

# Fast and efficient for the competitive advantage



Client Name: **Rippler Media GmbH / Persona Institut**  
Size: **11 (employed and freelance)**  
Industry: **Media & Publishing**

## Challenge

Rippler Media established the Persona Institut to create data-driven personas in a reliable, semi-automated, and artificial intelligence-powered way. The institute develops detailed buyer, candidate, and B2B personas to create sedcards. These help Rippler Media's clients gain a deep understanding of their target audience to target and execute campaigns without losing focus.



## Solution

Statista offers Consumer Insights as the basis for the various persona sedcards. This makes research much easier: When creating the personas, Rippler Media clusters the market research results according to various target group characteristics, thereby creating a solid basis for further deepening and enrichment, including through in-house surveys. It is important that Statista can provide global and versatile data and cover all important sectors.

## Business impact

Customer centricity is a key concept that is expected to shape the coming years. Even simple time savings can give the industry a decisive advantage: Thanks to the aggregated studies provided by Statista and Consumer Insights, the company has been able to create data-based personas approximately 8 to 10 times faster. With the help of Statista's ResearchAI, Rippler Media plans to expand the service even further in the coming months.

"It is important to have access to reliable data sources that are as meaningful as possible in the context of our customers' target groups. Statista offers exactly that: impressive data quality and outstanding services."

Stefan Rippler  
CEO and Founder,  
Rippler Media GmbH

