**Segment Definitions**

Context: Based on our current knowledge of our customer base, below are 4 of our main customer segments. These segments will be refined once our customer segmentation analytics are completed later this quarter.

**1. Biohackers (Dave Asprey’s Community & Similar)**

**Who They Are:**  
Quite sophisticated, well educated, willing to experiment and be part of cutting edge. They want to “hack” their body like a computer to get better performance and longer healthier lifespan. They are highly motivated, health-optimizing group of men and women focused on upgrading every aspect of their lives—longevity, energy, focus, sleep, gut health, and even beauty. They’re curious, data-driven, and willing – as well as capable - to invest in elite solutions that are both innovative and effective.

**What They Care About:**

* Improving Longevity & Performance
* Science-backed, cutting-edge formulations
* Cognitive clarity, energy, sleep, and gut-brain performance
* Hormonal balance, skin health, and metabolic function
* Expert endorsements (Asprey, Hyman, etc.) and bio-tracking tools

**How to Speak to Them:**  
Use precise, confident language with an emphasis on clinical research, performance metrics, and innovation. Highlight gut health’s role in biohacking goals—from brain fog to skin glow to immune resilience. Balance authority with a tone of shared discovery.

🗣️ *"Biohack smarter: OMNi-BiOTiC’s clinical-grade probiotics enhance gut-brain performance, support hormonal balance, and optimize longevity—from the inside out."*

**How to identify in current data:** Dave20 promo code

**Acquisition channels:** Dave Asprey’s IG, “The Human Upgrade” podcast

**2. The Wellness Women**

**Who They Are:**  
Trend-aware, lifestyle-focused women who prioritize looking and feeling good. They value glowing skin, a flat stomach, and “clean” living. Influenced heavily by social media and trusted lifestyle voices, they’re often early adopters but not always deeply scientific.

**What They Care About:**

* Beauty from within: skin, bloating, mood
* Credible influencer recommendations
* Clean, natural, and aesthetically-pleasing brands
* Easy integration into a wellness routine

**How to Speak to Them:**  
Keep the tone friendly, aspirational, and visually rich. Use approachable language and social proof. Avoid overly technical jargon—prioritize benefits they can feel and see. Focus on lifestyle fit and emotional resonance.

🗣️ *"Glow from the inside out—OMNi-BiOTiC’s targeted probiotics reduce bloating, support clear skin, and elevate your wellness game."*

**How to identify in current data:** WWW20, Jessica15 (some other smaller influencer promo codes)

**Acquisition channels:** Influencers, mostly Instagram

**3. The Relief Seekers**

**Who They Are:**  
People with ongoing gut issues—bloating, IBS, discomfort—who’ve tried countless products with little success. Often their life’s is seriously impacted by their gut health issues. They're emotionally and physically exhausted, longing for real, lasting relief. Many are skeptical but desperate for a solution they can trust.

**What They Care About:**

* Fast, consistent symptom relief
* Safety, trust, and real results
* Clinically proven solutions, not hype
* Clear guidance and empathy

**How to Speak to Them:**  
Be deeply empathetic and reassuring. Use simple, supportive language that offers hope backed by clinical credibility. Avoid over-promising, but emphasize reliability and real-world results. Trust is paramount. Emphasize that thousands of customers have taken and benefitted from OmniBiotic around the world. We can use reviews of real customers who describe how it has positively impacted their life.

🗣️ *"You’ve tried everything—now try what works. OMNi-BiOTiC’s medical-grade probiotics are trusted in hospitals and proven to help restore gut health safely."*

**How to identify in current data:** Fit Quiz answers [note: This is the segment that is hardest to identify for us, as we don’t yet have specific promo codes or influencers tied to this]

**Acquisition channels:** Word of Mouth, Practitioner recommendation, find us through podcast or influencer, Google Ads (?), SEO (blog posts)

**4. The Gut Health Believers**

**Who They Are:**  
Well-informed individuals—ranging from proactive health seekers to integrative practitioners—who believe gut health is foundational to overall well-being. They are consistent, engaged, and committed to long-term health and prevention. They often have a cultural or family background where gut health is recognized as a foundation for overall health. They know that products are not alike and are looking for a proven high quality product.

**What They Care About:**

* Preventive health and longevity
* Deep understanding of the gut-body connection
* Scientific credibility and transparency
* Consistency and product quality

**How to Speak to Them:**  
Adopt an informed, balanced tone. Share insights into the microbiome’s role in systemic health. Highlight your clinical track record and formulation transparency. Speak their language without oversimplifying—these are your loyalists.

🗣️ *"Gut health is your foundation for lifelong vitality—OMNi-BiOTiC supports immune function, mental clarity, and energy with precision-formulated, clinically studied probiotics."*

**How to identify in current data:** Some promo codes also have gut health believers included (e.g., dave20, Skinny)

**Acquisition channels:** Podcasts, influencers, Google Ads (?), SEO (blog posts), Word of Mouth, Practitioner recommendation