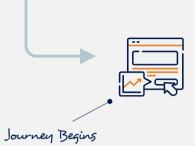


Adamant Links Implementation



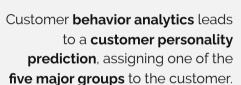
When customer enters the site the **Adamant Links tracking script** is activated.



Dedicated Deployment The Adamant Links **tracking script** needs to be deployed on the customer website so it can track all visitors and **integrate with the existing infrastructure** to store the results of the profiling.

Customer behavior is seamlessly tracked and analysed without interfering with the normal navigation and without distracting the customer.

Page elements play an important role in the prediction process





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Reference Profiles for Test Groups



Real time prediction facilitates changes and adjustments to better address the customer's needs.



Data is then **stored in the cloud** or **the client's server**so that further predictions are
not needed for the current
customer.

In the Cloud or on Premise

Personality predictions are also valuable offline,

Marketing Decisions

allowing for better ads, better targeting, better strategies, better brand image, optimized funnels. and so much more.

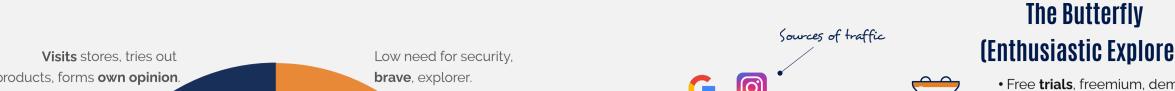


Customer segmentation allows for **stock adjustments**, **channel adjustments** and

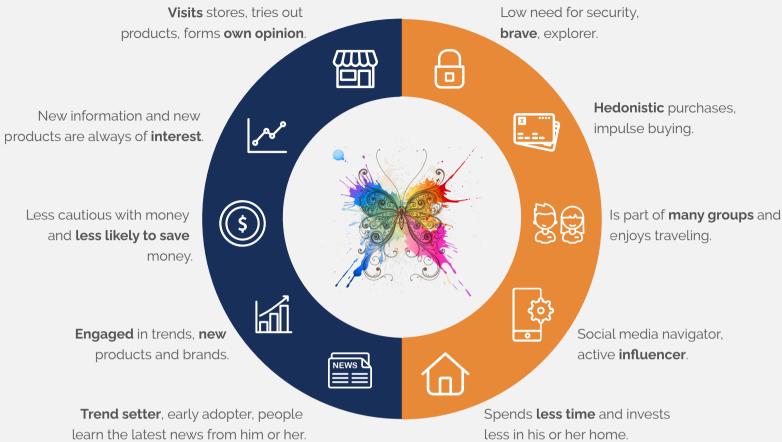
channel adjustments and other **strategic decisions**.



Historic data is stored, progress is easy to evaluate and future directions become more predictable.,









(Enthusiastic Explorer)

- Free **trials**. freemium. demos
- Discover, explore, learn CTA

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are favored.

- Unique experiences
- Transformational Ads
- Influencer marketing

Brand or product values

Novelty Experiences



TOYOTA "Let's go places!"

> Video **presentation** and customer reviews that share their experience with the product are very attractive. **Some slogans** just hit the spot.

Products that have vivid, immersive

and slightly artistic image galleries

Some product presentations weigh more than others



The Enthusiastic Explorer favors **self-direction** and is driven by the pursuit of stimulation leading to a predisposition for **hedonistic** shooing motivation.

Does not like scarcity. Does not like authority.



Some persuasion techniques have a strong negative effect. Favors premium delivery options.

Return policy provides safety.

Higher probability of **impulse**

purchase.

Journey's end for the satisfied customer

Exploration

Learning, traveling and discovering new things drive the **Enthusiastic Explorer** in his every day life.





Variety

Things need to **change**, even when they serve their purpose. variety is key.



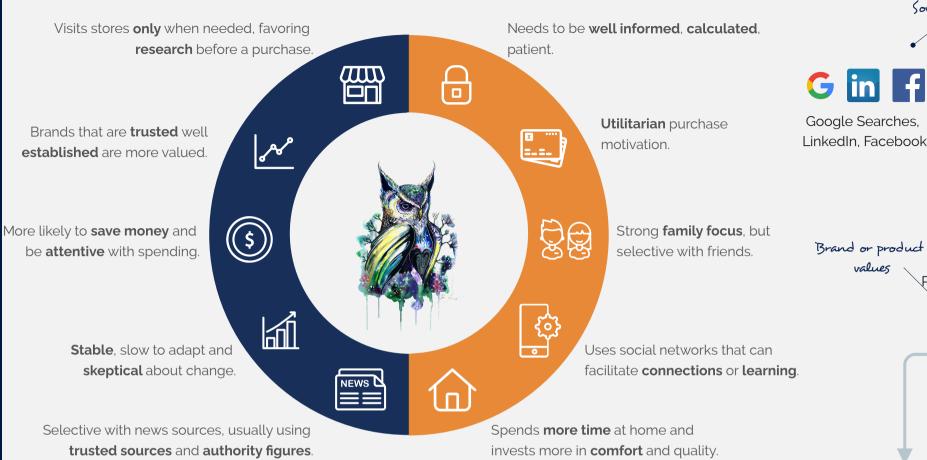
Everything needs to feed their **imagination**, and their imagination takes them places.





Experiences

Experiences, especially positive ones are valued more than utility, social status or safety.



The Owl (Calculated Utilitarian)

- **A**AMANT
- Recommendations from trusted sources.
 - Well established brands.
 - Undisputed utility.
 - Testimonials.
 - Free trials.

Brand or product values

> **Professional** Efficient Purposeful

Sources of traffic



Furnel Start Overview

> The best or nothing.!"

