



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?

Benefit both parties by meeting your target audience's needs and wants while also profiting

People who have purchased engaged

Gain critical customer feedback

Make well_informed business decision

Acompany ability to gainmarketing insights is critical

Understand customer incination towards purchasing products

Unveiling Market Insights: Analysing Spending Behaviour

Type your heading...

Marketing trends

Very useful in marketing

Test market demand

Analyzing data

Customer expectations

Net promotor score



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?