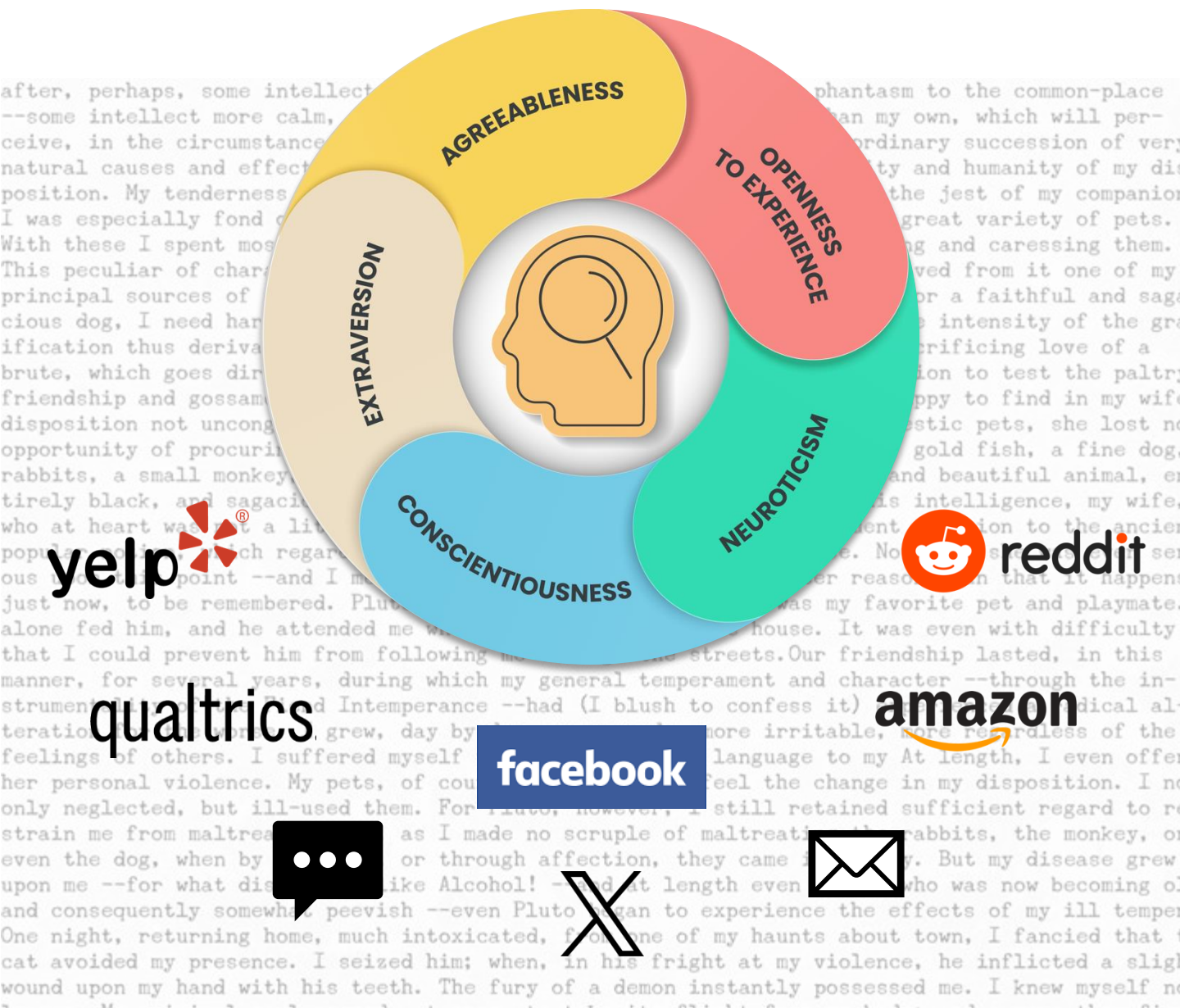# Personality-Targeted Marketing

Unlocking Audience Personality From Audience Language

Let's face it, traditional marketing communications often miss the mark. It's a one-size-fits-none approach that rarely resonates. When brands attempt personalization, they often lean too heavily on demographics and interests without truly understanding their audience.

