

Audience Segmentation Profile Template

Segment Overview

Segment Name

Enter segment name

Description

Brief description of this segment

Demographics

Age Range

E.g. 18-35

Gender

E.g. Female, Male, All

Location

E.g. Urban, New York

Income Level

E.g. \$30,000-\$60,000

Education Level

E.g. Bachelor's Degree

Occupation

E.g. Students, Professionals

Psychographics

Interests & Hobbies

E.g. Traveling, Technology, Fitness

Values & Motivations

E.g. Sustainability, Convenience, Achievement

Lifestyle

Describe lifestyle patterns

Behavioral

Purchase Behaviors

E.g. Frequency, Product Preferences

Media & Channel Habits

E.g. Social Media Use, Email, In-store Visits

Needs & Challenges

Needs

Summarize key needs

Challenges / Pain Points

Summarize primary challenges

Key Messaging

Main Messaging Points

Tailored messages for this segment

Notes

Additional comments or details