SOPRISM

Audience Profiling

LINKEDIN

Who are the LinkedIn lovers in Belgium?

Belgium - June 2021

Digital consumer insights for marketing intelligence

Data

The data comes from the Facebook advertising system. These data are defined by Facebook on the basis of declarative, behavioural and interaction information on all platforms and applications associated with Facebook (including Instagram, Messenger, Facebook Network,...) as well as on websites that present Facebook pixels or plugins.

Study

This study was carried out by the audience intelligence platform SOPRISM. For this study, more than 6000 criteria were compared between a target audience and a benchmark audience. The platform identifies the most relevant and over-represented themes for the target audience and automatically generates several personas based on a proprietary segmentation model.

GDPR

The data was collected from a regulated interface of Facebook. SOPRISM only collects and processes accessible, anonymous and aggregated data.

No individual information is collected or processed.

Scores

Target Audience

Percentage of the total population of the target audience that represents the criterion analysed.

Benchmark Audience

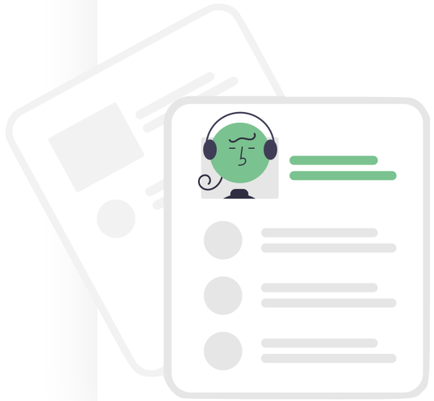
Percentage of the total population of the benchmark audience that represents the criterion analysed.

Affinity

The affinity score represents the over/under-representation of the target audience compared to the benchmark audience.
If the target audience is proportionally more populated in a given area, the affinity score will be higher than 100.

Target Audience

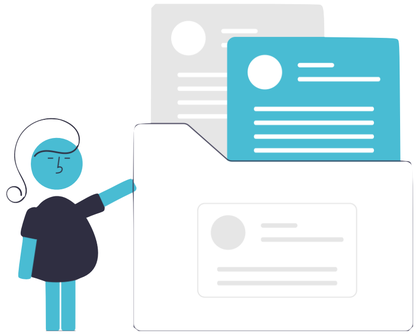
Gender	All
Age	13 years old and over
Location	Belgium
Interested in	LinkedIn



