CacaoFLV / Audience Intelligence Portrait

Snapshot: test1 • Track: strategy

Snapshot provenance

Snapshot: **test1** | Records: **6,452** | Match rate: **98.9%** | Mean LTV: **$2,634**

JOB TO BE DONE

Strategic Brief & Geotargeting

BRAND INPUTS

Self-description: CacaoFLV™ is a daily cacao-extract supplement that offers 500 mg to 750 mg of cacao flavanols in each serving–the highest extract supplement on the U.S. market today. Offered in capsule and powdered mix form, these supplements are a convenient way to support your heart and brain health, every day.
Customer insight: Young to old.

Audience portrait

CacaoFLV's customer base is an affluent, credentialed, and predominantly older audience concentrated in the country's wealthiest metro cores and their most established suburbs. Midas Might (A01), Exclusive Exburbs (A03), Sky High (A02), and Picturesque Prosperity (J01) anchor the file — households with graduate degrees, seven-figure home values, and careers in finance, law, medicine, and senior professional services. This is not a broad wellness audience; it is a narrow, high-net-worth one, skewing 45-plus with a strong retirement-age contingent (Destination Retirees, J02; Couples Coasting In, J03) alongside working professionals still raising children.

Culturally, this audience buys expertise, not hype. Category signals across the dominant personas point to boutique fitness (barre, pilates, personal training), prestige skincare, natural and specialty grocery, and chef-driven or wellness-forward dining. They read long-form business and financial journalism, listen to prestige podcasts, and respond to editorial craft over promotional volume. Health here is approached the way these households approach everything else — researched, understated, and treated as an extension of professional identity and family stewardship rather than a lifestyle statement.

What's distinctive is the amplitude. Against a pool of 54 fitness-adjacent brands, CacaoFLV's top personas sit at the 96th–100th percentile for over-indexing — Midas Might, Exclusive Exburbs, and Picturesque Prosperity are not mildly affluent-skewing, they are the most concentrated wealth signal in the category. Its closest audience peers — Garmin, Peloton, Strava, Hoka — are performance-and-tracking brands; CacaoFLV's audience overlaps with people who buy connected fitness and GPS watches but frames its own value proposition around daily cognitive and cardiovascular maintenance rather than athletic performance, which is a wide-open positioning lane relative to how this same audience is addressed elsewhere.

- Ultra-wealthy metro professionals
- Sunset Boomers in scenic affluent enclaves
- Educated urbanite young professionals
- Wealthy suburban tech-adjacent families

Core audience personas



A01 — 6.9% of customers

Midas Might

1.06 value index

The single largest concentration of ultra-wealthy, quietly status-averse professionals in the file, and a core value-and-share anchor.



A03 — 5.66% of customers

Exclusive Exburbs

0.9 value index

Affluent outer-metro families balancing enrichment spending with near-universal high home equity; core to the audience despite a slightly softer LTV read.



C01 — 5.08% of customers

Good Life Citizens

0.79 value index

A high-share core persona whose LTV sits below the uniform band but not far enough, at this volume, to call a genuine drag.



J01 — 3.74% of customers

Picturesque Prosperity

1.11 value index

Scenic-suburb empty-nesters with intellectual, wellness-forward affluence — the strongest LTV read among reliable personas and part of a likely legacy acquisition thread.



B02 — 3.55% of customers

Satellite Scions

1.02 value index

Credentialed tech-metro families whose values-driven, enrichment-oriented consumption mirrors the brand's optimization-and-longevity pitch.



B03 — 3.55% of customers

Backyard Bliss

0.99 value index

A core-share suburban persona sitting squarely inside the uniform value band.



B04 — 3.55% of customers

Babies Burbs & Blessings

1.18 value index

Family-anchored suburban households rounding out the core persona set with a solid, if unremarkable-at-this-volume, value read.



A05 — 7.57% of customers

Suburb Chic

1.01 value index

The largest single persona in the file by share, sitting exactly at the audience LTV mean — the definition of the brand's dependable core.



J02 — 1.15% of customers

Destination Retirees

Coastal-retiree households with deep home equity and leisure-anchored spending; directional only given thin match volume.



G01 — 2.78% of customers

High Risers

Young, urban, top-tier-income professionals who extend the brand's reach into a design-literate, career-driven younger cohort.

Testing your customer insight

"Young to old."

CONTRADICTED **The audience spans a wide age range from young to old.**

Age indexing shows only 75× (×10.0), 18-24 (×6.5), and 25-29 (×6.2) as the top buckets, and the dominant personas by share — Midas Might, Exclusive Exburbs, Picturesque Prosperity, Satellite Scions — are overwhelmingly 45-74, married, with grown or school-age children. There is no meaningful concentration in the 35-54 core-earning years, and the 'young' signal is thin (a handful of urban singles personas, not a broad youth cohort).

COMPLICATED **The brand successfully reaches customers across the full life-stage spectrum.**

Real presence exists at both ends — Destination Retirees (J02) and Couples Coasting In (J03) anchor the older end, while High Risers (G01) and Sky High (A02) contribute a young urban professional edge — but the middle is thin and the volume is heavily weighted toward the 45-plus, affluent-family segment (A01, A03, B02, J01 together carry roughly 20% of matched share). This reads less as 'young to old' and more as 'affluent gatekeepers plus their parents,' with the broad middle underrepresented.

What this adds: The data does not show an age-agnostic audience; it shows a wealth-anchored audience concentrated at the older end of the age spectrum, with a small, higher-income young-professional edge layered on top — worth knowing before building creative that assumes broad generational reach.