The real magic of personalization lies in tapping into personality. By customizing your tone, your choice of words, and with a little help from behavioral science, you can align your messaging with how your audience's minds actually work.

Audience personality can be derived by analyzing the language they use on platforms like Amazon.com, Qualtrics, or anywhere your audience communicates. This language-based approach to audience personality assessment paves the way for more meaningful and impactful marketing strategies.

This guide is your roadmap to personality-targeted marketing, designed to enhance acquisition, boost conversions, and expand your market share.

Let's dive in!

Marketers have traditionally used demographics to segment and make assumptions about audience preferences...
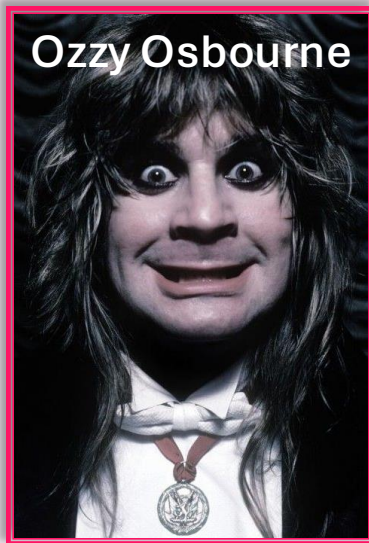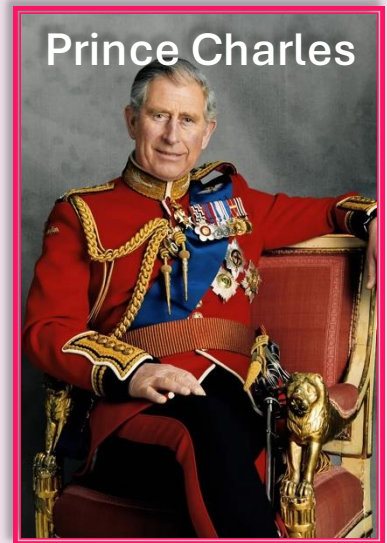
Ozzy Osbourne

← Born 1948 →

← Male →

← 2 children →

← Raised in the UK →

← Married twice →

← Live in castles →

Prince Charles

Same demographic
Vastly different personalities

Aligning your marketing with personalities transforms campaigns from generic broadcasts into personalized conversations. When consumers see themselves in a brand's message, they're more likely to engage and trust it; this is where real magic happens.

By leveraging the Big Five personality traits — Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism — you can create compelling narratives that foster trust.

[A recent study published in the European Journal of Marketing](#) demonstrates the effectiveness of personality-based marketing:

A large Australian bank analyzed text and voice data from customer interactions to identify personality traits...

...the bank customized advertising messages, sending out either personality-targeted communications or generic ones...

The results were striking:

Personality-targeted messages: **2.24%** conversion rate

Generic messages: just 1.24% conversion rate

Communicate with people in a way that resonates with their unique personalities and create a connection that drives *action*.

The Big Five Personality Traits

They don't just describe personalities; they offer a roadmap for crafting messages that feel personal and relevant.

Openness

The degree of intellectual curiosity, creativity, and preference for novelty and variety; reflects willingness to engage with new experiences and ideas.

Conscientiousness

Reflects a person's level of self-discipline, organization, and dependability; how goal-oriented and responsible they are personally and professionally.

Extraversion

Measures the extent to which individuals are outgoing, sociable, and energetic, as opposed to being reserved and introspective.

Agreeableness

Refers to an individual's tendency to be compassionate, cooperative, and friendly toward others, as opposed to being competitive or antagonistic.

Neuroticism

Measures emotional stability and the tendency to experience negative emotions such as anxiety, moodiness, and irritability.

OPENNESS

Low ←   → High

Prefer routine and familiarity, they favor conventional interests and resist change. Typically prioritize traditional ideas over new experiences. **Use clear, practical, and straightforward language. Focus on reliability and tradition that evokes familiarity.** Use imagery and colors that convey comfort and security.

Imaginative and curious, they explore new ideas and experiences, creative, open to unconventional approaches, and thought-provoking ideas. **Use inspiring and adventurous language that encourages exploration or suggests discovery of a unique opportunity.** Vibrant, creative imagery can capture their attention.

