

BUYER PERSONA SNAPSHOT

For {{company}}



www.clickthrough-marketing.com

OVERVIEW

ClickThrough
Digital. Accelerated.

Why This Matters

{{whyThisMatters}}

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
{{t1_p1_label}}	{{t1_p1_f1}}	{{t1_p1_f2}}	{{t1_p1_f3}}	{{t1_p1_f4}}
{{t1_p2_label}}	{{t1_p2_f1}}	{{t1_p2_f2}}	{{t1_p2_f3}}	{{t1_p2_f4}}
{{t1_p3_label}}	{{t1_p3_f1}}	{{t1_p3_f2}}	{{t1_p3_f3}}	{{t1_p3_f4}}
{{t1_p4_label}}	{{t1_p4_f1}}	{{t1_p4_f2}}	{{t1_p4_f3}}	{{t1_p4_f4}}
{{t1_p5_label}}	{{t1_p5_f1}}	{{t1_p5_f2}}	{{t1_p5_f3}}	{{t1_p5_f4}}



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
{{t2_p1_label}}	{{t2_p1_f1}}	{{t2_p1_f2}}	{{t2_p1_f3}}	{{t2_p1_f4}}
{{t2_p2_label}}	{{t2_p2_f1}}	{{t2_p2_f2}}	{{t2_p2_f3}}	{{t2_p2_f4}}
{{t2_p3_label}}	{{t2_p3_f1}}	{{t2_p3_f2}}	{{t2_p3_f3}}	{{t2_p3_f4}}
{{t2_p4_label}}	{{t2_p4_f1}}	{{t2_p4_f2}}	{{t2_p4_f3}}	{{t2_p4_f4}}
{{t2_p5_label}}	{{t2_p5_f1}}	{{t2_p5_f2}}	{{t2_p5_f3}}	{{t2_p5_f4}}

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.

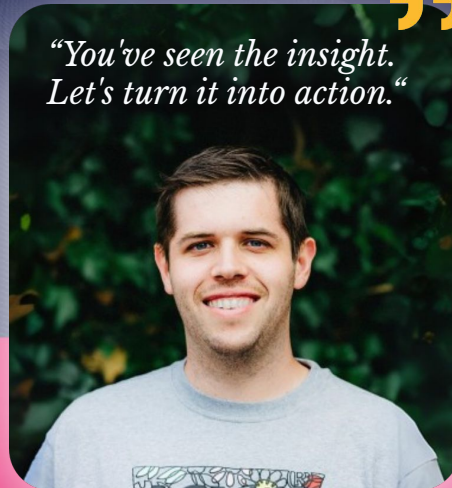
STRATEGY SESSION BOOKING LINK



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



Rory Tarplee - Digital Strategist



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