220 000 Belgians

Benchmark Audience

Gender	All
Age	13 years old and over
Location	Belgium
Not interested in	LinkedIn



9 300 000 Belgians

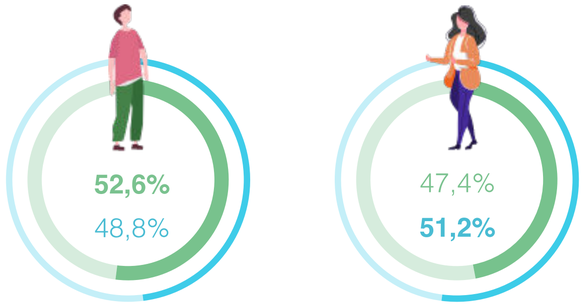
Audience Profiling

Socio-demographic insights

LINKEDIN LOVERS ___ Socio-demographic insights

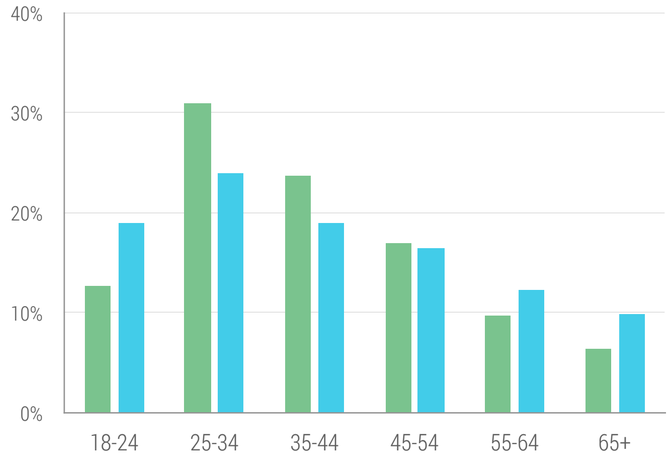
Gender

Men



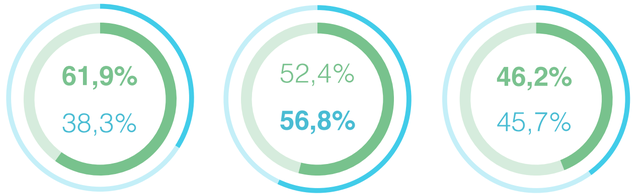
Age

25 - 34 years old



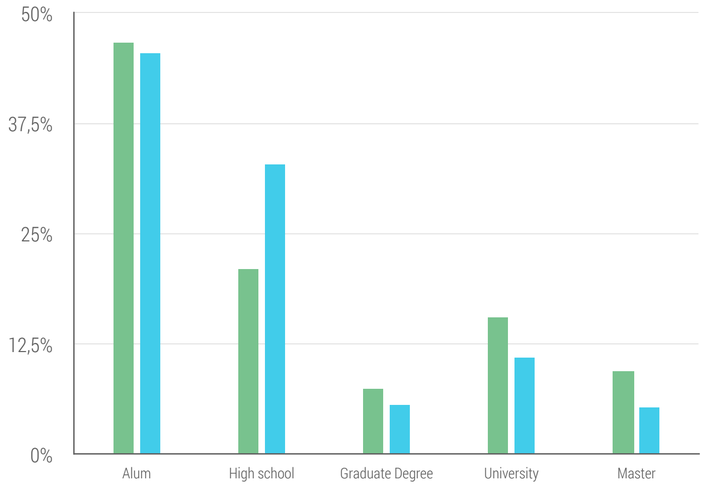
Language

English & Dutch



Education Level

Master Degree



Caption

220 000 Belgians

9 300 000 Belgians

Explanations of scores

Target Audience

% of people with an interest in **LinkedIn**

Bechmark Audience

% of people who do not have an interest in LinkedIn

Affinity

100

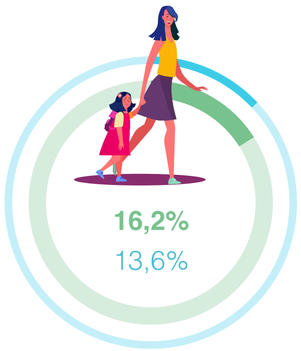
The affinity score represents the over/ under-representation of the target audience compared to the reference audience. If the target audience has proportionally more people in a given area, the affinity score will be higher than 100.