CONSCIENTIOUSNESS

Low ←   → High

Likely to be spontaneous, prioritizing fun, flexibility, socializing, impromptu adventures and experiences. **Use light-hearted language that emphasizes fun and adventure. Appeal to their sense of spontaneity and being in the moment.** Imagery that evokes spontaneity, carefreeness and unplanned happy moments.

Likely organized, reliable and diligent. They set goals, plan, follow through on commitments, and favor structure. **Use goal-oriented language that emphasizes planning and achievement, while appealing to their sense of structure.** Use clean, organized, structured visuals like infographics or neatly arranged products.

EXTRAVERSION

Low ←   → High

Often reserved and reflective, prefer solitary interests like reading, personal projects or small gatherings over large social events. **Use a genuine tone and a concise communication style that respects their desire for meaningful interactions over small talk.** Visuals should convey a sense of introspection, tranquility, or solitude.

Often enthusiastic, energized by socializing, they thrive in group settings, enjoy engaging with others and meeting new people. **Use lively, enthusiastic language, employ a conversational tone, and include questions to encourage interaction and engagement.** Dynamic, energetic, social imagery that highlights fun and enjoyment.

AGREEABLENESS

Low ←   → High

Assertive and skeptical, enjoy interests that involve competition or debate, where they can express their viewpoints and opinions. **Use direct, assertive language; don't hesitate to challenge conventions or include edgy humor to align with their nonconformist attitudes.** Use bold colors, strong imagery, edgy designs and humor.

Typically empathetic, they are cooperative, and compassionate, often prioritizing harmony and positive relationships with others. **Use warm, friendly language, express appreciation, and emphasize shared values to create a sense of connection.** Use warm, inviting imagery that suggests community and cooperation.

NEUROTICISM

Low ←   → High

Emotionally stable, resilient, and calm, often experiencing less anxiety and stress in challenging situations. **Use confident, upbeat language and focus on positive, optimistic messages to reinforce their sense of stability and confidence.** Use visuals that emphasize positivity and resilience.

Gravitate toward self-care interests like mindfulness, therapy, or activities that promote emotional well-being. **Use empathetic language that acknowledges their feelings while providing practical solutions to alleviate stress.** Soothing imagery, soft colors and peaceful scenes to promote a sense of safety and reassurance.

Measuring Audience Personality from language in 2 Steps:

1. Collect text data where your audience communicates:

Social media: Posts on Twitter, Facebook, Reddit, etc.
Customer reviews: Platforms like Amazon & Yelp
Surveys: Open-ended responses
Email replies: Customer inquiries and feedback
Chat transcripts: Customer service interactions
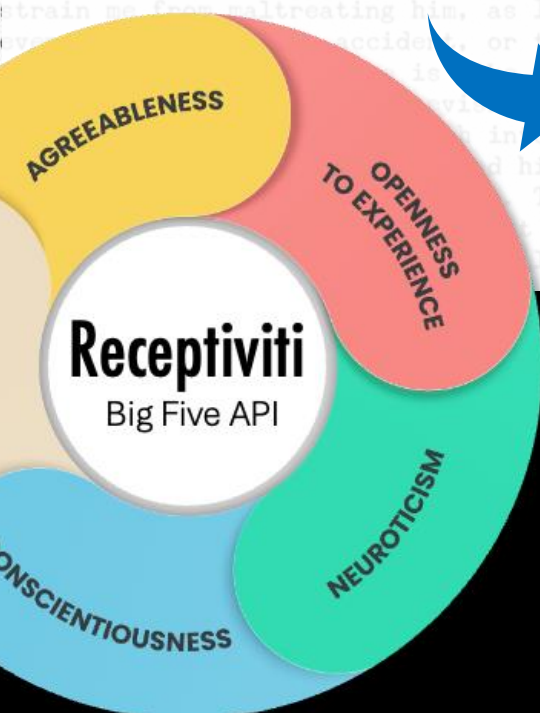**forums, discussion boards:** Like Quora & Tom's Hardware

2. Analyze it to determine audience personality

The Receptiviti API is the easiest way for marketers to determine audience personality from text:

