BOOST PERFORMANCE + REACH CONSUMERS BY WHAT TRULY DRIVES THEM

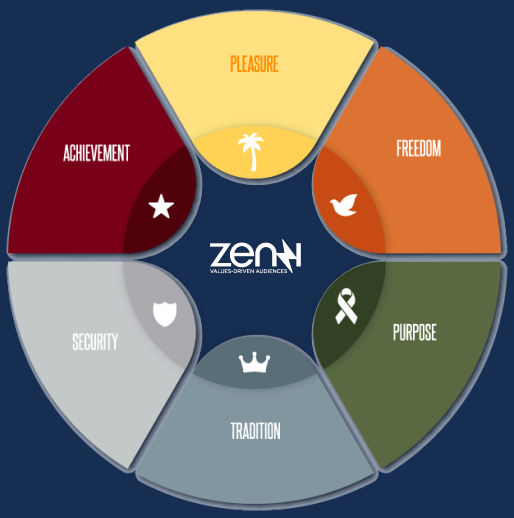
ZENZI
VALUES-DRIVEN AUDIENCES

THE SCIENCE BEHIND BETTER MEDIA PERFORMANCE

Before every purchase, there's a purpose.

Zenzi is built on the **Theory of Universal Human Values**, developed by psychologist Shalom Schwartz, which identifies core motivations shared by people around the world.

These **Values** shape how people think, feel, and act – making them the strongest predictors of decision-making and brand affinity.



WHY VALUES MATTER FOR MARKETING

Traditional targeting looks for *who* to reach.
Values-based targeting reveals *why* people engage.

By aligning media strategy with human motivation, brands create stronger emotional connections and **see up to 2X higher performance across every channel.**

HOW WE DELIVER BEHAVIORAL SCIENCE AT SCALE

Zenzi transforms more than 20 years of proprietary consumer research into scalable, addressable data.

Our behavioral scientists matched Universal Values Theory to marketing insights to develop the **six Zenzi ValuesTypes** that reflect how consumers see the world and make decisions.

Each ValuesType is deterministically matched to 150M+ U.S. consumers through **Claritas' identity graph,** then layered with life stage and demographic attributes to make activation fast and precise.

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PROVEN TO PERFORM

Independent testing by WARC, the leading global authority of advertising effectiveness, confirmed that values-based audience targeting outperforms traditional methods across multiple industries:

+82% higher CTR vs. demographic targeting

+193% higher precision when layered with demographics

100% lift in CTR for a national healthcare brand using Zenzi audiences

VALUES-DRIVEN DATA, READY FOR ACTIVATION

Zenzi makes human motivation actionable for digital media.

EACH ZENZI AUDIENCE = VALUESTYPE (why they buy) + LIFE STAGE (who they are)

ACHIEVEMENT | Ambitious, driven, success-focused

- Affluent Empty Nests
- Accumulated Wealth
- Conservative Classics
- Young Accumulators
- Mainstream Families
- Sustaining Families
- Young Achievers
- Striving Singles

PLEASURE | Fun-loving, sociable, optimistic

- Affluent Empty Nests
- Mainstream Families
- Cautious Couples
- Striving Singles
- Sustaining Families

FREEDOM | Independent, curious, innovative

- Affluent Empty Nests
- Accumulated Wealth
- Conservative Classics
- Midlife Success
- Mainstream Families
- Striving Singles

PURPOSE | Empathetic, community-driven, idealistic

- Affluent Empty Nests
- Accumulated Wealth
- Midlife Success
- Cautious Couples
- Striving Singles
- Sustaining Seniors

TRADITION | Loyal, family-oriented, respectful

- Affluent Empty Nests
- Conservative Classics
- Cautious Couples
- Young Achievers
- Sustaining Seniors
- Striving Singles

SECURITY | Responsible, protective, stability-seeking

- Conservative Classics
- Young Achievers
- Cautious Couples
- Sustaining Families
- Sustaining Seniors

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HOW TO USE ZENZI AUDIENCES

1. CHOOSE YOUR CORE VALUESTYPE
Start with 1 or 2 ValuesTypes to match your creative to who it appeals to: Achievement, Pleasure, Freedom, Purpose, Tradition, or Security.

2. LAYER BY LIFE STAGE
Add demographic precision (e.g., Achievement × Affluent Empty Nests) reflecting real-world age, income, and household patterns.

3. ACTIVATE IN LIVERAMP
Find Zenzi under the Claritas seat and push directly to your DSP.

4. MEASURE + OPTIMIZE
Test across ValuesTypes. Most brands see **up to 2x higher performance** than demographic-only targeting.

ValuesType	Best For
Achievement	Success, luxury, performance
Pleasure	Lifestyle, travel, entertainment, dining
Freedom	Tech, exploration, creativity, innovation
Purpose	Sustainability, wellness, community-led
Tradition	Family, heritage, financial, faith-based
Security	Insurance, finance, healthcare, safety

Life Stage	Demographic Snapshot
Affluent Empty Nests	55+, high income, college-educated, active retirees and travelers
Accumulated Wealth	35–54, upper-income, dual earners, suburban homeowners
Conservative Classics	55+, upper-middle income, traditional, home-centered lifestyles
Midlife Success	30–50s, affluent professionals, tech-savvy, urban/suburban
Mainstream Families	30–49, mid-income families, active, outdoor and value-driven
Sustaining Families	30–54, working-class, family-oriented, frequent value shoppers
Young Accumulators	25–34, emerging professionals, suburban, digitally engaged
Young Achievers	18–29, early-career, tech-forward
Striving Singles	18–29, diverse, early-career, tech-forward, social renters
Cautious Couples	35–64, modest-income, suburban, budget-minded homeowners
Sustaining Seniors	65+, retired, fixed income, home- and community-focused