



Customer's Profile

	Profile #1	Profile #2	Profile #3
Demographics			
Age group			
Gender			
Income level			
Education level			
Interest/hobbies			
Where do they like shop?			
Geographic (Local/Regional/ National/online)			
Social platform			
Facebook			
Twitter			
LinkedIn			
Pinterest			
Instagram			
Youtube			
WhatsApp			
WeChat			
Snapchat			
Google+			
Communication preferences			
Social media			
Email			
Direct mail			
Promotions/Discounts			
Phone			