Media planning:** Uncover which channels will be most effective and launch campaigns on the channels your consumers use and at the events they attend.
- **Sponsorships and events:** Know the events your audience is attending to sponsor them and learn the brands they have affinity with to find out with which you should partner.
- **Uncover new segments:** Is there an online community loving your products? Is there one that might? Discover and get to know new consumer segments.
- **Agency pitch:** Win pitches and justify marketing strategies with deep insights into target audiences.

Where Does The Behavioral Data Come From?

Audiences is powered by the Facebook Ads Manager, which gathers the online behavior of more than 2 billion monthly active users across the Facebook suite and millions of other websites.

Where Can I Find Audiences?

It's easy to find the new Audiences module. Simply navigate to the 'Data' section on your left sidebar and click 'Audience Overview'. Once there click 'Define your audience' (more on this later).



Creating Your Audience

Defining your 'Target Audience' requires you to complete two criteria: (1) define your location and (2) define the initial interests of your Target Audience.

Important

In order to run a study, your target audience size must represent between 2 to 30 percent of the total population. Audiences will dynamically adjust the population size as you add various locations and interests.

Define your full audience

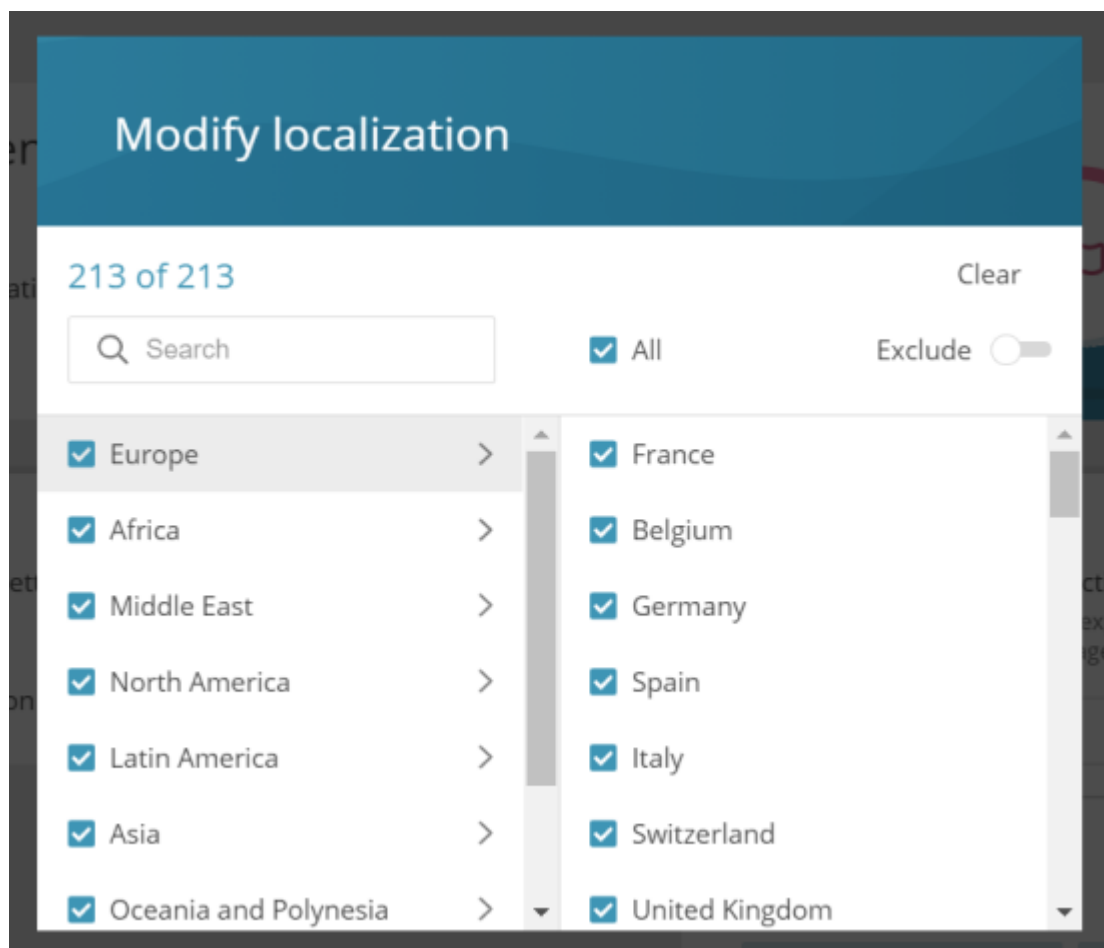
Your target audience size : 0

It represents 0% of the total population in the selected countries

⊗ Your audience is too small. You can't create an audience below the facebook limit (<10k) .
We recommend creating a target audience between 2% and 30% of the total population

