DELIVER THE RIGHT MESSAGE BASED ON YOUR AUDIENCE'S UNIQUE PERSONALITY

1500 algorithms, 320 data points, 16 personality segments

It all adds up to a revealing look at customers and prospects that goes light years beyond demographics.

Based on the Myers-Briggs Personality Type Indicator, PYCO Personality Profiles use a proprietary process that pairs a consumer's name and postal address with hundreds of different data points to assign a highly accurate personality type. Is your prospect an introvert and a thinker? A perceptive extrovert? With these "deep dive" insights, you can tailor both creative and offers to enhance responsiveness.

PYCO scores assist you in understanding your customers in a way that can help you forge a strong and trusting relationship with them. Together, PYCO and V12 give you the tools to understand emotional trigger points, improve predictive modeling and hone your campaigns for maximum impact.

V12's PYCO Personality Data gives you the tools to understand emotional trigger points, improve predictive modeling and hone your campaigns for maximum impact.

- Understand Emotional Trigger Points: Generated from personality and behavior dynamics
- Personality Marketing Success is Scalable: Giving companies the control to cherry-pick customers
- Improve Predictive Model: Lift by 5% – 36% or more with PYCO model booster
- Superior, Turnkey Solutions: Easy to implement, no costly infrastructure investment

V12

www.v12data.com // (800) 523-7346 // info@v12data.com

PYCO PERSONALITY TYPES

ENTP INVENTORS
Quick, ingenious, stimulating, alert & outspoken. Resourceful in solving new and challenging problems.

ENFJ MENTORS
Natural born leader, full of passion and charisma. Takes a great deal of pride and joy in guiding others to work together to improve themselves and their community.

ESTP PERSUADERS
Take a pragmatic approach and focus on immediate results. Theories and conceptual explanations bore them – they want to act energetically to solve the problem.

INTJ STRATEGISTS
Imaginative yet decisive, ambitions yet private, amazingly curious, but do not squander their energy. Natural thirst for knowledge and greatly enjoys a deep body of knowledge.

PYCO AUDIENCE

STATUS CONSCIOUS LUXURY BUYERS
Status conscious and/or materialistic individuals

BRAND LOYALIST
Loyal to the brands they trust and believe

ENTERTAINMENT CHAMPION
Enjoys breaking entertainment news on celebrity reports/interviews, movie, and TV shows

HOUSEHOLD DECISION MAKERS
Controlling, strong willed, and opinionated

LOYAL DONORS
Generous and very likely to contribute to charity

RISK-REWARD INVESTORS
Great tolerance towards risk and volatility in the financial realm

SOCIAL MEDIA USERS
Engages in activities like browsing, interacting, and/or researching

PROFESSIONAL ONLINE NETWORK USERS
Engages in activities like checking, updating, interacting and/or sharing professional information

ALTRUISTIC BUYERS
Generous and compassionate individuals

CAREFUL INVESTORS
Least willing to take any financial risks

TRADITIONALISTS
"Old-fashioned" and conservative in thinking

LIKELY TWITTER USERS
Engages in activities like interacting, sharing, recommending, and/or broadcasting