LINKEDIN LOVERS ___ Socio-demographic insights

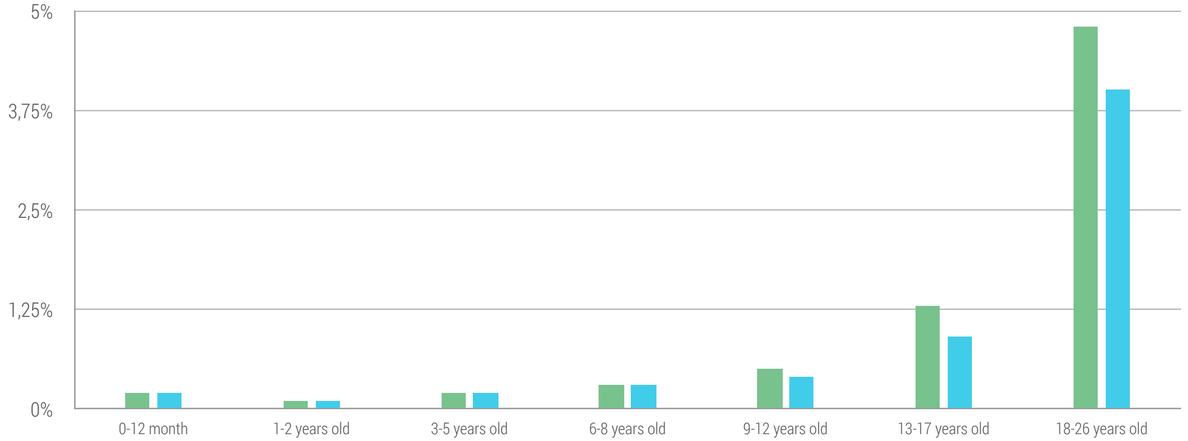
Parental Status

Parents of children aged between 13-17 years old

All parents



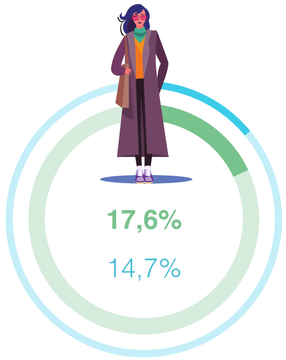
Average age of children



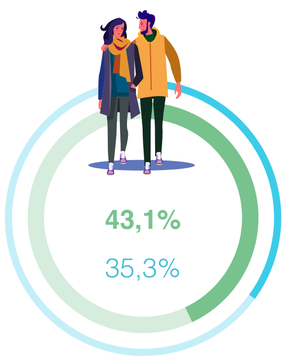
Relational Status

In relationship

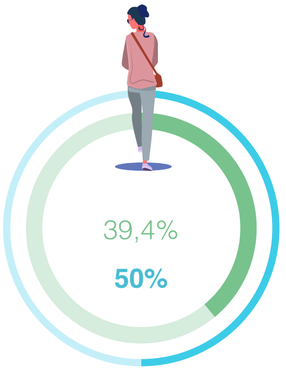
Single



In relationship



Unspecified



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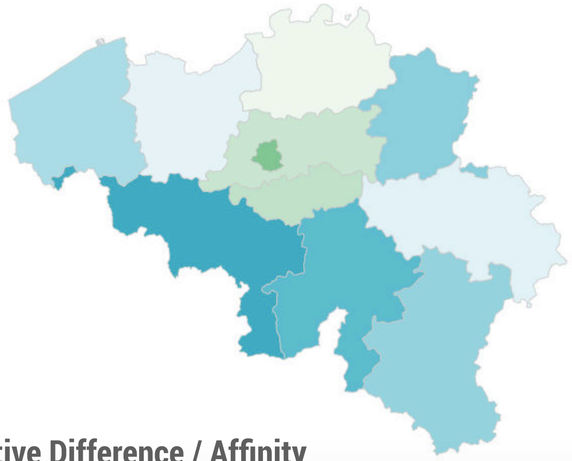
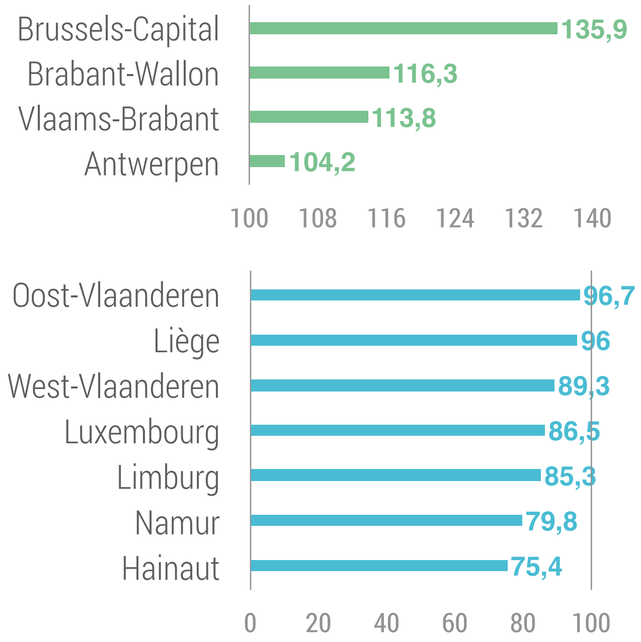
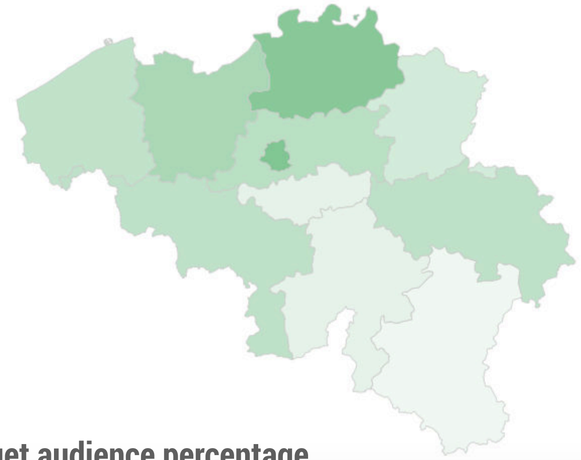
LINKEDIN LOVERS ___ Geolocation



Relative Difference / Affinity





Target audience percentage

Brussels-Capital	18,2%	Oost-Vlaanderen	8,8%
Antwerpen	17,1%	Limburg	6,3%
West-Vlaanderen	12,2%	Namur	3,5%
Vlaams-Brabant	9,8%	Brabant-Wallon	3,5%
Liège	9,3%	Luxembourg	2,1%
Hainaut	9,3%		

