**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11795&utm_source=template-word&utm_medium=content&utm_campaign=Segmented+Customer+Profile-word-11795&lpa=Segmented+Customer+Profile+word+11795)** **SEGMENTED CUSTOMER   
PROFILE TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Customer Type 1 |  | Customer Type 2 |  | Customer Type 3 |
| CUSTOMER DESCRIPTION |  |  |  |  |  |
| DEMOGRAPHICS |  |  |  |  |  |
| INTERESTS /  VALUES |  |  |  |  |  |
| BEHAVIORS |  |  |  |  |  |
| MARKETING CHANNELS |  |  |  |  |  |

**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 |

|  |
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