Select Audience Location

Audiences offer up to 213 locations to select from. You can either pick individual countries or the entire world. Of course, your study will dictate the locations you select.



Interest Selection

After selecting a location, the next and last step is selecting your 'Interests'. As noted, the available 'Interests' are generated by Facebook's Ads Manager. Synthesio manages over 35,000 total Interests which you can select from.

Based on the listening topics in your dashboard, Synthesio will identify known entities in your listening data and automatically convert them into potential Interests to define your audience. For example, the San Antonio Spurs, Milwaukee Bucks, etc., are all Interests that Synthesio's suggested.

You can easily delete interests or add new ones, as you see being done with the New York Knicks example.

☆ Interests

Build your audience by selecting one OR more interests

Adding more interests here will expand your audience to include more people. The interests are defined by Facebook's Ads Manager.

🔍 New York Knicks ✕

Search results

New York Knicks	6.9M people
New York Knicks Basketball	230 people

📘 List of added interests Clear all

San Antonio Spurs ✕

Milwaukee Bucks ✕

Los Angeles Lakers ✕

Portland Trail Blazers ✕

Brooklyn Nets ✕

Giannis Antetokounmpo ✕

Once you are settled on your audience, go ahead and click 'Create'. From there, we'll retrieve your insights.

Build

Retrieving your insights

We are preparing your audience...



It can take a few minutes to gather your audience's demographic and behavioral insights.

Analyzing Your Audience

Upon completing the build process, you'll find high-level behavioral and demographic insights of your audience.