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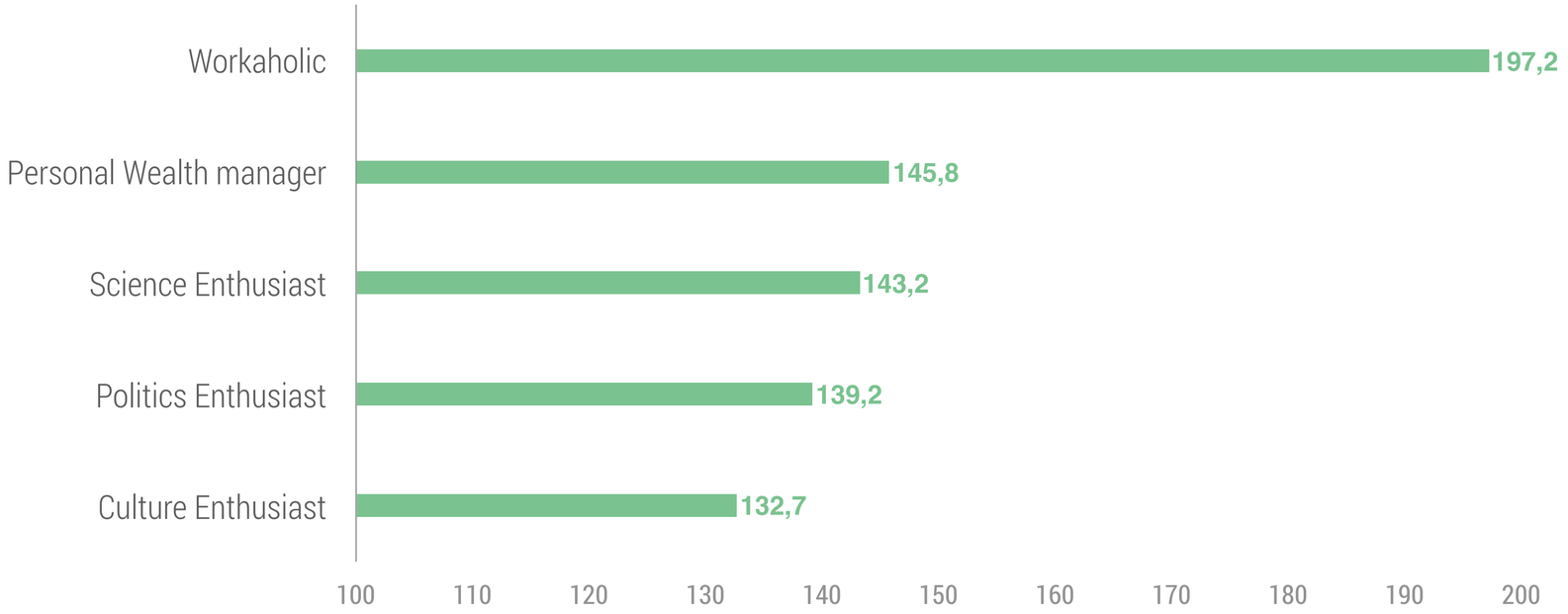
Audience Profiling