Value and acquisition signals

Customer value

UNIFORMLY VALUABLE

LTV does not discriminate across this audience. Every persona with sufficient matched volume to be read reliably — Suburb Chic (A05) at 1.01, Midas Might (A01) at 1.06, Exclusive Exburbs (A03) at 0.90, Good Life Citizens (C01) at 0.79, Picturesque Prosperity (J01) at 1.11, and the Satellite Scions/Backyard Bliss/Babies Burbs & Blessings trio (B02, B03, B04) all clustering near 1.0 — sits inside or just at the edge of the uniform band once volume is accounted for. There is no high-value pocket to chase and no underperforming segment dragging the mean down; the value question here is settled. That means the growth lever is acquisition, not reallocation. The efficient move is to acquire more of the eight core personas already driving share — the affluent, credentialed, family-and-wellness-anchored segments that define this file — rather than hunting for a hidden high-LTV niche or trimming spend against a supposed laggard. Any temptation to rank A01 above A03 or J01 above B02 on these numbers should be resisted; the spread is noise, not signal.

Institutional memory

HYPOTHESIS

A cluster of over-indexing personas sits clearly outside the file's dominant wealth-metro families: Destination Retirees (J02), Military (F04), High Risers (G01), and Golden City Solos (J04) each index well above baseline but carry a fundamentally different profile — coastal resort retirees, active-duty installation households, and dense-urban young renters — than the Midas Might/Exclusive Exburbs/Satellite Scions core that defines the brand today. The shared thread among several of these (J02, J03, J04) is upscale editorial and long-form podcast consumption plus a heart-and-brain-health-adjacent wellness posture, suggesting a legacy acquisition channel built on prestige health or financial media reaching older, high-net-worth readers beyond the current suburban-family core. The Military (F04) signal is thin (matched count 5) and should be treated as a curiosity rather than a strategic thread, but the J-family echo is corroborated across three separate personas and points to an earned-media or partnership history in premium lifestyle/health publishing that predates or runs parallel to current targeting.

Creative direction

Creative should behave like a credential, not a supplement ad. This audience buys prestige skincare, boutique fitness memberships, and chef-driven dining because those categories signal discretion and earned status rather than display — CacaoFLV's daily-ritual, clinically-dosed positioning fits that same register if the tone stays clinical-calm rather than wellness-hype. Lead with mechanism and evidence (flavanol dosage, cardiovascular and cognitive substantiation) delivered in the same voice as the prestige business and health journalism this audience already reads, not in the language of a mass-market vitamin aisle.

Do: speak to optimization and longevity for high-functioning professionals and their parents; use editorial, long-form formats; pair the product with the boutique-fitness-and-natural-grocery ritual this audience already keeps. Don't: use discount framing, urgency/promotional language, or youth-culture visual cues — every dominant persona's category_signals_low flags discount retail, quick-service, and mass-market value categories as actively avoided territory, and creative that reads as a drugstore supplement will undercut the credibility this audience is buying into.

Do

- ✓ Frame flavanol dosage and clinical substantiation the way prestige skincare frames active ingredients — precise, not promotional
- ✓ Anchor messaging in daily ritual and long-term cognitive/cardiovascular maintenance, not quick fixes
- ✓ Use editorial long-form formats (business journalism tone, prestige podcast reads) over short-form promotional ads
- ✓ Pair the product visually and contextually with boutique fitness, natural grocery, and quiet-luxury home environments already in this audience's routine
- ✓ Speak to family stewardship and multi-generational health (self and aging parents) given the strong 45-74 and 65+ concentration

Cautions

- ! Avoid discount, coupon, or urgency-driven messaging — mass-market discount retail and quick-service categories appear as category_signals_low across nearly every dominant persona.
- ! Do not lead with youth-culture or digital-native creative tropes; the audience's age profile and media habits skew toward legacy-adjacent prestige formats, not short-form social-native content.
- ! Skip aspirational luxury or status-flash visual language; repeated creative tags across top personas explicitly call for quiet confidence and understated craft over overt luxury markers.
- ! Do not build the media plan around a single broad 'young to old' creative platform — the actual age distribution is bimodal and older-skewed, and a generic all-ages message will underperform against the two real segments (affluent 45-74 core, smaller affluent under-40 urban edge).
- ! Treat the thinly matched personas (Sky High, Destination Retirees, Military, High Risers, Northern Lights) as directional only — none have reliable LTV reads, so do not build value-based targeting decisions on them.

Media recommendations

Prestige business and health journalism (long-form digital and print)

Core personas (Midas Might, Picturesque Prosperity, Destination Retirees) over-index on long-form business and financial journalism and prestige editorial consumption.

Long-form podcast ecosystem

Multiple dominant personas, including Destination Retirees and Exclusive Exburbs, are flagged as heavy long-form podcast listeners rather than legacy print or short-form social.

Boutique fitness studio partnerships (barre, pilates, personal training)

Boutique Fitness is a category_signals_high item across nearly every dominant persona in the file (A01, A02, A03, J01, J03, B02, G01).

Natural and specialty grocery retail media

Natural-foods and specialty grocery indexes high across the J-family and B02, positioning in-store or retail-media placements at these outlets as a strong contextual fit.

Methodology and data boundaries:

Built from 1,143 customer records matched to Social Signal's 80-persona model by email (vEmail). Persona shares and indices compare this matched file with the U.S. household baseline (131.2M households); an index of 0 is parity, and +20 or more is treated as meaningful. Value reads show each persona's average LTV relative to this file's mean (1.0 = the mean) and are reported only for personas with at least 30 matched customers. Persona assignments are probabilistic and describe segments, not individuals.