Explore your consumers' key characteristics

Insights based on their online behaviors and interests captured by Facebook

Target profile

120M People

♂ Male	58.33%
👤 25-34	34.17%
🇺🇸 United States	32.5%

Top interests

- 📺 Nature documentary
- 📱 Samsung
- 🏂 Biathlon
- 💬 WhatsApp
- 🌟 Narendra Modi

Coming soon



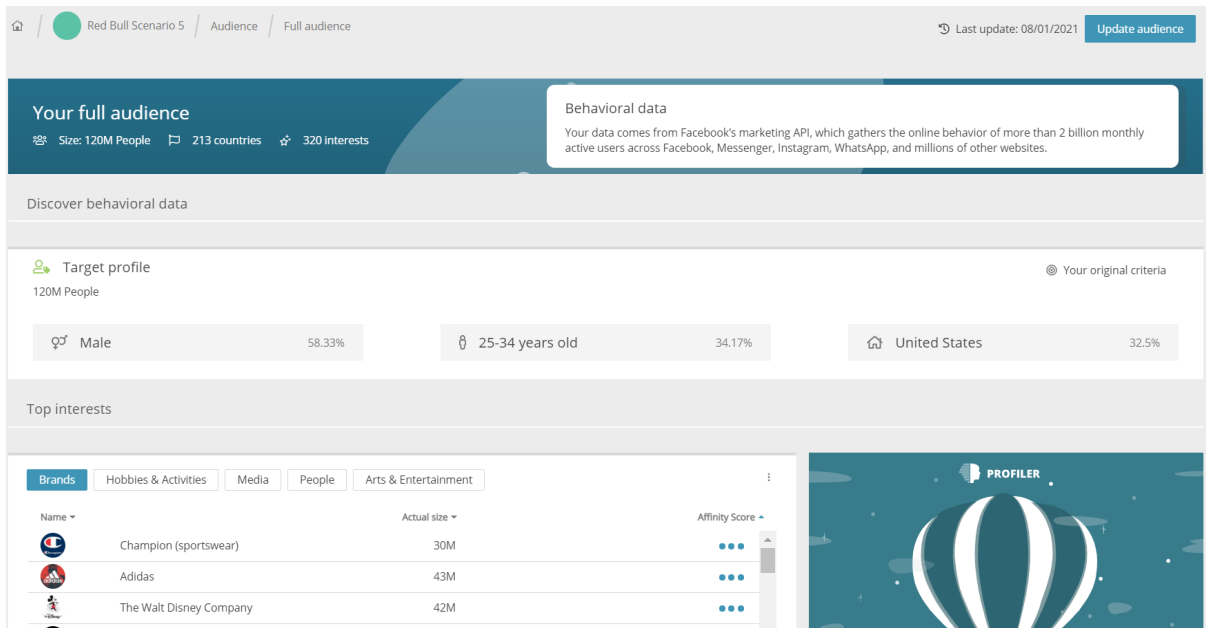
Censydiam
By Ipsos

A new way to understand consumer motivation

🔍 Your audience definition

[Explore your audience >](#)

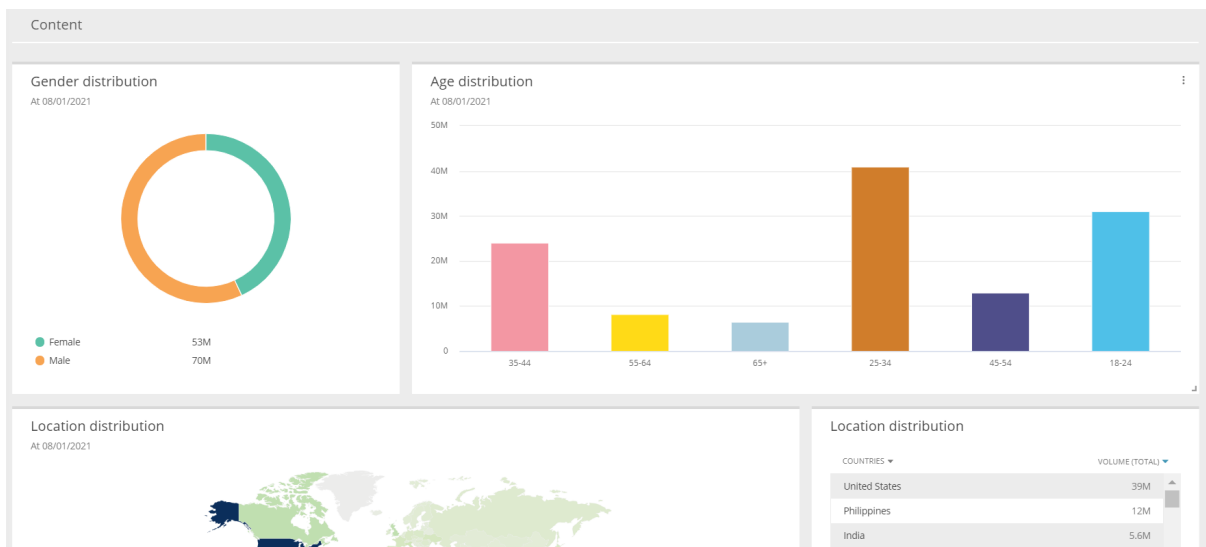
Select 'Explore your audience' to uncover deeper insights.



As you scroll, you'll find behavioral-based Interests of your 'Target Audience'. You'll find the top brands, hobbies and activities, media, people, and arts and entertainment. At any time, you can click 'Update audience' and change your audience's locations and interests.

