Immagine che contiene testo, schermata, Carattere, diagramma

Descrizione generata automaticamenteThis is a business-to-business act, so:

Goal: Identify target audiences and their preferences.

Context: Mobile security

Areas of Knowledge: Mobile Applications Security, Mobile Defense Security, BYOD, Mobile Applications, Mobile Business, Device Security, Business Intelligence, Unified Endpoint Management, data monitoring, anti-fraud, Predictive Analysis, Big Data, IoT, VAPT e WAPT

Let’s carefully go by points to do a good audience analysis:

1. Identify your target audience (primary audience)
2. Organize and understand your data
3. Track affinities and interests
4. Find new audiences
5. Identify buyer personas and influencers
6. Segment your audience (adapt a message, test it and evaluate)
7. Identify priority characteristics

To identify the target audience, we can use the PDF of Affinity Canvas (some traits I thought there)

1. Target audience

Who are they?

* **IT Managers**
  + With certifications in cybersecurity and mobile security, such as CISSP (Certified Information Systems Security Professional) or CompTIA Security+.
* **CTOs (Chief Technology Officers)**
* **Information Security Officers**
* **Network Administrators**

In general, I’d say people with technical knowledge of regulations and security, with decision-making power, constantly in search of new updates in the environment to stay up-to-date with the evolving landscape, effectively using metrics and reports to gain advantages.

What do they do?

* **Mobile Device Management (MDM)**
* **Security Policies**
* **Incident Response**