



Starting-Out Sarah

Pain Points

Doesn't know what products are available from local, small vendors

Concerned about saving money

Needs & Goals

Wants to get to know the business offerings in a new area

Enjoys unique and interesting finds

Current Behaviors

Uses Google to see if any local businesses are worth checking out

Scenario

Sarah just moved to her new area and needs to do some clothes shopping. Since she isn't familiar with the neighborhood yet, she starts shopping for new jeans through Google.

While on the Google results page, her Agora Chrome plug-in displays a pop-up offering a limited-time coupon for jeans available at a local boutique. Sarah gladly accepts the coupon, which is then delivered to her mobile for use in-store.