Psychographic insights

LINKEDIN LOVERS ___ Psychographic insights

The main personality traits of the audience

Bart



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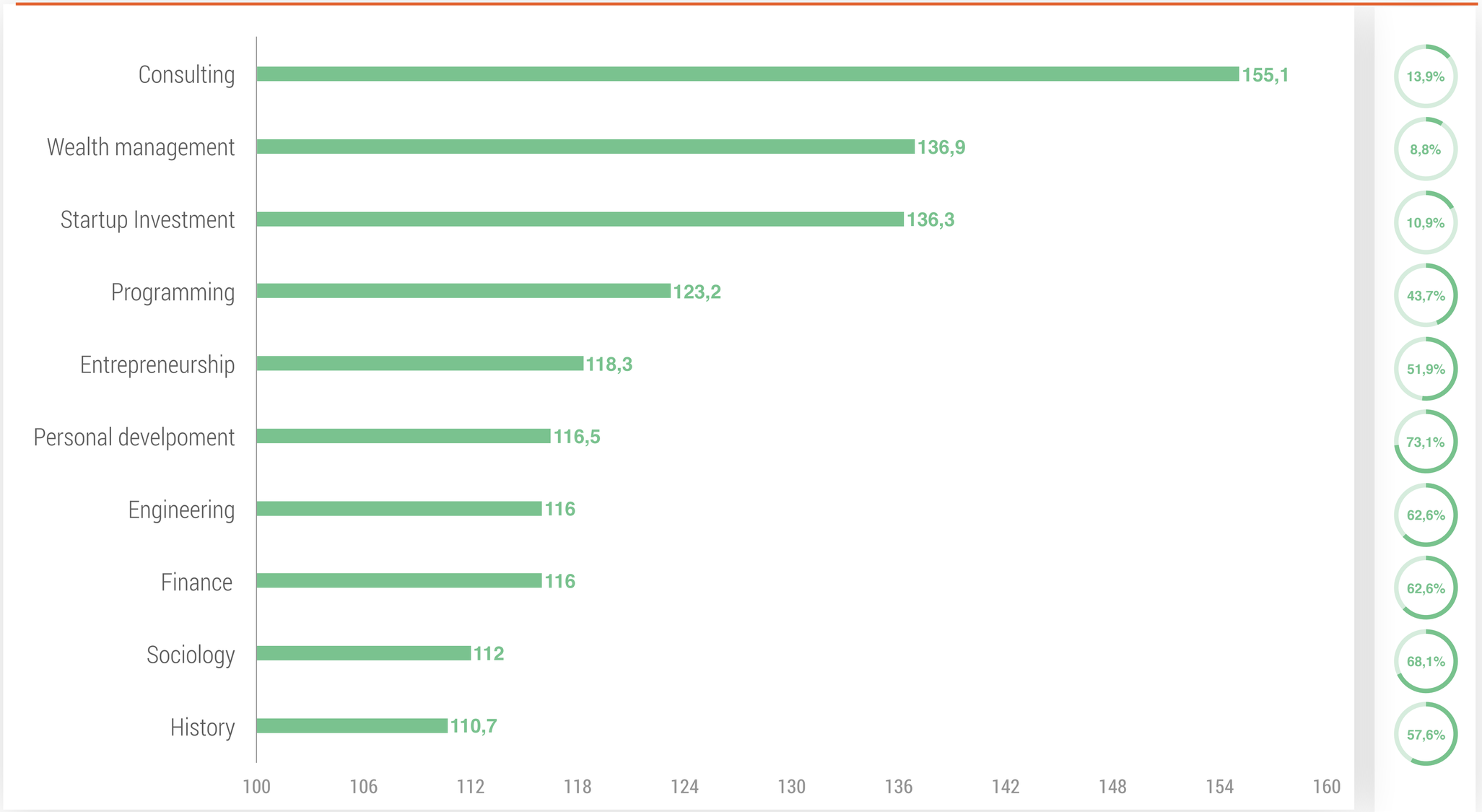
LINKEDIN LOVERS ___ Psychographic insights

The major thematic universes of the audience



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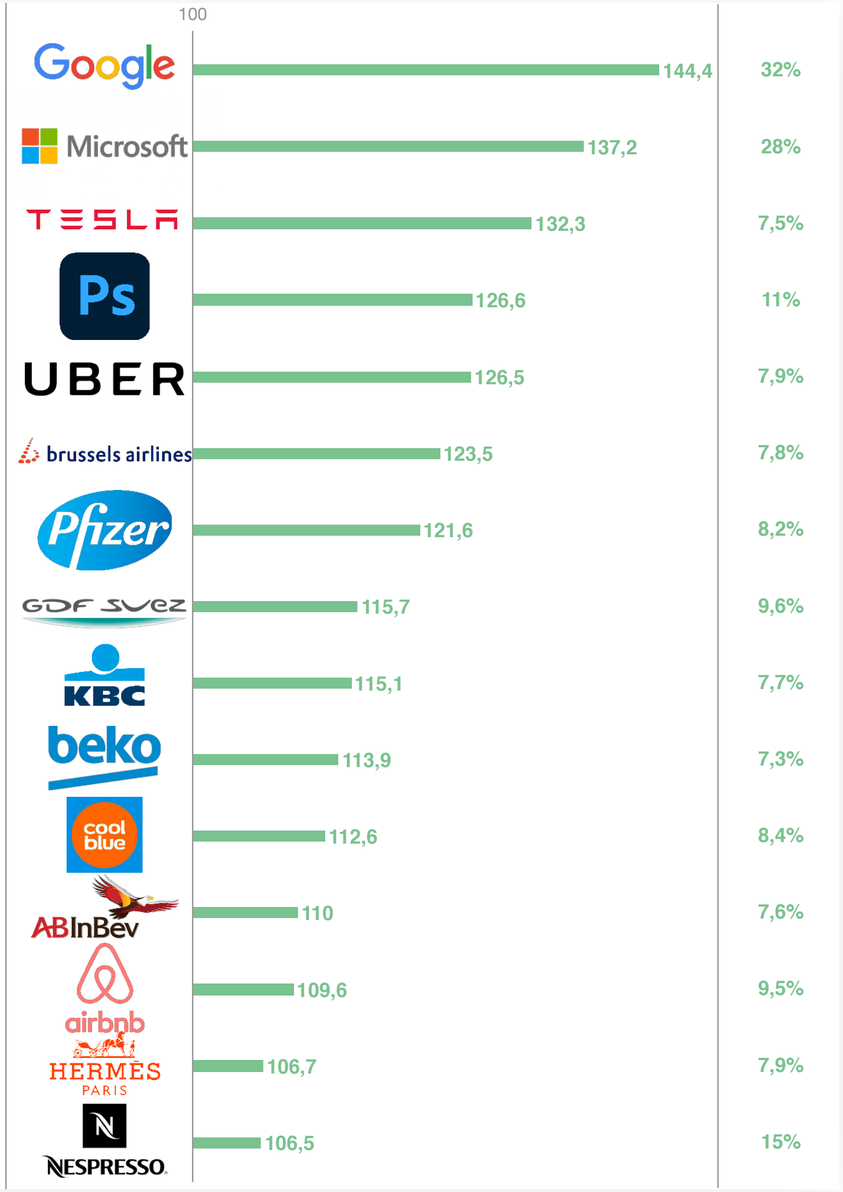
Audience Profiling

