

# SEGMENTED CUSTOMER PROFILE

Try Smartsheet for FREE

CUSTOMER DESCRIPTION			
DEMOGRAPHICS			
INTERESTS / VALUES			
BEHAVIORS			
MARKETING CHANNELS			

# SEGMENTED CUSTOMER PROFILE – EXAMPLE

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

## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.