

YOUR

# Customer Profile

OVERVIEW

Full Market Fit Report  
of your Buyer Persona,  
Company Profile and  
Market Size

— CREATE  
Customer Profile

"Create Customer Profile" is a tool designed to simplify the Buyer Persona, Company profile and Market fit building process. Personas are a semi-fictional representation of your ideal customer based on market research and real data about your market size. With Create Customer Profile we made persona building process easier than ever before.

## — CONTENTS

Buyer Persona

Company profile

Global market overview

Your Markets size reports

Facebook analysis and market size

Instagram analysis and market size

LinkedIn analysis and market size

Pinterest analysis and market size

Twitter analysis and market size

Snapchat analysis and market size

Youtube analysis and market size

# INTRODUCTION ABOUT ALL REPORT

CreateCustomerProfile team was digging a lot the persona area and get more questions than answers how companies choosing their buyer personas, how they guessing and we found that sometimes in one team it could be few buyer personas in the same time. We find out that people in the companies are lazy to update their personas and more or less don't have enough fresh data for what's going on in the market. That's why decide to make smart quiz and give you a fresh data about markets in these days.

Welcome to Create Customer Profile report. This report was made for you and your team to get more specific information about your buyer persona, company where your buyer is based on and to get answers how many buyers are all around you in the glob.

With simple step-by-step wizard you fill a lot of general data about your persona and in this report you will get more detailed information, graphics and statistics from global social networks.

# BUYER PERSONA



## PERSONAL DATA

NAME

**Mark Zuckerberg**

GENDER

**Male**

AGE

**25-34, 35-44, 45-54**

EDUCATION

**University**

KIDS

**Yes**

MARRIAGE STATUS

**Married**

DRIVE

**Yes**

EXERCISE

**Yes**

INCOME

**\$50k-\$74k per year**



## GOALS

PERSONAL & PROFESSIONAL GOALS

**revenue, sales results, all kind of management**

REPORTS TO

**board, owners, co-founders**

REPORTS HIM

**head of sales, head of marketing, head of purchasing, accounting department**



## CHALLENGES

CHALLENGES AT WORK

**sustainability, margins**



## TECHNOLOGIES

TOOLS/SOLUTIONS

**business intelligence & analytics, operation management, sales management, sales, marketing**



## ROLE & RESPONSIBILITIES

JOB TITLE

**CEO, VP of sales**

JOB RESPONSIBILITIES

**Sales, Team management**

HOW IS THEIR JOB MEASURED

**Revenue generated, Time management, Profitability**



## SOURCES & INFLUENCES

HOW THEIR GAINS INFO

**blogs, books, LinkedIn, twitter**

NETWORK

**Linkedin groups, Business club**



## BUYING DECISIONS

VITAMIN OR PAINKILLER FOR PROBLEM:

**painkiller**

- CREATE

**Customer Profile**



# COMPANY PROFILE



## COMPANY DATA IN GENERAL

TYPE  
**public**

FOCUS  
**B2B, B2C**

COMPANY AGE  
**1,2,3,4,5**

FUNDING  
**SEED, Round A, Round B**



## COMPANY SIZE

NUMBER OF EMPLOYEES  
**11-50, 51-200**

REVENUE  
**500k, 1M, 5M, 10M**



## INDUSTRY

INDUSTRY  
**capital markets, computer & network  
security, computer hardware, computer  
software**



## GEOLOCATION

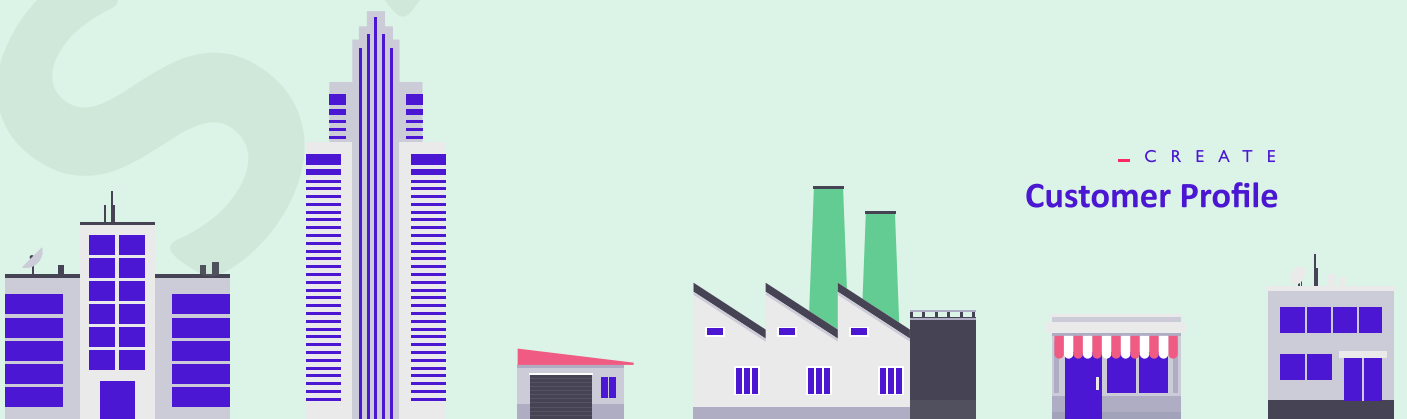
TOP 3 MARKETS  
**United States of America, Japan, China**



## TECHNOLOGIES

TOOLS/SOLUTIONS  
**Operation management, IT security,  
Project management**

— CREATE  
**Customer Profile**



# GLOBAL MARKET OVERVIEW

## GENERAL DATA OF DIGITAL USERS IN GLOBAL

There are **7593 millions** of total population.

