

ACME Electronics – Customer Profile

Company Overview:

- Industry: Consumer Electronics
- Headquarters: San Francisco, CA
- Employees: 350
- Annual Revenue: \$120M (2024)

Target Audience:

- Tech-savvy millennials (25-40)
- Urban professionals seeking premium gadgets

Unique Selling Points:

1. Sustainable materials in hardware design
2. 24-month no-questions-asked warranty
3. AI-powered personalization features

Current Marketing Channels:

- Instagram (120k followers, 5.2% engagement)
- TikTok (80k followers, viral DIY repair clips)
- Email Newsletter (45k subscribers, 30% OR)

Marketing Goals (Q3 2025):

1. Increase Instagram followers to 150k
2. Launch referral program (target 10k signups)
3. Boost webshop conversion rate from 2.8% → 3.5%

Existing Challenges:

- Rising competition in mid-range smartphone segment
- Supply chain delays for recycled aluminum chassis

Relevant Documents:

- 2024 Customer Satisfaction Survey (CSV)
- Recent Product Launch Press Release (PDF)

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