AGREEABLENESS
OPENNESS TO EXPERIENCE
NEUROTICISM
CONSCIENTIOUSNESS

Receptiviti
Big Five API

```
"api results":  [
      big five personality:
         "openness": 68.51
         "conscientiousness": 29.27
         "extraversion": 72.3767
         "agreeableness": 45.086
         "neuroticism": 27.56
```

Examples of campaigns tailored to resonate with different audience personality types based on their Big Five traits:

Low Openness Audience:

Airbnb emphasized comfort and familiarity, inviting travelers to choose cozy homes and apartments that create a sense of home.
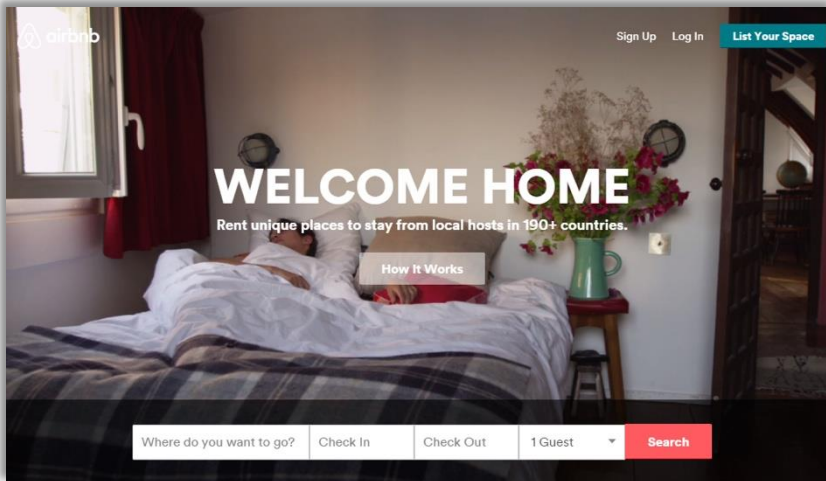
This campaign resonates with individuals who prefer familiar and safe environments, assuring them of a comforting experience. Words like "comfort" and "familiarity" appeal to those valuing stability and routine. Phrases like "relaxing getaway" suggest a stress-free experience for those anxious about new situations. The emphasis on accommodations that "feel like home" creates a sense of security, while images of cozy, traditional homes reinforce comfort and stability.

High Openness Audience:

Airbnb used storytelling to convey that travelers can form meaningful connections with hosts, local communities, and experience new adventures.

This campaign speaks to individuals who are open to new experiences, cultures, and connections. It encourages them to explore beyond their comfort zones and embrace diverse travel opportunities. The messaging encourages travelers to explore unique places, fostering a sense of adventure and curiosity. By promoting the idea that everyone can find a place to belong, it fosters inclusivity, making it appealing to those who value community and shared experiences.

Trait-Based Targeting and Segmentation

How to identify key traits:

Your target audience can score high, low, or anywhere in between on each of these traits, but it's too simplistic to label them based on just one trait. Consider focusing on the top two traits that define your audience — you might identify them as neurotic extraverts, then tailor your messaging accordingly.

Don't forget psychographic segmentation:

You'll want to segment your audience based on the Big Five. This will enable you to consider all five traits alongside other motivations and behaviors that matter to your audience. Check out the Marketer's Guide to Psycholinguistic Cluster Analysis.

Some inspiration to get you started...

Assessing the Personalities of Ozempic Users

By analyzing text from reviews written by Ozempic users on Drugs.com, we highlight the differences between those who rate the drug favorably and unfavorably and explore the implications for marketers targeting different audiences.
Read more
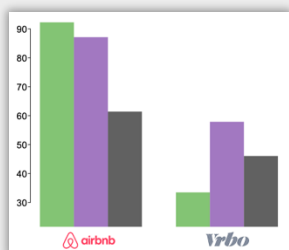
Brand Personalities Compared: Airbnb vs. Vrbo

3,000 posts from Airbnb and Vrbo were analyzed using Receptiviti's Big Five Personality API to create language-based personality profiles for each brand, highlighting how each brand conveys its unique personality through language.
Read more