



 **PERSOSA**

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 **TASER**

Taser, a leading provider of self-defense products, is focused on making the world a safer place. To do that, they have to be able to connect with consumers where they are – based on their individual experiences and self-defense concerns. Unfortunately, that became increasingly difficult with one generic website message.

## CASE STUDY

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Taser expands their customer base through four personalized experiences.

## THE CHALLENGE

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What do a runner, a gun owner and a parent have in common? An interest in Taser – and sometimes not much else. It's nearly impossible to speak to such a wide array of diverse audience groups with a one-size-fits-all website message. Occasionally, those segments overlapped and connected with Taser's content. Other times, however, the message that spoke to one could alienate another.

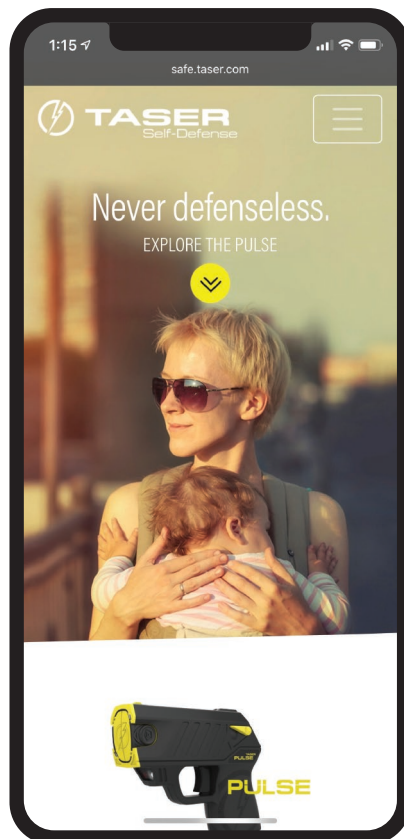
Taser was able to hone in on the needs and motivations of different audiences through tailored ads and emails, but they worried about how to continue that custom experience on their website. To better address their unique audience groups on their site, Taser needed to speak to each without attempting to generalize or water down content. And because all of their consumer groups are important, they didn't want to choose only one as their core "target" audience and neglect the rest. A mom sending her daughter off to college, for instance, is going to have a different motivation for buying a Taser product than a single woman who loves trail running. Taser wanted a better way to connect with their range of consumers and communicate their value based on individual needs.





## A PERSONALIZED SOLUTION

That's where Persosa came in. Our personalization platform allowed Taser to break down their audience personas and accommodate each of them on their website to make everyone feel equally welcome. It gave Taser the opportunity to customize their content and imagery depending on who's seeing it. After identifying different segments based on their audience personas, we created four unique website experiences for them. The chosen Taser segments, and corresponding headline themes, are shown below.



### PARENTS OF YOUNG CHILDREN

"Never defenseless."

### PARENTS OF COLLEGE-AGED KIDS

"Out of the nest, but never alone."