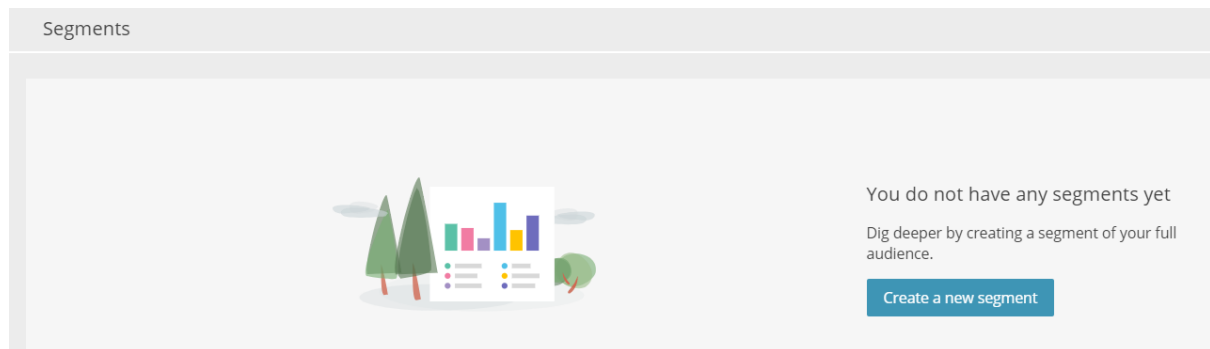
Again, the 'Affinity Score' reveals the most compelling differences between your target audience and your reference audience.

Scroll further, and you will find additional demographic data, including relationship status, working industries, and education status.



Creating Segments

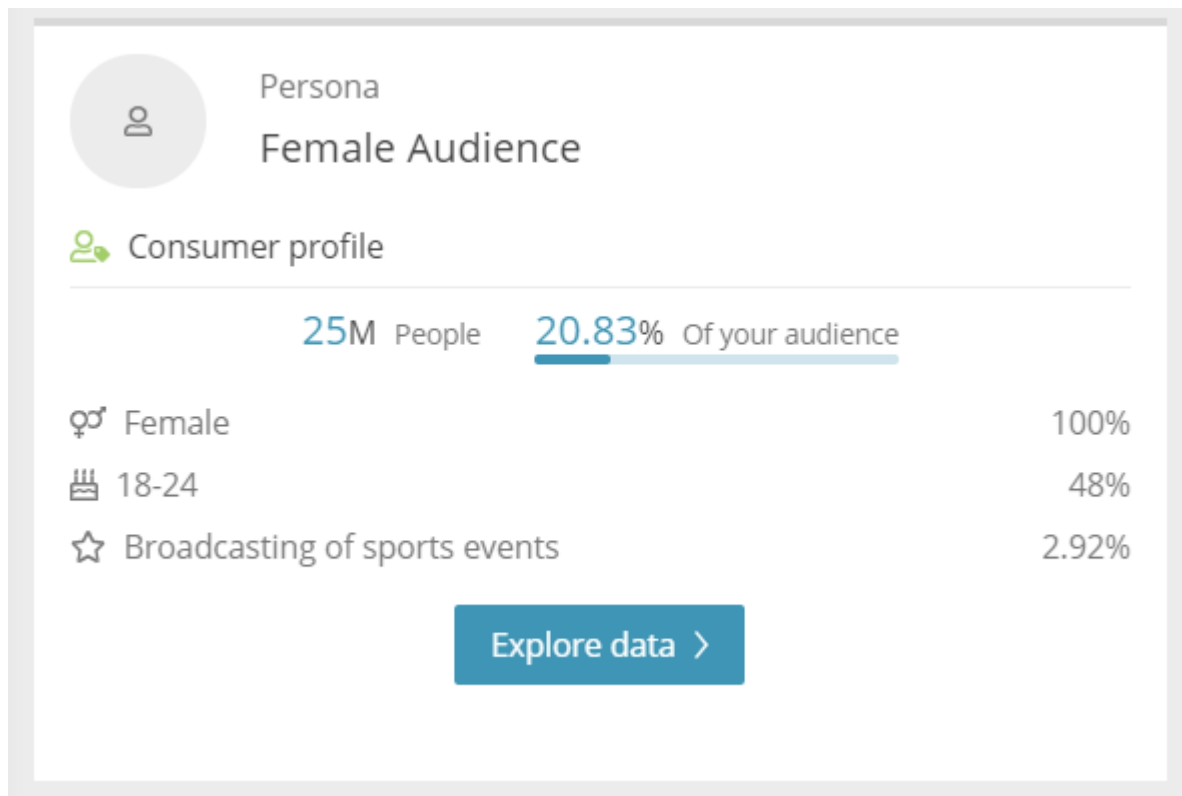
Back at the previous page is the option to create consumer 'Segments'. Segments are derivatives of your original audience. You can create up to six segments on a monthly basis.



