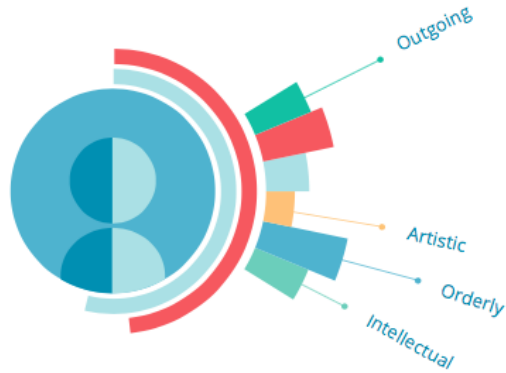


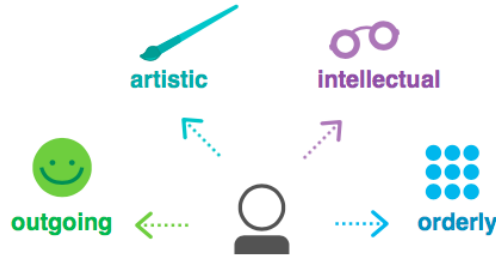
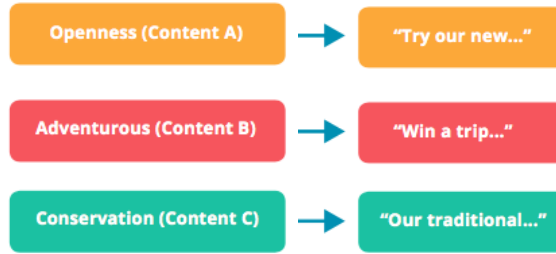
IGNITION

Ai

Tailoring content & activation to needs, values and the Big 5 personality types



Audience Insights



Tailored content

People who exhibit more **openness**, but less **emotional range** than others are more likely to click on an ad. For the top 10% of these people, click rate increased from 6.8% to 11.3%. [How did we get this?](#)

✔ Click on an ad



Optimised targeting

Big 5 personality facets: Descriptions of High and Low values

Description of Low Value	Term	Facet	Term	Description of High Value
Agreeableness				
You are more concerned with taking care of yourself than taking time for others.	Self-focused	Altruism	Altruistic	You feel fulfilled when helping others and will go out of your way to do so.
You do not shy away from contradicting others.	Contrary	Cooperation	Accommodating	You are easy to please and try to avoid confrontation.
You hold yourself in high regard and are satisfied with who you are.	Proud	Modesty	Modest	You are uncomfortable being the center of attention.
You are comfortable using every trick in the book to get what you want.	Compromising	Morality	Uncompromising	You think it is wrong to take advantage of others to get ahead.
You think people should generally rely more on themselves than on others.	Hard-hearted	Sympathy	Empathetic	You feel what others feel and are compassionate toward them.
You are wary of other people's intentions and do not trust easily.	Cautious of others	Trust	Trusting of others	You believe the best in others and trust people easily.
Conscientiousness				
You are content with your level of accomplishment and do not feel the need to set ambitious goals.	Content	Achievement-striving	Driven	You set high goals for yourself and work hard to achieve them.
You would rather take action immediately than spend time deliberating making a decision.	Bold	Cautiousness	Deliberate	You carefully think through decisions before making them.
You do what you want, disregarding rules and obligations.	Carefree	Dutifulness	Dutiful	You take rules and obligations seriously, even when they are inconvenient.
You do not make a lot of time for organization in your daily life.	Unstructured	Orderliness	Organized	You feel a strong need for structure in your life.
You have a hard time sticking with difficult tasks for a long period of time.	Intermittent	Self-discipline	Persistent	You can tackle and stick with tough tasks.
You frequently doubt your ability to achieve your goals.	Self-doubting	Self-efficacy	Self-assured	You feel you have the ability to succeed in the tasks you set out to do.
Extraversion				
You appreciate a relaxed pace in life.	Laid-back	Activity level	Energetic	You enjoy a fast-paced, busy schedule with many activities.
You prefer to listen than to talk, especially in group situations.	Demure	Assertiveness	Assertive	You tend to speak up and take charge of situations, and you are comfortable leading groups.
You are generally serious and do not joke much.	Solemn	Cheerfulness	Cheerful	You are a joyful person and share that joy with the world.
You prefer activities that are quiet, calm, and safe.	Calm-seeking	Excitement-seeking	Excitement-seeking	You are excited by taking risks and feel bored without lots of action going on.
You are a private person and do not let many people in.	Reserved	Friendliness	Outgoing	You make friends easily and feel comfortable around other people.
You have a strong desire to have time to yourself.	Independent	Gregariousness	Sociable	You enjoy being in the company of others.

Big 5 personality facets: Descriptions of High and Low values

Description of Low Value	Term	Facet	Term	Description of High Value
Emotional Range				
It takes a lot to get you angry.	Mild-tempered	Anger	Fiery	You have a fiery temper, especially when things do not go your way.
You tend to feel calm and self-assured.	Self-assured	Anxiety	Prone to worry	You tend to worry about things that might happen.
You are generally comfortable with yourself as you are.	Content	Depression	Melancholy	You think quite often about the things you are unhappy about.
You have control over your desires, which are not particularly intense.	Self-controlled	Immoderation	Hedonistic	You feel your desires strongly and are easily tempted by them.
You are hard to embarrass and are self-confident most of the time.	Confident	Self-consciousness	Self-conscious	You are sensitive about what others might be thinking of you.
You handle unexpected events calmly and effectively.	Calm under pressure	Vulnerability	Susceptible to stress	You are easily overwhelmed in stressful situations.
Openness				
You enjoy familiar routines and prefer not to deviate from them.	Consistent	Adventurousness	Adventurous	You are eager to experience new things.
You are less concerned with artistic or creative activities than most people.	Unconcerned with art	Artistic interests	Appreciative of art	You enjoy beauty and seek out creative experiences.
You do not frequently think about or openly express your emotions.	Dispassionate	Emotionality	Emotionally aware	You are aware of your feelings and how to express them.
You prefer facts over fantasy.	Down-to-earth	Imagination	Imaginative	You have a wild imagination.
You prefer dealing with the world as it is, rarely considering abstract ideas.	Concrete	Intellect	Philosophical	You are open to and intrigued by new ideas and love to explore them.
You prefer following with tradition to maintain a sense of stability.	Respectful of authority	Liberalism	Authority-challenging	You prefer to challenge authority and traditional values to effect change.