# Digital Customer Persona

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| **Demographics*** Age
* Sex
* Occupation
* Income
* Geographic area
* Other relevant data
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| **Psychographics*** Attitudes
* Behaviour
* Motivation
* Buying habits
* Purchase choices
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| **Webographics*** Internet usage
* Social media usage
* Search behaviour
* Devices used
* Browsers used
* Email use
* Time of day
* Duration
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