

# BUYER PERSONA SNAPSHOT

*For Screwfix*



[www.clickthrough-marketing.com](http://www.clickthrough-marketing.com)

# OVERVIEW

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## Why This Matters

In today's world, customers expect more than just products or services — they seek value, trust, and alignment with their needs and priorities. As a leading supplier of trade tools, accessories, and hardware, Screwfix's customers demand reliability, speed, and expert support to keep their projects moving efficiently. Understanding your buyer personas sharpens focus, aligns messaging, and ensures you deliver exactly what your audience needs, precisely when they need it.

## About ClickThrough

ClickThrough is a performance-led digital agency helping ambitious brands grow faster through AI-powered marketing strategies, journey optimisation, and joined-up channel execution. Our Integrated Digital Strategies drive a 58% uplift in performance within two years, and our Digital Performance Accelerator guarantees ROI through data, testing, and tech alignment.





## CORE PERSONA SUMMARY

*Strategic insights for better targeting, messaging, and service design.*

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Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Trade Professional	Skilled tradespeople (e.g., electricians, plumbers, builders) relying on fast, reliable access to tools and materials.	Speedy order and delivery; product availability; quality tools.	Product range depth; trusted brands; price-performance balance; convenience.	<i>"Get the job done faster with industry-leading tools delivered when you need them."</i>
DIY Enthusiast	Homeowners undertaking improvement projects themselves, from novice to experienced.	Clear product guidance; affordable prices; project help and advice.	Range variety; ease of purchase; online resources; tutorials.	<i>"Everything you need for your home projects, with expert help at every step."</i>
Facilities Manager	Personnel managing maintenance and repairs in commercial or public buildings.	Bulk buying; reliability; cost control; long-term supplier relations.	Competitive pricing; delivery reliability; account management services.	<i>"Efficient supply solutions tailored for your ongoing facility needs."</i>
Construction Manager	Oversees larger commercial builds, managing timelines, budgets, and multiple trades.	Volume orders; supplier reliability; on-time delivery; price transparency.	Supplier reputation; streamlined procurement processes; credit terms.	<i>"Keep your project on track with reliable supplies at competitive rates."</i>
Renovation Contractor	Specialists in home renovations needing flexible, diverse supplies and last-minute tools and materials.	Product availability; adaptability; quality assurance; fast delivery.	Product availability; ability to source specialty items; customer service.	<i>"Flexible supply solutions for every stage of your renovation journey."</i>



## CONVERSION INSIGHTS

*Tactical detail for campaigns, channel planning, and conversion focus.*

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Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Trade Professional	Concerns over delivery speed and stock-outs; preference for trusted product lines.	Website, mobile app, click-and-collect, trade counters, email alerts.	High – time-critical projects	<i>Very High – repeat high-volume purchases</i>
DIY Enthusiast	Overwhelmed by product range; unsure about suitability or installation complexity.	Website, how-to videos, online chat, social media, in-store advice.	Medium – project-based	<i>Medium – occasional purchases</i>
Facilities Manager	Budget constraints; long procurement processes; supplier switch reluctance.	Account manager, website portal, phone support, email.	Medium to High – ongoing maintenance	<i>High – contractual repeat orders</i>
Construction Manager	Requires strong credit terms; concerns about order accuracy and logistics.	Procurement systems integration, website, account reps, phone.	High – strict project timelines	<i>Very High – large volume orders</i>
Renovation Contractor	Needs quick turnaround; may require bespoke or non-standard items.	Mobile app, phone, website chat, click-and-collect.	High – tight renovation schedules	<i>Medium to High – mixed volumes</i>

# WHAT NEXT?

## *Turn Insight Into Performance*

These personas are just the start. The real value comes when they guide your marketing strategy, digital journey, and service innovation — especially when enhanced by AI-enabled personalisation.

Book your strategy session with Rory now — and start turning persona insights into performance gains.

**STRATEGY SESSION BOOKING LINK**



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*“You've seen the insight.  
Let's turn it into action.”*



Rory Tarplee - Digital Strategist



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