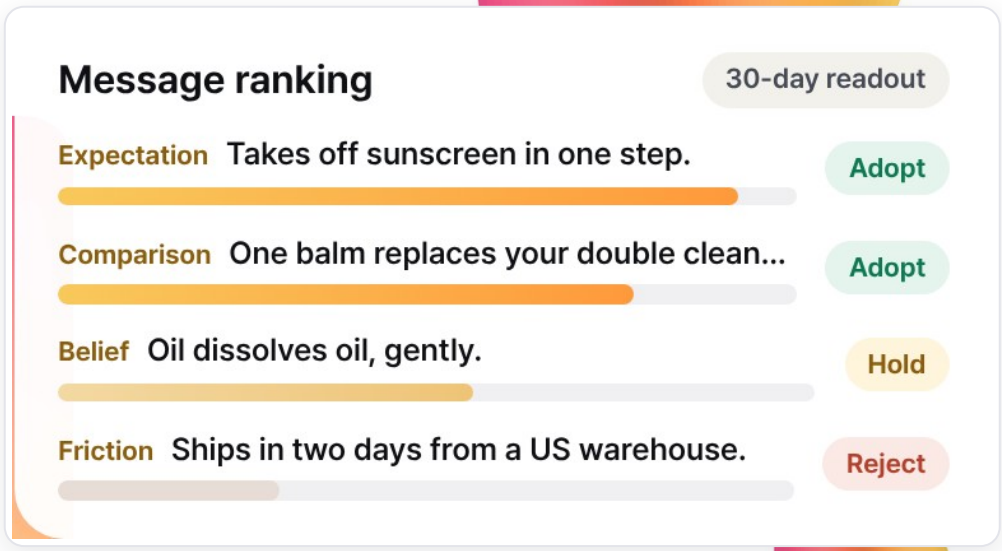
PersonaProof Overview

PersonaProof B2C Consumer Intelligence Solution

Consumer intelligence measured before entry

Dozens of creatives per angle run as real ads;
after 30 days, tested angles and creatives come back.



PersonaProof The Message Ranking Test at a Glance

Who uses it, what it does, what you get, and the principles it keeps.

For

Consumer brands entering overseas markets

What it does

Runs hundreds of creatives per angle under equal conditions and reads them every day or two

Unit · duration

1 product × 1 target market × 30 days

What you get

Angle ledger · rejection log · execution briefs · creative assets

Two offerings and the principle

Message Ranking Test

Phase 1 · 30 days. Pre-entry angle test and tested assets

Scale-up Run

Phase 2. Scope and media size designed from phase 1

Principle

Criteria fixed before launch; deliverables owned by the brand

Digicon **tests before entry**; the brand uses the result to pick the **entry message**.

Growth Formula Brands That Test Thousands of Creatives

Hypergrowth brands test ad creatives at volume until performance is confirmed.

IM8 · David Beckham

$251M

Annualized revenue 20 months after launch (as of July 2026)

Meta ads grew from about 50 to about 3,000 (60x), with 600 to 800 new creatives tested each week.

APR · Medicube

₩1.5T

2025 revenue of KRW 1.5273 trillion

Q3 US sales alone passed KRW 150 billion; in one month it ran five Times Square billboards, 500 subway ads and a Broadway pop-up at once.

Air Holistic · Norway

12,928

Ads live at once across four brands

The method runs across the whole brand house, beyond a single brand.

What they share

To find each customer type's reason to buy, they put heavy capital into creatives and landing pages per type. The answer arrives after the budget is spent.

The growth formula is clear; the problem is **the capital it takes**.

Company filings and press. IM8: Prenetics Q2 2026 results (Aug 18) and a B. Riley report (Aug 26, company-provided figures); annualized revenue is the latest monthly revenue × 12, converted at the Sep 29 close of KRW 1,356.7. Air Holistic ad count from an external ad library tally.

Current Methods Answers After the Budget Is Spent

Teams short on test budget usually pick messages in one of four ways.

01 Translation

Copy that worked at home is carried into the local language.

When the answer comes

After the full budget

02 Agency intuition

Choices rest on the account team's experience and instinct.

When the answer comes

After the full budget

03 Creative tests

The direction is right but the volume is not. Ten creatives cannot separate angles.

When the answer comes

After the full budget

04 Surveys

Consumers are asked what they prefer. Answers often diverge from real buying.

When the answer comes

Said versus bought

Too few creatives × no segmentation × slow iteration → no basis for the decision

Translation, intuition and creative tests answer **only after the full budget**; surveys often miss **real buying**.

PersonaProof Five Steps Before the Full Budget

Angles come from what the market says; creatives run at volume and only tested angles remain.



01

Collect VOC

Reviews · communities · competitor ads

02

Select angles

What the market says, turned into angles

03

Build statics at volume

Dozens per angle, hundreds in total

04

Top statics to video

Rerun as VSL and AI UGC

05

Only tested angles

Read every day or two over 30 days

Account, timing and format stay fixed; only the angle changes

Micro-ICP × funnel stage	Many at once	Hundreds	1 · 2 days	30 days
Segmentation	Angles	Static creatives	Iteration cycle	Duration

Each creative is **one question to the market**; the difference lies in **order** more than scale.

VSL: a sales video explaining the product. AI UGC: AI-made video in a customer-review format; AI people are labeled virtual.

PersonaProof The 30-day Message Ranking Test

It starts from one product page and ends with a verdict and tested assets on day 30.

