3.2.7 Audience Size. The persona profile also displays the potential reach of the persona, which is the size of the user segment based on demographical attributes and topical interests. The potential reach numbers are generated via a series of Targeting Audiences API calls to the Facebook Marketing (see Fig. 6).
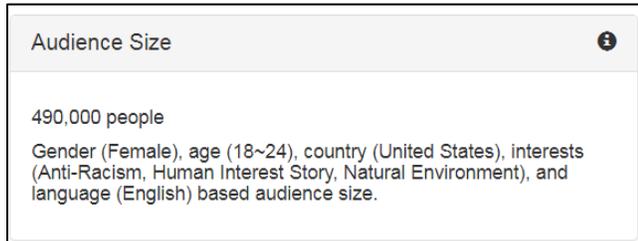

Figure 6: The Audience Size section of the persona profiles displays the number of people that match the persona's attributes, both demographically and behaviorally. This feature helps the end user of APG determine the potential impact of the user segment represented by this persona.

There are a multitude of other features and capabilities that will be presented during the live demonstration, including comparing personas between periods, comparing current user segment size for personas against potential audience size, and displaying personas related to each item of content [9].

4   RESULTS AND DISCUSSION

4.1   Comparison with Other Systems

As far as we know, APG is the first system to use large amounts of online behavioral user data for quantitative and automatic persona generation. Earlier efforts with data-driven personas [10] are more limited, as discussed in [5].

4.2   Commercialization Efforts

Currently, APG is in beta use with three major multi-national corporations, one major non-profit organization, and two SMEs in the retail vertical. Efforts are underway to expand the list of beta clients. The APG project has received funding for development, which will take the system to a Technology Readiness Level 8 (TRL-8). The APG has one evaluation license in place and it participated in an Entrepreneur in Residence (EIR) program, with start-up funding in progress.

5   CONCLUSIONS

In this research, we demonstrate that APG can automatically create personas from large scale, quantitative, aggregated user data from major online social media platforms. The resulting personas are based on real data reflecting real user behavior and can be updated with ease. APG is flexible for application in a wide range of contexts.

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