

Looks can be deceiving.

These women have a lot of things in common. Purchase motivation isn't one of them.



TERESA

is a fragrance lover. Candles are just one more way to fill her home with a favorite scent. She doesn't care what they look like as long as they smell fabulous. Avoids buying online.



CAROL

has always loved one brand -- the look, the scent -- and isn't interested in switching. She's confident that the candles from her favorite brand will be perfect every time.

SARAH

buys candles to decorate her home for guests. She rarely lights them and doesn't care about fragrance as long as there's a color to complement every room.



KRISTEN

buys candles to give away. She loves to give beautiful gifts to her family and friends -- the more expensive-looking, the better! For her, packaging is everything.



Do your homework. Know your customers.

Customer demographics can't tell you why they buy. Create more relevant and impactful marketing messages by learning what really turns them on. And use that insight to drive product improvements, operational changes and customer service that will resonate with your customers and drive revenue.

We can help.

AudienceAudit is dedicated to helping you understand the needs of your customers. We can help you use that insight to keep new customers coming, and keep current customers coming back.

- **We do the research.**
We design a study just for you and find relevant respondents.
- **We analyze the results**
to determine your audiences and their needs, and integrate with your existing database.
- **We build strategies**
based on your audience insight and designed to increase revenue from current clients and prospects.


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Know Who You're Dealing With