DAY 0 **Start**	We take one product page and one target market.
48 HOURS **Pre-report**	A one-page summary matching competitor angles against customer reviews, plus the brand's search results in that market.
WEEK 1 **Research · angles**	Angles are designed from the brand's identity, product visuals and product page, and approved once per angle.
WEEK 2 **Build · launch**	Dozens of statics per angle, hundreds in total, go live late in the week. Every piece is checked against guidelines and local rules.
WEEKS 3, 4 **Read · replace**	Every day or two, weak creatives are cut and new variants are drawn from the strong ones. Top statics are rerun as video.
DAY 30 **Verdict · handover**	Angle ledger, rejection log, execution briefs, creative assets and a revised product page hero.

Same conditions, one change

Account, timing and format stay fixed; only the angle changes. Each creative is one question to the market.

Narrow first

Angles are narrowed before creatives multiply, so hundreds of creatives find what others search for with thousands.

Of the 30 days, building takes **one week**; the rest is **repeated reading**.

Message Ranking Test: phase 1 of PersonaProof, run for 30 days per product × target market.

Angle Card Verdict Criteria Set Before Launch

Each angle has its criteria written first, and the result is accepted as it comes.

Angle card · LIP TINT × US Illustrative

Stays on your lips, not your coffee cup.

The angle under test

Funnel stage	Bottom · conversion
For whom	US office workers in their 20s and 30s tired of reapplying lip color after the morning coffee
Proof	Sets thin on the lips within a minute
Banned	Price or discount talk; absolute claims such as “lasts 24 hours”
Reject if	Saves rise but product page clicks do not
Select if	Product page clicks and add-to-carts stay on top read after read

Different signals per funnel stage

Top · awareness	Saves, dwell time
Middle · consideration	Detail clicks, landing page dwell
Bottom · conversion	Product page clicks, add-to-cart
Reference	Shares, follows (channel response)
Excluded	Likes (not separable from reflex taps)

Criteria are set **before launch** and **never changed** after the results are in.

The angle card is an illustration, not an actual research result.

Four Deliverables Owned by the Brand

What remains after 30 days is a set of tested assets ready for the scale-up run.

01 Knowledge

Angle ledger

Angles that passed, with wording rules per micro-ICP and funnel stage. Reasons for passing and rejecting sit side by side.

Effect **Better sales per ad dollar**

02 Knowledge

Rejection log

Wording that drew no response or pushback, confirmed with real response data.

Effect **Budget kept off dead messages**

03 Knowledge

Execution briefs

One page per chosen message: the story, what to ask of creators, and the product page hero.

Effect **No re-briefing or rebuilds**

04 Assets

Creative assets

Every static checked against guidelines and local rules, tagged with results by funnel stage.

Effect **Scale-up starts on day one**

Phase 2 · Scale-up Run

Phase 1 assets go straight in: creatives grow into the thousands and extend to short-form, creators and more media. Scope and media size are designed from phase 1 results.

Verdict report, angle ledger, creative assets and **usage rights** all **belong to the brand**.

Brand names are never used externally without prior consent. The scale-up run is set separately after phase 1 results.

Method Comparison A Different Basis for Decisions

It does not replace your marketing process; it adds a test standard before the main budget.

	PersonaProof	Performance agency · in-house	Creative A/B test	Survey · FGI
When you know	**Before the main budget**	Alongside the main budget	After the main budget	Before spend, on answers
Creatives tested at once	**Hundreds**	A few to dozens	2 to 4	None
Segmentation	**Micro-ICP × funnel stage**	Channel · audience	Per creative	Respondent group
Iteration cycle	**Every day or two**	Weekly	Per round	One-off
Failure reasons logged	**Yes**	No	No	No
Reusable in next market	**Yes**	No	No	No
Duration	**30 days**	Monthly retainer	1 to 2 weeks per round	4 to 8 weeks

Creatives at once × segmentation × iteration speed make **the difference in decision basis**.

The agency and in-house column reflects typical operating models and does not refer to any specific company.

Fit Where It Works Best

If three or more of these seven apply, PersonaProof works at its best.

- You run your own sales channel, such as a brand store or Amazon, and can share visit and purchase data.
- Online ad spend is a large share of revenue.
- One person can decide message direction quickly.
- You are about to enter a new market or reach a new customer group.
- Producing hundreds of ad creatives a month in-house is hard.
- You want to see your brand's search results in that market.
- You can share ad account access.

When it may not fit

No sales data
Distributor-led operations with no direct view of sales or conversion data

Short-term revenue guarantees
Campaigns premised on guaranteed short-term results

Domestic-only optimization
Only home-market operations need tuning

It is designed for overseas entry and overall strategy; **domestic-only optimization** is not offered.

LG H&H Cushion foundation entry into Thailand

Four decisions made on in-market evidence, from message to creators.

Challenge before entry		Decision from measurement
Unclear if Korean angles work in Thailand	→	**Entry message set by measured ranking**
Buyers known only by age and gender	→	**Micro-personas by usage situation**
No basis for budget per persona	→	**Matrix of main angles per persona**
Creators picked without follower data	→	**Creators whose followers match personas**

What measurement changed

Copy naming a real usage pain point outranked copy that led with country of origin.

Digicon **validates before entry**; the brand sets **entry strategy** on the results.

Client figures are shared only within client consent.

How to start

Start with one product and one market

- **Send a product page and target market**
- **Pre-report within 48 hours**
- **One approval per angle**
- **Verdict and handover on day 30**

> For twelve years I have helped Korean brands go overseas, and I kept seeing the same scene. Copy that worked in Korea gets translated and shipped, the mistake shows only after the ad budget is gone, and even that costly lesson disappears when the campaign ends. PersonaProof was built to reverse that order.

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Digital Growth Intelligence Continuum

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