The Calculated Utilitarian, as the name suggests, bases his or her decisions on the utility, quality and perceived ROI of the purchased product. They are loyal to brands and products that are consistent in services and quality.



Clear, relevant details and specifications win the hearts and minds of the Calculated Utilitarian. **Comparison** between similar products in terms of specifications, prices and usability make a real difference in the buying process.

> Some product presentations weigh more than others

Responds well to authority. Responds well to commitment.



Some persuasion techniques have a strong positive effect. Longer product guarantee

periods suggest that the seller believes in the product. Customer reviews proving utility are a strong selling point.



Journey's end for the satisfied customer

Consistent

Prefers habitual activities and purchases, loyal to brands and service providers.





Predictable

Rarely changes his mind and is very predictable in **preferences** and decisions.



Most things have a **priority** and is part of a list of **tasks** that need to be done.





Hard Working

Values utility, being productive and doing things well.

Spends **less time** at home and invests more in aesthetically pleasing, quality designs and products.

Social

of information gathering.

They are always present in a **social** group, in a social context or at a social event.

Social interactions are their main source





Assertive

They **know** what they want and they are not afraid of communicating it.

Energetic

Always active, either with friends, family or in the community, in pursuit of excitement.





Optimistic

Has a **positive outlook** at life and is more likely to make **bad** investments.

The Lion



- (Social Leader)
- Unique, exiting opportunities,
- Pleasurable experiences,
- Stand out.
- Active engagement CTAs.
- **Limited** availability.



Instagram, Twitter,

Facebook, TikTok



Furnel

Start Overview

Sources of traffic

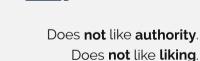


The **Social Leader** needs to **shine in any** social context or to feel stimulation and pleasure. These are the key factors in their decision process. If they can talk about the purchase or if it makes them center of attention they do not need any more convincing.



The Social Leader needs to stand out. Visual image galleries, movies showing excitement are mandatory. Actively **engaging** with the customer, usually in a **personalized** manner weight the most.

> Some product presentations weigh more than others



Does not like social consensus.



Some persuasion techniques have a strong negative effect. If it is exciting **they need it** vesterday, making premium delivery options a must. Prices are not that relevant, but discounts. especially **personalized** ones are well received.

> Journey's end for the satisfied customer



Reddit. Pinterest Facebook, Quora Brand or product

The Dolphin (Community Magnet)



- Validated by many people.
- High number of reviews.
- Testimonials.

Coca Cola

"Together tastes

better!"

- Family or community friendly.
- Involved in **social** actions or causes.

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Reviews testimonials and community approval are the things that are most relevant for the **Community Magnet**. Images, videos of **people** or families enjoying the product work best.

> Some product presentations weigh more than others

Responds well to liking. Responds well to social consensus.

Sources of traffic

Tolerance

Benevolence

Community

Furnel

Start Overview

The decision process of the

Community Magnet is based on the general **social opinion** about the

purchase. If it is approved by family or

friends or if it **helps** communities

weight more than personal

preferences.



Some persuasion techniques have a strong positive effect.

Social causes donations or contributions, home delivery and **premium** accounts that suggest belonging work best.

Journey's end for the satisfied customer

they have, especially in **family** and friends, and their opinions.





They would rather loose themselves than get into a argument or dispute.



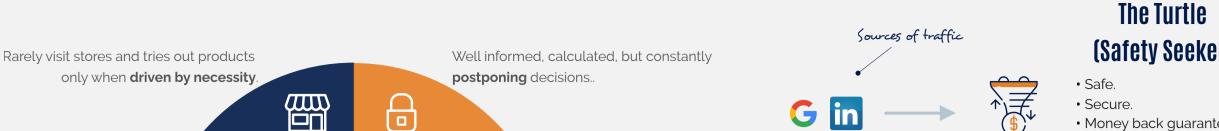
Family and community norms and **standards** are the most important.





Empathic

Other peoples needs and well being matter.



Safe brands and products, that have been thoroughly validated by society and

trusted authorities.

Overly cautions with money, but may impulse buy.

> The **last adopter** of any trend, only when it is safe.

Routinely checks and double-checks are information, just to be sure. **Utilitarian** purchase motivation, but also the most likely to impulse buy.

Strong family focus, but very **selective**, having a small number of friends.

Less likely to post, comment, or share, being part of a small number of groups.

Spends more time at home and invests more in **safety** and **security**.

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Google Searches, LinkedIn Funnel Start Overview

> Power Security

Stimulation

Brand or product

values

(Safety Seeker)



- Secure.
- Money back guarantee.
- Validate, ensured or authorized
- According to standards



"For life!"

The **Safety Seeker** requires additional confirmations and assurances that they are making the **right choice**. Sometimes excitement gets the best of them and they impulse buy, while other times something may seem suspicious leading to purchase delay or avoidance.



Best price comparison or quarantee, ensured money back guarantee and trusted authority validation are the main points of interest for the **Safety** Seeker.

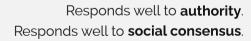
> Some product presentations weigh more than others

AAMANT



Impulsive

Negative emotions trigger and immediate response, that is usually exaggerated in the context.



Some persuasion techniques have a strong positive effect. Little hustle as possible for the checkout. Most likely to add it to the cart or wish list and return in a different session to finalize the purchase after more information gathering.

Journey's end for the satisfied customer

Insecure

Pessimistic

around the corner.

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Security, **safety** and the needs to be avoid losses drive the Turtle.

Things are **never as good as they**

seem to be, and **danger** is always





Sensitive

Values utility, being productive and doing things well.