dryfirstonline.com / Audience Intelligence Portrait

Snapshot: accutrax • Track: strategy

Snapshot provenance

Snapshot: **accutrax** | Records: **71,140** | Match rate: **100%** | Mean LTV: **$307**

JOB TO BE DONE

All customers across services analysis.

BRAND INPUTS

Self-description: Dryfirst is a family, locally-owned specialty contractor that provides waterproofing, foundation repair, and concrete repair services to homeowners throughout Arkansas, Illinois, Iowa, Indiana, Kansas, Kentucky, Missouri, Oklahoma, and Tennessee.
Customer insight: We have been serving the area since 1987 and our longevity speaks to our reliability and commitment to excellence.

Audience portrait

Dryfirst's customer base is a homeowning, car-dependent, family-anchored audience concentrated in rural communities, small towns, and outer-ring suburbs — the geographic and demographic inverse of the urban renter profile. Married households dominate, with kids at home over-indexing meaningfully (+22.4), and home ownership is a near-universal condition rather than an aspiration. Incomes cluster firmly in the upper-middle band ($100K–$200K+), yet home values sit in the modest-to-mid tier ($175K–$200K range over-indexes; everything above $400K under-indexes sharply). This is not a luxury audience — it is a prosperous, practical, land-owning one. The footprint is heavily Northeast, Mid-Atlantic, Mountain West, and rural South, with a strong rural (+37.5) and urban cluster (+27.9) signal and a clear deficit in dense urbanized areas (-13.9).

Culturally, this audience organizes life around family routine, home stewardship, and community institutions — regional grocery chains, community banks, farm-and-ranch supply, and local faith and sports calendars. Discretionary spend flows to home improvement, kids' activities, auto service, and practical wellness rather than luxury or urban-lifestyle categories. They commute by car universally; public transit, rideshare, and urban mobility are effectively absent from their lives. Media habits favor linear TV, college and pro sports, country music, and faith-adjacent content, with a growing connected-TV and podcast footprint among the more affluent suburban segments.

What distinguishes this audience from a generic home-services customer base is the combination of meaningful income with non-luxury home values and a strong rural-and-exurban geography. These are not McMansion owners in coastal suburbs — they are solidly prosperous families and couples on larger lots, in smaller markets, who own real property and have real maintenance needs. The absence of high-value urban real estate from the file is not a gap; it is a signal about what kind of home problem Dryfirst solves and for whom.

- Prosperous rural and outer-suburban homeowners
- Married family households with kids at home
- Car-dependent, community-rooted small-town residents
- Practical, home-invested middle-to-upper-middle income earners

Core audience personas



B03 8.93% of customers

BackyardBliss

Dryfirst's single largest segment: upper-middle-income outer-suburban families on larger lots in the Northeast and Mountain West who own their homes and invest in them.



L02 7.02% of customers

CornfieldCabernet

Married rural homeowners in their late forties through sixties with solid incomes, deep community roots, and a strong orientation toward practical home and property stewardship.



M04 6.93% of customers

Kids&Country

Younger rural and small-town families raising kids in owned homes, working blue-collar and service jobs, and organized around faith, family, and practical value.



B04 6.85% of customers

BabiesBurbs&Blessings

Faith-rooted, family-first suburban households in their late thirties and forties — dual-income homeowners raising school-age kids and prioritizing community-scale institutions over big-city services.



A05 6.67% of customers

SuburbChic

Affluent outer-suburban families with high incomes and a strong wellness and enrichment orientation — the segment most receptive to a home-performance and family-safety creative angle.



C01 3.97% of customers

GoodLifeCitizens

Upper-middle-income suburban professionals near major metros who own mid-to-upper-tier homes and invest in convenience and quality-of-life services.



C02 3.09% of customers

Family&Faith

Dual-income suburban and exurban families in the Mountain West, Southeast, and Texas who organize life around family, congregation, and weekend routine — deal-responsive and loyalty-oriented.



C03 2.73% of customers

FlourishingFusion

Working- and middle-class outer-suburban families raising kids in owned homes, stretching dollars with pride and responding to creative that honors hands-on parenting and community rootedness.



M03 2.44% of customers

Camo&Cornfields

Older rural homeowners on owned land with deep DIY competence — a segment that responds to self-reliance and craft-competence messaging over any aspirational register.



M02 2.29% of customers

JohnDeereCountry

Small-town and rural working families and older couples who own modest homes and engage through regional grocery, local radio, and plainspoken practical creative.

Value and acquisition signals

Customer value

UNIFORMLY VALUABLE

The audience mean LTV is $0 in the source data, which renders all persona-level LTV vs. mean ratios null across the board — no reliable value differentiation can be read from this file. Every persona with meaningful matched volume returns a null LTV signal, meaning the value question is structurally unanswerable from the current data as supplied. This is not a finding about uniform value; it is a data condition that requires resolution before any LTV-based segmentation or acquisition prioritization can be made. The actionable implication is straightforward: Dryfirst should instrument LTV capture at the persona level before attempting value-based media allocation. In the interim, acquisition strategy should be driven by audience share and index strength alone. The six personas listed in core_personas — BackyardBliss (B03), CornfieldCabernet (L02), Kids&Country (M04), Babies Burbs & Blessings (B04), SuburbChic (A05), and GoodLifeCitizens (C01) — collectively represent the dominant, high-index segments and are the correct acquisition targets until LTV data is operational. Growth comes from acquiring more of the audience Dryfirst already has, concentrated in these profiles.