There are **4021 millions** of internet users in global.

There are **5135 millions** of unique mobile users in global.

The global annual digital growth of internet users vs. 2017y: **+248 million**.

The global annual digital growth of active social media users vs. 2017y: **+362 million**.

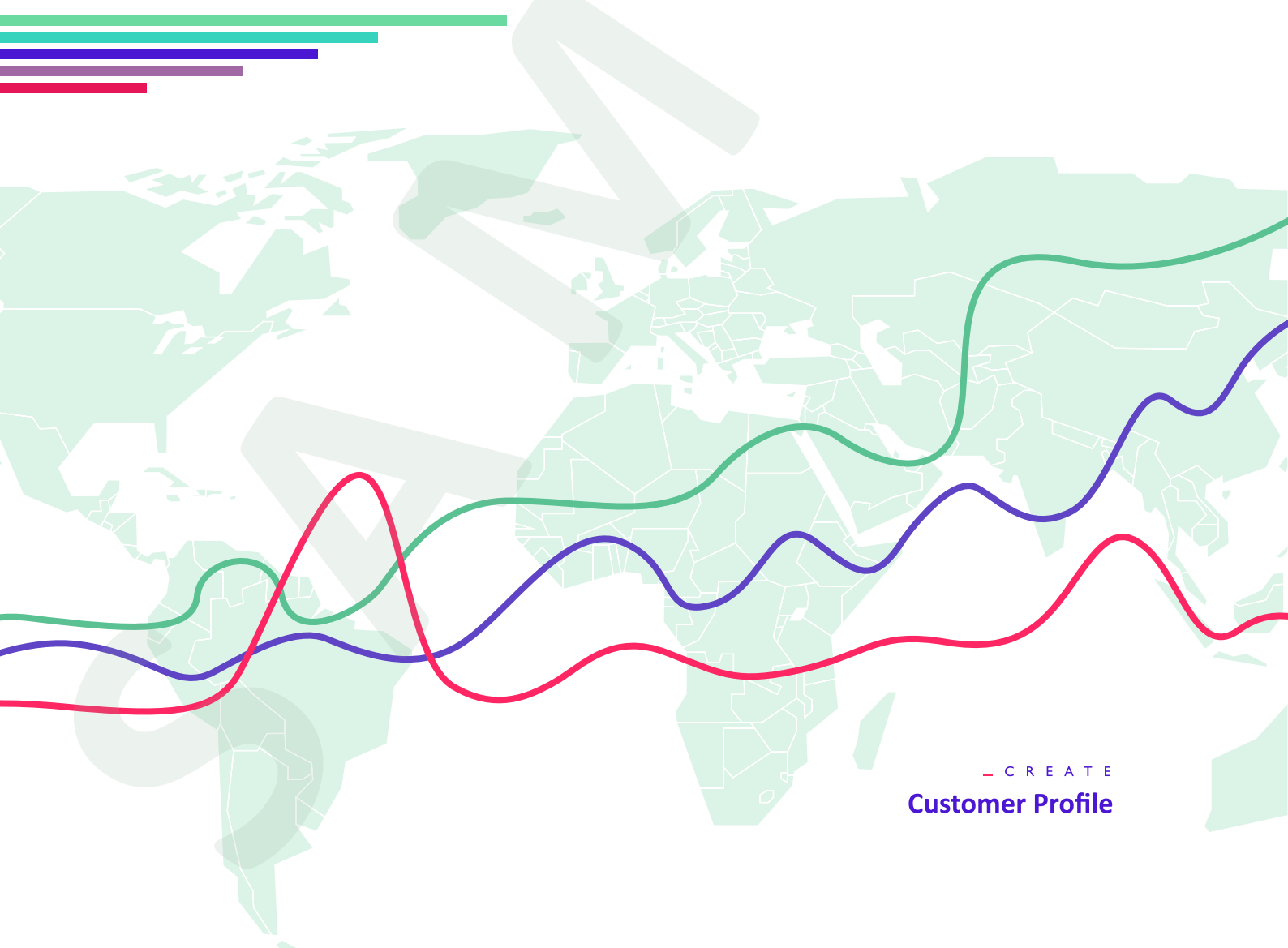
The global annual digital growth of unique mobile users vs. 2017y: **+218 million**.

A total number of active social media users: **3196 million**.

Active social users as a percentage of the total population: **42%**

A total number of social users accessing via mobile: **2958 million**.

Active mobile social users as a percentage of the total population: **39%**



**To get full report please  
download it from**

**[createcustomerprofile.com/get](https://createcustomerprofile.com/get)**

— C R E A T E

# Customer Profile

## CONTACT US

[support@createcustomerprofile.com](mailto:support@createcustomerprofile.com)

[!\[\]\(6605b201d6f14d9b3bcb8ab5f274d107\_img.jpg\)](#) [!\[\]\(f4056bb2e5acf0a782fb9d812dad489d\_img.jpg\)](#) [!\[\]\(23e633620764e54910cf7e601ab387fc\_img.jpg\)](#) @createcustomerprofile