Brands relationship

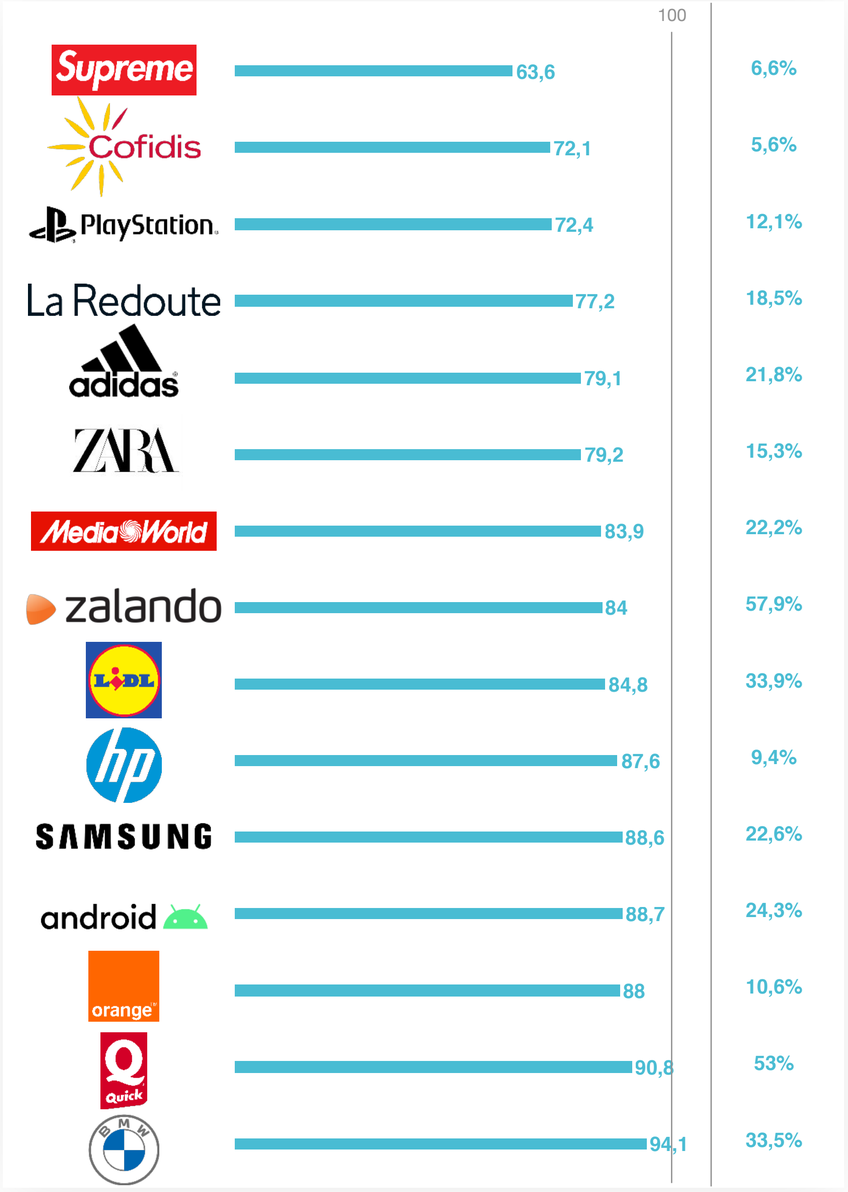
LINKEDIN LOVERS ___ Brands relationship

Brands with more affinities



TOP 15 Brands

Brands with less affinities



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Audience Profiling

Media affinity

LINKEDIN LOVERS ____ Medias

The socio-demographic approach

Men

aged between 25 and 34 years,

speak mostly English as well as Dutch

are educated,

are, in majority, in relationship.

