

## Measurably higher click conversion through motif-oriented target group approach in online marketing

As part of an explorative market research study based on the LUXXprofile methodology, LUXX Expert Johanna Jansen is investigating for the first time whether explicit motives can also be identified within entire target groups.

*"We are all junkies of our own personality" - Peter Boltersdorf, LUXX United GmbH*

This quote from the Managing Director of LUXX United GmbH describes well the importance of the personality, needs and motives of each individual on their behavior.

Motivational psychology provides valuable insights into human motivation. The term "motivation" is used arbitrarily nowadays and therefore has a seemingly elementary meaning in almost every area of life. In both private and professional relationships, the question of how to achieve better performance, more satisfaction and success through motivation is a recurring one. With the LUXXprofile, LUXX United GmbH has developed the most modern and scientifically sound personality diagnostics tool currently available, which captures a person's personality using 16 clearly defined motives.

What are "motives"?

"Motives are an expression of needs. They are unique to each person and that is precisely what makes the essence of personality. The following applies: people always try to satisfy their distinct needs. This striving drives their actions, determines their inner experience and also the way they are perceived by others." - LUXX United GmbH

The subject of the study is the question of whether motives can also be identified within entire target groups and what effect the consideration of motives in the design of online advertisements has on the individual link click rate. To this end, LUXXprofile expert Johanna Jansen from the neuromarketing agency SugarPool GmbH conducted both a quantitative content analysis and an A/B test in cooperation with LUXX United GmbH. A total of 325 test subjects from the "wine lovers" target group took part in the study.

The "wine lovers" target group has common motifs.

The quantitative content analysis showed that the target group of wine lovers common motives in the life motives of FOOD ENJOYMENT, SOCIAL CONTEXT, STATUS, MOVEMENT, INFLUENCE and SENSUALITY. The INFLUENCE

However, in relation to the topic of wine, motive is primarily an economic indicator and is less relevant for the emotional experience of the target group of wine lovers. Overall, it can be concluded from the research results that the target group of wine lovers predominantly includes people who are significantly sociable and enjoy spending time in the company of other people.

In addition, "enjoyment" plays an important role in their lives, both from the motif of ESSENSGENUSS and from the motif of SIINLICHKEIT: Eating is thus not just seen as pure food intake, but as a moment of pleasure that must be celebrated. The EXERCISE and STATUS motifs also suggest that they attach importance to sufficient physical activity as well as their social status and external image.

The individual link click rate of motif-oriented ads is 17% higher than that of classic ads.

As part of the A/B test, two Facebook campaign groups with different advertisements for an online wine store were compared with each other: one containing advertisements that take into account the explicit motives of the target group and one containing advertisements that do not. The results showed that the individual link click rate of the motif-oriented ads was 10.1% higher on average than that of the non-motif-oriented ads. For the ad with the best performance, the individual link CTR is even 17% higher than for the comparison ad.

Motive-oriented communication enables an "uncompromising" approach to the target group.

The market research study has shown that motive-oriented communication has great potential when it comes to addressing target groups. Traditional marketing usually assigns consumers and customers to certain typologies or "customer types" and attempts to address as broad a target group as possible with advertising. This results in unavoidable wastage, as valuable advertising budget is spent on people who would never convert to buyers due to their intrinsic motivation.

Motive-oriented communication, on the other hand, takes a completely different approach: it is not about as many people as possible with your advertising message and not about "alienate" them. Instead, only those people should be addressed who are interested in your offer due to their intrinsic motivation. This enables a much more selective and targeted approach - without compromises. This steers target group communication in a completely new direction - a direction that is free of typologies and views the individual customer as an individual who can be a "junkie of their own personality."

Quote Johanna Jansen:

*"The core and at the same time the uniqueness of motive-oriented communication is the realization that motives can be identified not only in individual personalities, but also within entire target groups."*

*"My study has shown that the individual link click rate is significantly increased if you put on the "motive glasses" of your target group and align the communication measures with their most pronounced motives."*

*Johanna Jansen*

*LUXXprofile expert & expert for motive-oriented communication*