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## Digital Sinus-Milieus® in Allon: from analysis to campaign in no time at all

**New co-operation combines social and target group research with efficient campaign planning on one platform.**

In a groundbreaking collaboration with the SINUS Institute, ERASON, developer of the [Allon](#) market and consumer research platform, has digitised the Sinus-Milieus and integrated them into Allon. This represents a milestone for the marketing and communications industry. Companies can now assign their target groups to the renowned Sinus-Milieus in just a few minutes and activate them directly across media - quickly, precisely and efficiently.

### Target group gold standard goes AI

For decades, [Sinus-Milieus](#) have been considered the gold standard of target group research. With over 40 years of experience in values and lifeworld research and around 100,000 representative interviews per year, the SINUS-Institut offers an in-depth understanding of our society.

By integrating it into ERASON's AI-supported Allon platform, this powerful target group tool is now operationalised for planning purposes. Companies can create their target groups in Allon in less than ten minutes and receive a precise intersection with the Sinus-Milieus including milieu-specific activation parameters - automated and in record time.

"The Digital Sinus-Milieus combine scientifically sound target group segmentation with state-of-the-art activation technology," explains Niklas M. Mrutzek, Executive Partner, Clients & Innovation at ERASON. "The result offers a new level of efficiency in addressing target groups as well as the timeliness and scope of the data."

### From the potato graphic to the targeted campaign

With just a few clicks, companies can analyse their target groups on the interactive Allon dashboard interface: The well-known "potato graphic" shows at a glance how strongly target groups are represented in the individual milieus. The platform also provides comprehensive data on socio-demographics, lifestyle, consumer behaviour and media usage - and identifies the optimal digital media channels.

The real revolution: Allon automatically translates the insights gained into specific targeting parameters that can be implemented directly in campaigns on platforms such as Google, Meta, (d)OOH or Connected TV.

### Versatile areas of application: strategically and operationally unbeatable

The Digital Sinus-Milieus in Allon offer far-reaching opportunities for marketing and communication managers:

- **Strategic marketing:** market and target group analyses, brand positioning, potential determination
- **Communication planning:** Milieu-specific communication, touchpoint and messaging analyses
- **Media activation:** Precise campaign planning and activation in social media, programmatic advertising and (d)OOH.

## An agile ecosystem for every industry

Whether luxury goods, tourism, politics or media: the Digital Sinus Milieus in Allon open up new ways of understanding customer and buyer groups, positioning products in a targeted manner and implementing communication measures accurately.

"The first-time combination of Sinus-Milieus and AI technology via Allon is a real innovation," says Jan Hecht, Director Research & Consulting at the SINUS Institute. "It has never been so easy to activate the Sinus-Milieus so efficiently and cross-medially."

## Learn more now

Interested companies can obtain non-binding advice and find out more about this innovative solution. Further information can be found at: [www.ailon.io/digitale-sinus-milieus](http://www.ailon.io/digitale-sinus-milieus)

## Invitation to the web seminar: Digital Sinus-Milieus® in Allon

In our web seminar to introduce the new cooperation you will learn ...

- How the cooperation between SINUS and ERASON came about
- What special features the new approach offers
- How the practical application works

Experience what happens when you combine social and target group research with AI technology.

**Date:** Thursday, 20 February 2025, 09:30 - 10:30 am

Jetzt anmelden unter: <https://events.teams.microsoft.com/event/5bafa504-dac1-422c-9c83-9188113df65d@df0ccd2f-3263-412c-a717-d61edd1bd6fc>

## About SINUS-Institut

SINUS Markt- und Sozialforschung GmbH, with offices in Heidelberg and Berlin, has specialised in psychological and social science research and consulting for over 40 years. The institute develops strategies for companies and institutions that utilise socio-cultural change as a success factor.

A key tool for this is the [Sinus-Milieus](#) - a social and target group model that categorises people into "groups of like-minded people" according to their lifeworlds. The Sinus-Milieus have been one of the best-known and most influential segmentation approaches for decades and are now available for over 50 countries.

SINUS co-operates closely with its sister companies INTEGRAL Markt- und Meinungsforschung in Vienna and OPINION Market Research & Consulting, Nuremberg (INTEGRAL-SINUS-OPINION Group).

Further information about the SINUS-Institut can be found at [www.sinus-institut.de](http://www.sinus-institut.de).

### Contact for queries

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## About ERASON GmbH

ERASON is a science spin-off of the Leuphana University of Lüneburg. With its flagship AI Allon, ERASON has developed a holistic market research solution that bridges the gap between target group analysis and media activation. The holistic approach provides coherent, activatable market and consumer insights for marketing, communication and media planning. In this way, we support agencies and advertisers - regardless of size and budget - to increase the effectiveness of their campaigns and realise cost savings in media planning.

Founded in Lüneburg in 2018, ERASON employs around 20 people. Its customers already include numerous well-known companies, particularly from the automotive, FMCG, retail, fashion, banking and insurance sectors, as well as creative and media agencies.

More information at [www.ailon.io](http://www.ailon.io)

### Contact for queries

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