Segments are effective when looking to run further comparisons, ultimately helping you to find and understand additional niche audiences (who they are and what they care about). As you can see, you are able to tweak criteria like age, gender, location, and interests.

The screenshot shows the 'Global' audience configuration page. The page is divided into several sections. At the top, there's a 'Global' header. Below it, there's a 'Persona name' section with a text input field labeled 'Name'. To the right of this is a 'Picture (optional)' section with a circular icon and a 'Browse your file' button. Below the 'Persona name' section is a 'Gender' section with a 'Select type' label and three radio buttons: 'All' (selected), 'Men', and 'Women'. To the right of the 'Gender' section is an 'Age range' section with a slider bar ranging from 18 to 32. Below the 'Gender' section is a 'Consumer profile' section with a 'Location' subsection. The 'Location' subsection has a note 'Locations are based on dashboard settings' and 'Locations of the full audience'. Below this is a toggle switch for 'Locations of the full audience' (which is turned on) and a link 'Or select location'. Below the 'Location' subsection is a 'Working Industries' subsection with a note 'No industries selected' and a 'Select' dropdown menu. To the right of the 'Consumer profile' section is an 'Interests' section. The 'Interests' section has a note 'Adding more interests here will expand your audience to include more people. The interests are defined by Facebook's Ads Manager.' Below this is a search bar and a list of interests: 'San Antonio Spurs', 'Milwaukee Bucks', 'Los Angeles Lakers', 'Brooklyn Nets', 'Giannis Antetokounmpo', 'New Orleans Pelicans', and 'Paul George'. Each interest has a small 'x' icon to its right. At the bottom right of the 'Interests' section is a 'Narrow' button.

In this example, we could create a 'Segment' comprising just females by selecting 'Women' above. From there, we can see what interests define this audience and how they are different from the original audience.

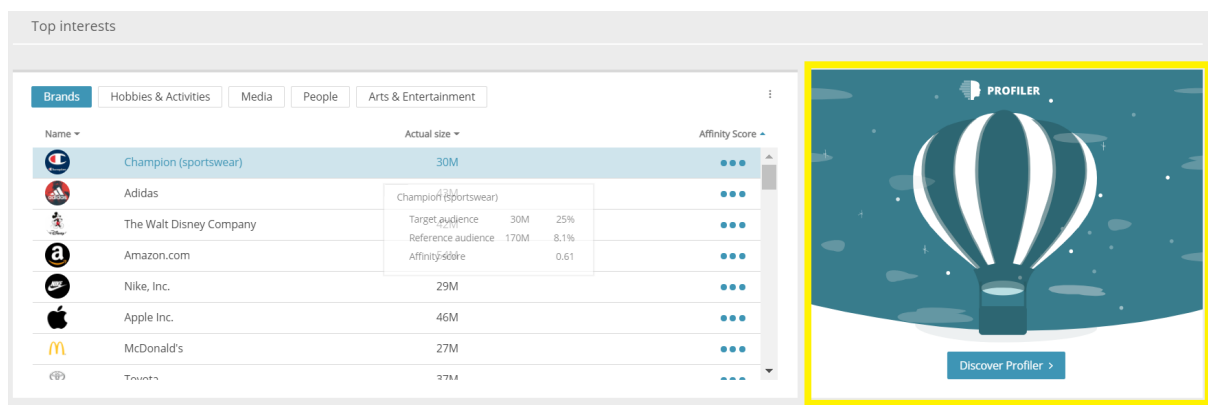


And of course, you can click 'Explore data' to uncover additional insights.

Profiler

Audiences is powered by Profiler, Synthesio's core audience analysis solution. With Profiler, you can create more studies, add additional interests, and, critically, surface even more behavioral-based insights. You can learn more about [Profiler here](#).

Within Audiences, at any time, you can explore Profiler and learn more as well:



Conclusion

By going beyond what people say and capturing what they do, Audiences help Insight Pros and Marketers deepen consumer understanding. Stay tuned as we continue to update Audiences in the future.