

TRIBES.AI

Segment people by what drives the decision, not just by demographics.

BEHAVE.AI Suite - MEDIAPLUS

How it works

Every purchase decision is driven by a few underlying motives: feeling safe, belonging, saving effort, standing out. Tribes.AI identifies which motives drive decisions in your category, and for whom.

People who share the same motives form a tribe. Two tribes can look identical on paper and still need completely different arguments to buy. That is the gap demographics leave open, and the one Tribes.AI closes.

Each tribe is linked to real audience data, so it can be planned in media. We build on your existing studies (GWI, b4p, CRM) or run a survey if none exist.

Challenges we solve

- Same target group, very **different reasons** to buy
- Messages built on demographics miss what actually **motivates** people
- Segments described, but not **prioritized**

What makes Tribes.AI different

Behavioral tribes

Real audience data clustered by the psychological drivers behind the purchase

Prioritization

Tribes are scored on size and conversion potential, so you know where to start

Planning-ready

What they value, what drives them, how they use media. Ready for planners and creatives

The question we answer

“Who should we target, and what actually moves them?”

Book a Meeting

Sofia Soto

Behavioral & AI Consultant
→



Annika Eßer

Director Global Data Projects
→



Starting at €9,000

Entry price · 1 market, plus fieldwork



Contact

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