

A woman with long blonde hair in a ponytail is running on a sandy beach. She is wearing a dark athletic top and leggings, and a smartwatch on her left wrist. The background shows the ocean and a sunset sky with a grid pattern overlay.

PERSOSA

Closing the Consumer Experience Gap with connected journeys.

THE 11-STAR CONSUMER EXPERIENCE

DELIGHT AND ENGAGE YOUR AUDIENCE WITH CONNECTED EXPERIENCES

In 2019, the average US adult spent 12 hours and 9 minutes interacting with media in a single day. Where does all of that time come from? The reality is that media consumption creeps into almost every part of our lives.

We interact with media channels everywhere, including mobile applications, texting, digital media, podcasts, radio, video games, in-store experiences, and many more. Consider that the same group of US adults sleeps for a little less than 7 hours a night, which means over two thirds of our waking day is spent interacting with some form of media.

While all of these media channels serve a different purpose in the consumers' lives, they all have one thing in common: they want the consumer to engage or continue to engage with their brand.

This is the foundation of the Consumer Experience Gap. Brands want to find the best way to engage the most profitable amount of consumers. This creates an influx in ads, which saturates the media environment for

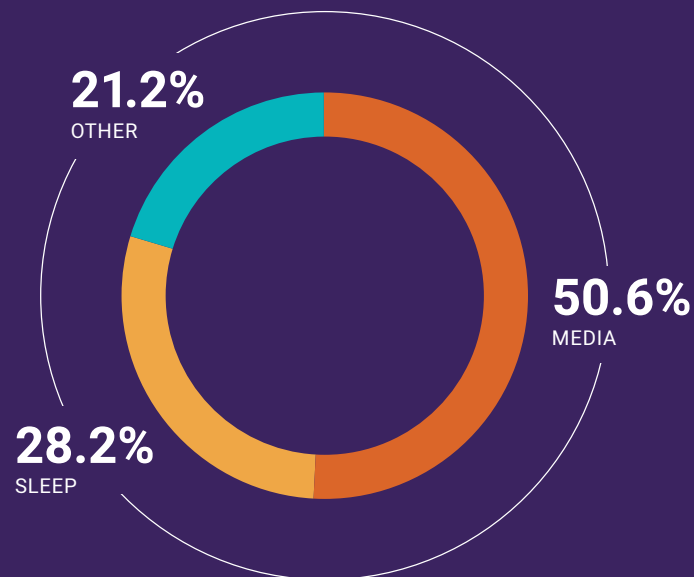
consumers. On the flip side, consumers want to engage with media that interests them. In many cases, these goals put consumers and brands at odds.

So, how can we improve the consumer-brand relationship and reduce the Consumer Experience Gap? How can we make sure that two-thirds of our waking day is spent engaging with media we find enjoyable?

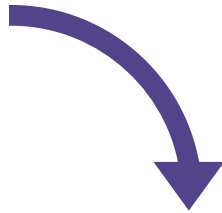
We do this by aligning the goals of brands, media companies and consumers.

We create experiences that truly surprise and delight customers while maximizing revenue for brands and media companies.

That's what we call Persosa's 11-Star Consumer Experience.



A DAY IN THE LIFE OF PERSOSA'S 11-STAR CONSUMER EXPERIENCE



Sarah wakes up from her alarm clock that was set to ensure she received 8 hours of sleep, the prescribed amount. Then she goes for a run where her Apple Watch keeps track of her heart rate, notifies her when she's at peak performance, and counts her down to the end of her workout.



When she gets home, her husband is pouring out the coffee that was set to brew and be ready when they're getting breakfast ready for their girls. She gets a notification on her watch that her favorite blend of coffee is on sale at Target, so she clicks the button to order a few extra bags.



The girls are in the living room watching Frozen on Disney+, their favorite movie by far. She turns on HGTV in the kitchen where she watches Property Brothers. The Brothers and the lucky family are grilling at their new home, which reminds her that she needs to get a new grill for their backyard before their annual summer party.