Institutional memory

HYPOTHESIS

The cross-cluster over-indexing list is empty — every over-indexing persona belongs to the dominant families (B, L, A, M, C). There is no detectable fingerprint of a legacy acquisition channel pulling from an outside cluster. The audience composition is coherent and internally consistent with a single strategic posture: homeowning, family-anchored, rural-to-suburban customers acquired through channels aligned with that profile. No institutional memory artifact is present in this file.

Creative direction

Creative for Dryfirst should be built on a single strategic posture: trusted expertise for the homeowner who takes their property seriously. This audience owns real homes in real places — not aspirational backdrops — and they respond to competence signals, not lifestyle gloss. The creative frame is stewardship: protecting what you've built, keeping the home performing, and making a smart decision for the family. Warmth and practicality should coexist in every execution. Regional specificity — the Northeast lot, the Mountain West property, the rural acreage — will outperform generic suburban imagery. Faith-adjacent values of responsibility and care for what you've been given are latent permission structures for the B04 and M04 segments in particular.

Tactically: lead with before/after proof of work, not abstract brand promises. Show the home, the family context, and the technician's competence in the same frame. Use real-home settings — mid-value properties, not luxury showcases — and avoid urban backdrops entirely. Testimonials from homeowners in recognizable small-town or outer-suburban contexts will land harder than polished studio creative. Do not use public transit imagery, urban skylines, rental-apartment contexts, or single-person household framing — these are active mismatches for this audience. For the A05 and C01 segments, a wellness and home-performance angle (air quality, structural integrity, family safety) can carry aspirational weight without requiring luxury aesthetics. For L02, M04, and M03, plainspoken value and practical outcome language outperforms any aspirational register.

Do

Cautions

- ! Do not allocate media budget to urban transit, subway, or rideshare environments — public transportation under-indexes at -57.8 and is structurally absent from this audience's daily life.
- ! Avoid creative or channel strategies built around renters — renting under-indexes at -31 and the under-indexing personas most associated with rental housing (urban singles, young progressives, low-income urban clusters) are among the deepest negative signals in the file.
- ! Do not target high-value urban real estate segments — home values above $400K under-index progressively and sharply, meaning affluent coastal and tech-hub homeowners are not this audience despite their income levels.
- ! Avoid luxury or aspirational-gloss creative registers — the audience's home values and consumption posture are solidly practical, and the under-indexing of ultra-wealthy urban personas (A02, A06, SkyHigh, TechTitans) confirms that premium-urban aesthetics will misfire.
- ! Do not build campaigns around young urban singles, college students, or early-career renters — the H, I, and G family personas under-index uniformly and deeply (-67 to -99), confirming this audience has no meaningful presence in those life stages or geographies.

Media recommendations

Linear television — college football, NFL, country music programming, and primetime procedurals

The rural and outer-suburban core of this audience indexes heavily on linear TV consumption tied to sports and country formats, making broadcast and cable buys around these contexts the highest-reach vehicle for the dominant personas.

Connected TV and streaming — family, faith, and sports content

The A05 and B04 segments have a documented connected-TV and sports-streaming media diet, enabling addressable household targeting that reaches the more affluent suburban tier with precision.

Podcasts — personal finance, home improvement, and faith-adjacent content

B04, A05, and C01 all show podcast engagement around practical-money and home-and-garden topics, providing a high-attention environment aligned with the home-stewardship creative posture.

Drive-time radio — country and regional formats

Car commuting is the universal transportation mode across every over-indexing persona, and country and regional radio formats align directly with the L02, M04, and M03 audience profiles.

Highway and regional out-of-home

A car-dependent audience with rural and outer-suburban geography makes roadside and highway OOH a high-frequency touchpoint, particularly in the Northeast, Mid-Atlantic, and Mountain West markets where the footprint concentrates.

Regional grocery and community-bank co-marketing or in-store presence

Regional grocery chains and community banks are universal consumption anchors across every over-indexing persona, making these environments high-relevance proximity channels for reaching the audience in their routine weekly footprint.

Direct mail to owned-home addresses in rural and outer-suburban zip codes

Near-universal homeownership and a zip-triangulated match base of 67% make addressed direct mail to owned-home households in the target geography a high-precision, low-waste channel for this audience.

Methodology and data boundaries:
Analysis is based on 25,315 total customer records sourced from Dryfirst's base customer file with LTV. Of these, 8,265 records (32.6%) were matched via email (eEmail) and 17,042 (67.3%) via zip-code triangulation (xZIP), yielding a combined match rate of 100% with 8 unmatched records (0%). Persona-level audience composition and index calculations are derived from the 8,265 email-matched records, which provide individual-level persona assignment. Zip-triangulated records inform geographic and demographic signal but are not used for persona-level LTV attribution. LTV data was present in the source file but the audience mean resolved to $0, rendering all persona-level LTV vs. mean ratios null; no value-tier claims are made in this brief. Persona-level claims are reported only for segments with matched counts of 30 or more individuals. Index values represent audience share relative to national persona prevalence; values of +/-20 or greater are treated as meaningful signal.