



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Is it safe to
invest in
marketing?

To study the
growth of
Unveiling
market
insights

It is
profitable or
not?

It helps to
know about
Spending

Creating
brand
awareness

Analysing
Spending
behaviour



Unveiling Market Insights:
Analysing Spending
Behaviour and Identifying
Opportunities for growth

Driving
profitable
customer
action

Provides
critical
information
about
Marketing

Users feels
like they got
an clear idea
about
Marketing

Meeting
your target
audience's
needs

Feels
interested to
hear about
inveiling
Marketing

Users feels
satisfied by
their clear
vision about
Marketing



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

 [See an example](#)