### RUNNERS

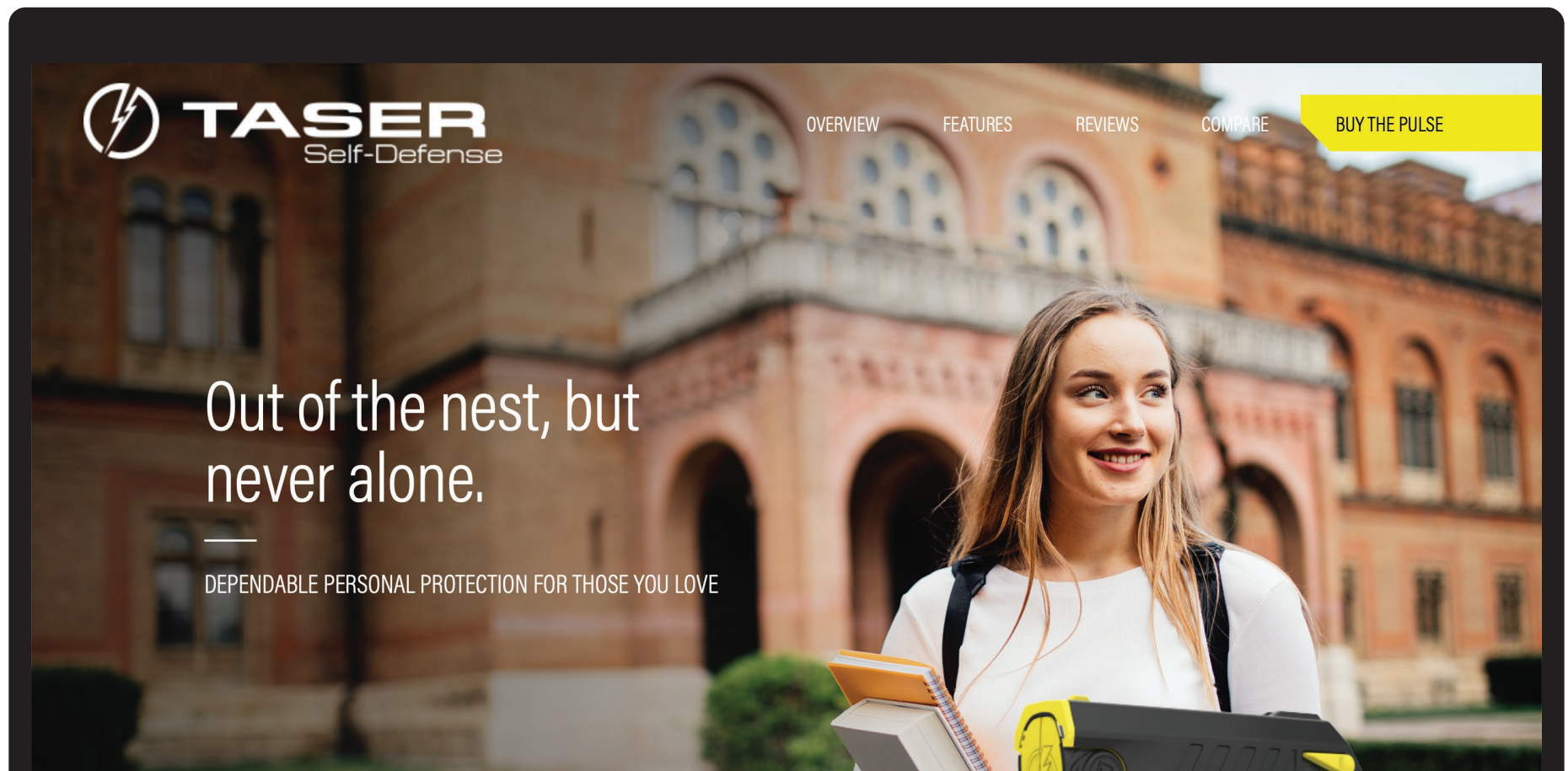
"The best running partner you've ever had."

