

SEGMENTED CUSTOMER PROFILE EXAMPLE

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	Customer Type 1	Customer Type 2	Customer Type 3
CUSTOMER DESCRIPTION	<i>Brief Customer Description</i>	<i>Brief Customer Description</i>	<i>Brief Customer Description</i>
DEMOGRAPHICS	<ul style="list-style-type: none"> • Age • Income • Gender • Occupation • Location • Family Size 	<ul style="list-style-type: none"> • Age • Income • Gender • Occupation • Location • Family Size 	<ul style="list-style-type: none"> • Age • Income • Gender • Occupation • Location • Family Size
INTERESTS / VALUES	<ul style="list-style-type: none"> • Lifestyle • Brand Preferences • Price Sensitivity • Liberal/Conservative • Information Sources 	<ul style="list-style-type: none"> • Lifestyle • Brand Preferences • Price Sensitivity • Liberal/Conservative • Information Sources 	<ul style="list-style-type: none"> • Lifestyle • Brand Preferences • Price Sensitivity • Liberal/Conservative • Information Sources
BEHAVIORS	<ul style="list-style-type: none"> • Social Media Usage • Where They Shop • Memberships • Impulsiveness 	<ul style="list-style-type: none"> • Social Media Usage • Where They Shop • Memberships • Impulsiveness 	<ul style="list-style-type: none"> • Social Media Usage • Where They Shop • Memberships • Impulsiveness
MARKETING CHANNELS	<p><i>Best Ways to Reach Customer:</i></p> <ul style="list-style-type: none"> • Channel 1 • Channel 2 • Channel 3 	<p><i>Best Ways to Reach Customer:</i></p> <ul style="list-style-type: none"> • Channel 1 • Channel 2 • Channel 3 	<p><i>Best Ways to Reach Customer:</i></p> <ul style="list-style-type: none"> • Channel 1 • Channel 2 • Channel 3

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CUSTOMER DESCRIPTION			
DEMOGRAPHICS			
INTERESTS / VALUES			
BEHAVIORS			
MARKETING CHANNELS			

DISCLAIMER

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