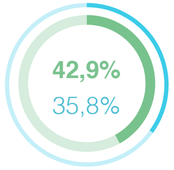
Brussels

Antwerpen

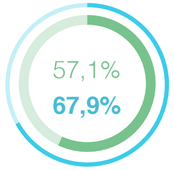
Vlaams Brabant

Online

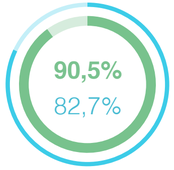
Facebook Access : All mobile devices



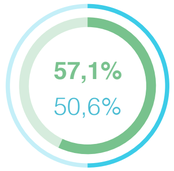
Facebook Access : All desktop devices



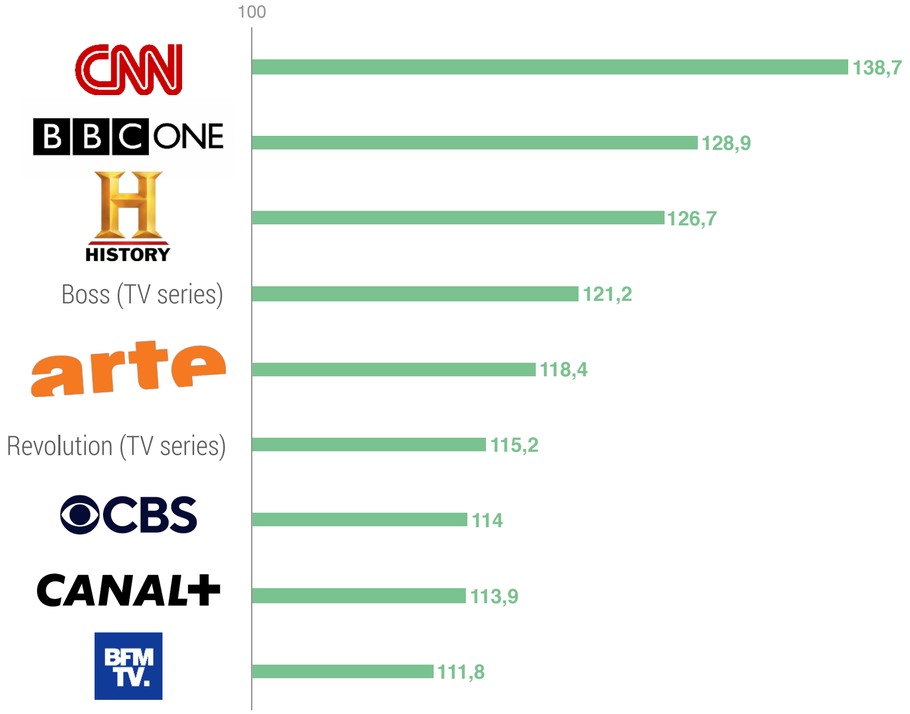
Facebook membership



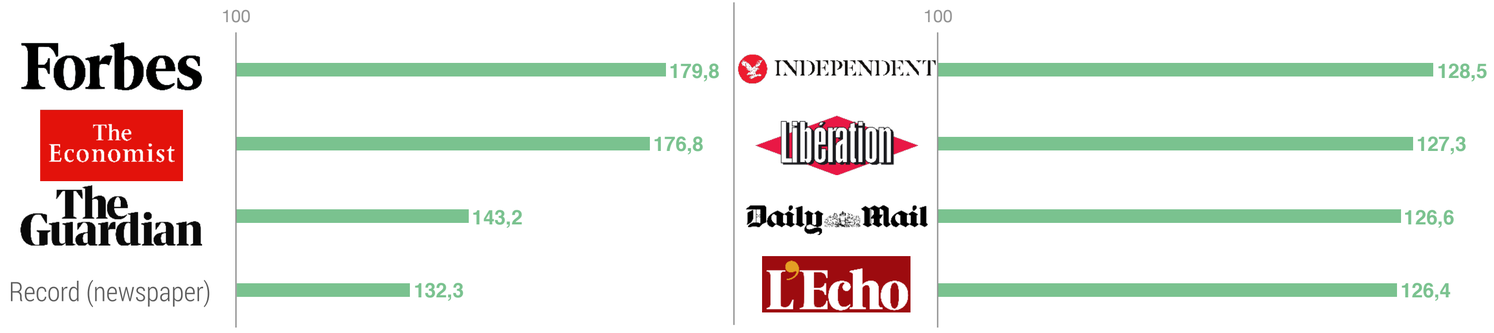
Instagram membership



On television



In the press



LINKEDIN LOVERS ____ Personas

The scientific environmentalist

Environmentalist

Science Enthusiast

Both gender

All ages

All locations

30 000 Belgians

The careerist

Workaholic

Both gender

26 - 44 years old

All locations

35 000 Belgians

The cultured one

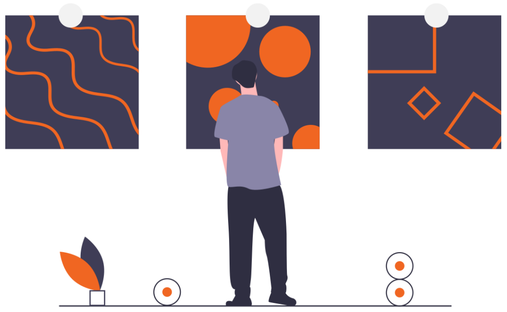
Culture Enthusiast

Both gender

34 - 65 years old

All locations

31 000 Belgians



The cultured one

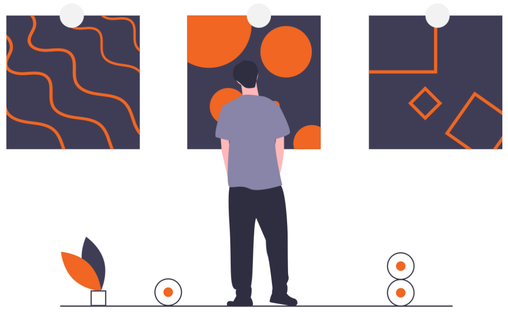
Culture Enthusiast

Both gender

34 - 65 years old

All locations

31 000 Belgians



How to reach this group ?

Gender	All
Age	34 - 65+ years old
Location	Belgium

Interested in LinkedIn

- Culture