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She runs upstairs to get ready for her day. While she's getting ready, Alexa runs through her schedule for the day and reminds her that based on her running activity, she's due for a new pair of running shoes. Her husband heads out the door with the girls to drop them off at school and she heads to her home office and turns on her computer.



She decides to visit Weber.com to check out a few different grills options and quickly sees the grill from that morning's Property Brothers episode on the homepage as well as the recipe for the steak they were making. She decides to wait on the purchase and continues with her day.



As she's browsing YouTube, she sees an ad for a family vacation discount to Disney World with photos of little girls posing with Elsa, the main character from Frozen. She considers that the family is in need of a good vacation, and decides to talk with her husband when he gets home.

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Later in the afternoon, she runs out to Target to get some new running shoes. On her way to the store, she's listening to her favorite podcast when she hears an ad for Weber Grills with a testimonial from the Property Brothers. When she walks into Target, she gets a push notification for 10% off Weber Grills. She grabs her shoes, and goes over to check out the grills and decides she may as well take advantage of the discount while she's there.



She heads home with her new shoes and grill, and finds her family at home playing in the backyard, which is going to look great with the new grill. While they're getting ready for dinner that night, she turns on HGTV and sees an ad for steaks that can be delivered fresh to your home.

At dinner, she runs her idea for a Disney vacation by the girls, who can't contain their excitement about finally getting to meet the real Elsa!



Before she goes to bed, she gets a push notification about her activity summary for the day, recommended workout for the next day and time to get up. She sets her activity goals and then Alexa runs through Sarah's schedule for the next day including a reminder to follow up on her family vacation to Disney World. Once she's done reviewing her list, she asks Alexa to turn out the light.

By creating connected experiences, brands provide personalized value to their consumers throughout the day. It makes Sarah's life simpler, while helping her better engage with brands through meaningful experiences.

HOW BRANDS AND MEDIA COMPANIES BENEFIT FROM PERSOSA'S 11-STAR EXPERIENCE

The benefits of Persosa's 11-star experience don't just exist for the consumer. By connecting media experiences and making consumers more engaged, brands and media companies thrive. It allows brands to extend the consumer experience beyond the first touch to increase attribution and complete the consumer experience loop, increasing media performance up to 350%.

One of the biggest benefits is the ability to create connected content. For example, with Sarah's story, her interaction with HGTV didn't end when she finished watching Property Brothers. Her interest was carried through to her web browsing activity, then to her in-store experience. Sarah's consumer journey came full-circle when she bought a grill and then was recommended a product - the steaks - to fit her new needs.

On the backend of the connected content is connected data. With each interaction that Sarah has, she provides brands more information to complete her consumer profile. This allows brands and media companies to better inform their recommendations. Connecting these dots means that brands can attribute different qualities, relations or characteristics that continue to build on their understanding of their consumers. Even more importantly, media companies own this data and are not as reliant on 3rd party vendors.

The most profitable benefit of the 11-star experience is that when media companies are able to better target their audiences, it frees up their resources to thin slice messaging and advertising. This means that companies can expand ad inventory, explore new types of ad units, and apply digital pricing models to TV and traditional media channels.

TURN EXPECTATION INTO REALITY WITH PERSOSA

71% of consumers express some level of frustration when their shopping experience is impersonal. That's because consumers expect that brands understand their wants, needs and interests. Not only should we be creating more personalized experiences for our consumers, but they should be consistent across all channels because our consumers will interact with us on a variety of channels and we should treat them accordingly.

By creating connected experiences personalized to our consumers, we embrace the true concept behind omni-channel marketing. Just being on every channel isn't enough.

We need to connect the experiences so that our audiences can follow their own personalized journey with our brands.

The best part about this is that it's all entirely possible. Persosa's Experience Delivery Network is groundbreaking in that it allows brands to finally close the Consumer Experience Gap through better tracking, attribution and personalization. It means that we can finally have a situation where everyone wins.

Contact us to learn more about Persosa's 11-star experience.

Visit **persosa.com** or contact us at (877) 488-8502.