**SEGMENTED CUSTOMER**

**PROFILE TEMPLATE – EXAMPLE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | Customer Type 1 |  | Customer Type 2 |   | Customer Type 3 |
| CUSTOMER DESCRIPTION | *Brief Customer Description* |  | *Brief Customer Description* |   | *Brief Customer Description* |
| DEMOGRAPHICS | • Age• Income• Gender• Occupation• Location• Family Size |  | • Age• Income• Gender• Occupation• Location• Family Size |   | • Age• Income• Gender• Occupation• Location• Family Size |
| INTERESTS / VALUES | • Lifestyle• Brand Preferences• Price Sensitivity• Liberal/Conservative• Information Sources |  | • Lifestyle• Brand Preferences• Price Sensitivity• Liberal/Conservative• Information Sources |   | • Lifestyle• Brand Preferences• Price Sensitivity• Liberal/Conservative• Information Sources |
| BEHAVIORS | • Social Media Usage• Where They Shop• Memberships• Impulsiveness |  | • Social Media Usage• Where They Shop• Memberships• Impulsiveness |   | • Social Media Usage• Where They Shop• Memberships• Impulsiveness |
| MARKETING CHANNELS | *Best Ways to Reach Customer:*• Channel 1• Channel 2• Channel 3 |  | *Best Ways to Reach Customer:*• Channel 1• Channel 2• Channel 3 |   | *Best Ways to Reach Customer:*• Channel 1• Channel 2• Channel 3 |

**SEGMENTED CUSTOMER PROFILE TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
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| CUSTOMER DESCRIPTION |  |  |  |  |  |
| DEMOGRAPHICS |  |  |  |  |  |
| INTERESTS / VALUES |  |  |  |  |  |
| BEHAVIORS |  |  |  |  |  |
| MARKETING CHANNELS |  |  |  |  |  |

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