



Ideal Customer Profile Dashboard

Manage and reference your buyer personas for smarter campaign targeting

Search personas by name...

Urban Mom Sara

Small Business Owner • Dhaka, Bangladesh

Tech-Savvy Entrepreneur Ahmed

Digital Entrepreneur • Dhaka, Bangladesh

+ Add New Persona

Tech-Savvy Entrepreneur Ahmed

Delete

• PRODUCT INFO

PRODUCT NAME

Wireless Earbuds Pro

PRODUCT CATEGORY

Consumer Electronics

PRICE RANGE

USD 1500-1800

TARGET OUTCOME

Increase ROAS to 4x

• CUSTOMER INFO

AGE RANGE

28-40

GENDER

Male

LOCATION

OCCUPATION

Dhaka, Bangladesh

Digital Entrepreneur

MONTHLY INCOME

BDT 80k-150k

EDUCATION LEVEL

Master's Degree

• **DIGITAL BEHAVIOUR**

PRIMARY MOBILE DEVICE

Android

MOST ACTIVE PLATFORM

LinkedIn

INTERESTS

Tech Gadgets

Business Automation

Cryptocurrency

BEHAVIOURS

YouTube Learning

Podcast Listener

Late Night Worker