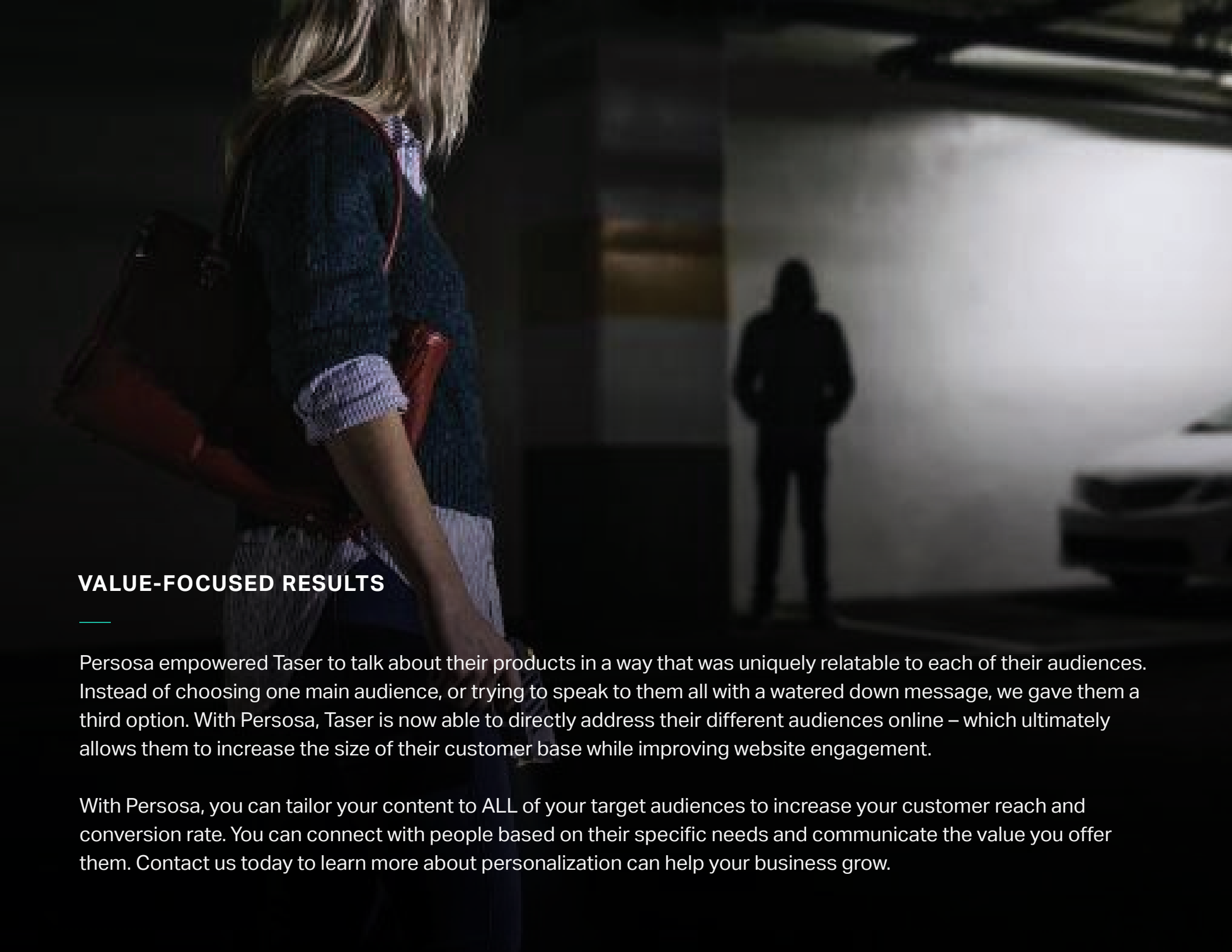
### GUN OWNERS

"Trusted by law enforcement."

The previous message stem from Taser's research about the needs and motivations of each group. They discovered, for example, that parents who don't own guns still want a way to protect their children. And all parents worry about their kids once they leave home. Runners, understandably, want to be able to carry a discrete self-defense tool when alone on trails or roads. Gun owners, on the other hand, want alternative protection when their gun isn't around – and they typically support law enforcement choices.

Each of those audience experiences extend throughout the website to personalize the entire site – from the homepage to the devices product page. If an individual clicks on an ad that takes them to the Runner landing page, for example, they'll then see the entire Runner experience next time they're on the Taser website. That includes different images, messages and featured product recommendations.





## VALUE-FOCUSED RESULTS

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Persosa empowered Taser to talk about their products in a way that was uniquely relatable to each of their audiences. Instead of choosing one main audience, or trying to speak to them all with a watered down message, we gave them a third option. With Persosa, Taser is now able to directly address their different audiences online – which ultimately allows them to increase the size of their customer base while improving website engagement.

With Persosa, you can tailor your content to ALL of your target audiences to increase your customer reach and conversion rate. You can connect with people based on their specific needs and communicate the value you offer them. Contact us today to learn more about personalization can help your business grow.

# WORK WITH US

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Learn how to create memorable experiences for your customers to increase engagement and sales. We would love to help your business grow.

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