**Google Technologies Enthusiasts under 34**

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Source of image: <https://www.wired.com/2015/04/silk-road-1/>

John is an American and lives in California. He has 27 years and single. He has an undergraduate degree in computer science from The University of California. In addition, he learns through online learning courses. He works as front-end developer at Software Company. He spends a lot of time working in designs and loves to read blogs for knowing the newest news about technologies and attend conferences, events, and workshops to increase his knowledge and gaining experiences. In free time likes to watch online movies.

**Needs:**

**- Accessing online courses and materials**

- Need workshops/event based triggers for learning new technologies or applications.

- He loves to attend conference for knowing about new products.

**Frustrations:**

**-** Irrelevant ads and mailers.

**Devices use:** mostly desktop, laptop, & Mobile.

**Key Strategies from google:**

* Analyze his behavior to enhance the relevance of the suggested products.
* Analyze his purchase history and other data points to recommend next purchase products.
* Think about the shorter path to transaction from his inspirations moments such as putting ads on blogs or attached by email.
* Send some visually rich blog posts or email newsletter featuring the latest products in its e-store.

– Send him event-based triggers in form of mailers.

-Embed product videos on google website.  
– Create some loyalty programs for him, so that he sees profit in buying from e-store.

Understanding your buying audience and knowing how to speak their language can skyrocket your e-commerce conversions.