- Historic preservation **OR** Cultural heritage **OR** History **OR** Cultural History
- Stage (theatre) **OR** Theatre

Do you want to discover the details of the other personas?

CONTACT US !

ABOUT US

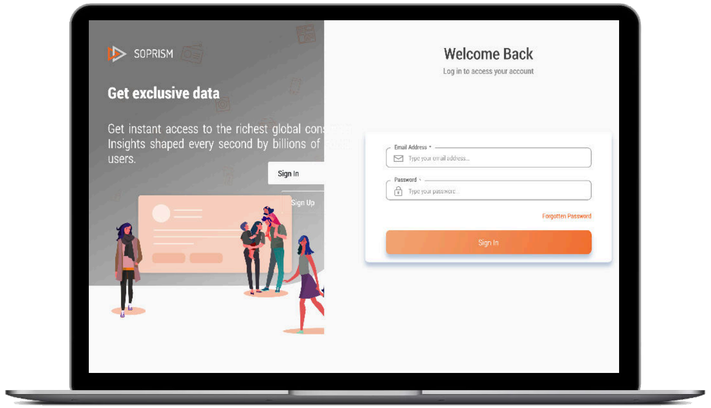
SOPRISM

Social Data for marketing intelligence

SOPRISM is a company that offers a new understanding of audiences thanks to its powerful and innovative profiling solution.

Our mission is to support leading agencies and brands to take advantage of the full breadth of social media data to drive marketing effectiveness.

- More effective definition of audiences
- Identification of the content and the creative axis
- Reduction of time and research costs
- New way to get high-class and strong insights



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SOPRISM

Audience insights for marketing intelligence

Thank you for your interest in our study:

LINKEDIN

Who are the LinkedIn lovers in Belgium?

Do you want to know more about your audience, your website visitors and get a complete profile of your target audience?

Please contact us for more information: contact@soprism.com
Or visit our website: www.soprism.com