

YOUR TARGETING IS RIGHT.

Your Message Isn't.

Why audience precision without values alignment is half a strategy.

THE PROBLEM

Most brands have gotten good at targeting.

They know their demographics. They've built lookalike audiences. They've layered in behavioral signals. The mechanics are solid.

And they're still leaving performance on the table. Not because they're reaching the wrong people. Because the message they're delivering doesn't match how those people actually make decisions.

That's a different problem. And most brands don't have the tools to see it.

THE GAP BETWEEN WHO AND WHY

WHO

→ **Audience targeting.** Gets your message in front of the right people at the right time.

WHY

→ **Values alignment.** Determines whether the message resonates with how those people make decisions.

Precision targeting gets you to the door. Values alignment determines whether anyone opens it.

WHAT THE DATA SHOWS

197 paid social ads analyzed for a regional entertainment brand against values benchmarks of its own target audiences.

197

Ads Analyzed

Scored against values benchmarks of the brand's own target audience segments, Pleasure and Tradition (values-based audience profiles identifying what motivates how people make decisions).

1.13%

CTR — Highly Aligned Creative

Top creative aligned to Tradition audience benchmark vs. global portfolio CTR of 0.92%. A measurable, directional lift.

68%

Creative Landed in Moderate Alignment

The majority of the portfolio scored moderately against target audience benchmarks — and performance reflected that gap.

AUDIENCE ALIGNMENT VS. CTR PERFORMANCE

Moderate alignment
(68% of portfolio)

0.92% CTR

Global avg

High alignment
Zenzi Pleasure

0.99% CTR

+7.6% lift

High alignment
Zenzi Tradition

1.13% CTR

+22.8% lift

GLOBAL CTR BASELINE

0.92%

9%

Relative CTR lift from positive sentiment. Ads with a sentiment score above 0.6 delivered a statistically significant 9% relative lift vs. the rest of the portfolio.

THE FIVE VALUES SIGNALS

Every piece of creative carries these signals. Most brands never measure which ones are actually present.

PLURALYTICS VALUES SIGNALS — THE INGREDIENTS IN EVERY CREATIVE

01

Free Spirit

Independent, fun-seeking individualists loyal to what they love. Less tied to civic life.

02

Global Me

Progressive explorers driven by self-expression and social impact.

03

Hearth

Faith- and tradition-oriented. Value simplicity, duty, and community.

04

Ladder

Status- and success-driven achievers. Brand- and trend-conscious.

05

Safety First

Security-focused traditionalists who value stability and close circles.

Every creative asset — copy, imagery, tone, composition — carries a measurable mix of these signals. Pluralytics scores that mix against your target audience's benchmark. The gap between those two numbers is where performance is lost.

HOW PLURALYTICS CLOSES THE GAP

01

Define the Audience Benchmark

Zenzi values-based research identifies which signals your target audience responds to, and in what proportion. That becomes the benchmark for all creative evaluation.

02

Score Creative Against the Benchmark

Pluralytics analyzes copy, imagery, tone, and composition. Every asset receives a precise alignment score before it goes to market — not after.

03

Adjust. Test. Improve.

Gaps become specific creative direction, not gut instinct. Signal adjustments are tested in market to validate performance lift and build a smarter creative benchmark over time.

WITHOUT VALUES INTELLIGENCE

Build to brand standards and creative instinct.

The work looks right. It feels on-brand. But whether it's aligned to the psychological drivers of the target audience is unknown — and unknowable without measurement.

WITH PLURALYTICS IN THE LOOP

Build to the benchmark your audience actually responds to.

The gap between brand standards and audience values becomes visible and fixable before spend is committed. That's the difference between good creative and creative that performs.

THE TAKEAWAY

Most brands will never know why their creative underperforms. They'll adjust budgets, swap imagery, test a new headline. They'll keep **optimizing the wrong variable.**

The variable that moves performance is message-to-audience alignment. Pluralytics measures it, scores it, and tells you exactly what to fix. The data exists. The question is whether you're looking at it.