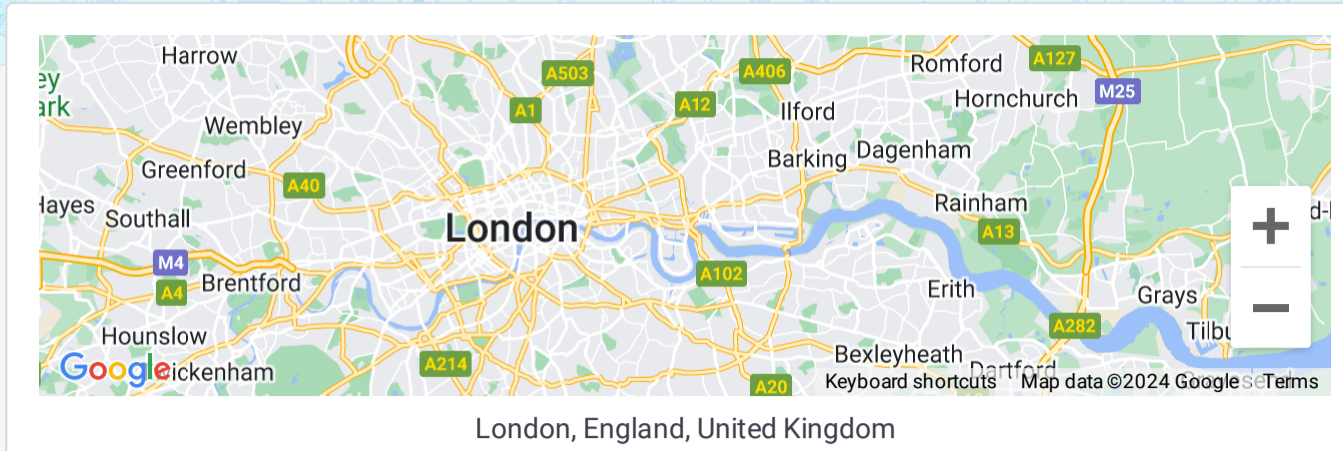


Ava Hughes
34 yrs
Metro, Millennial

1% of total users

“ I strive to create a balanced life where I can grow personally, make a positive impact, and achieve financial independence. ”



PROFILE

Ava Hughes is a 34-year-old female from London, England. She is a millennial and lives in a metro area. Ava is currently married and does not have any children. She rents a house in London and primarily uses a computer as her device of choice. English is her primary language and she prefers to communicate through social channels. Ava values environment-friendly living, DIY projects, focus on family, and maintaining a healthy and fit lifestyle. She enjoys visiting spas/beauty services, restaurants, mass merchants/department stores, live sports, and coffee shops. Ava's preferred communication channels are direct and organic search engines, such as Google and Bing.

PERSONAL ASPIRATIONS

Ava aspires to create a balanced and fulfilling life. She wants to focus on personal growth, explore new places, and maintain strong relationships with her loved ones. Ava also strives to make a positive impact on the environment by adopting sustainable practices in her daily life.

GOALS

Ava's goal is to become more financially independent and secure. She wants to save up for future investments and have a stable financial foundation. Additionally, Ava aims to enhance her knowledge and skills by pursuing further education and professional development opportunities.

PAINS AND CHALLENGES

Ava faces the challenge of juggling multiple responsibilities and finding a work-life balance. She often feels overwhelmed and stressed due to the pressure of managing her personal and professional commitments. Ava also finds it difficult to navigate the complex world of personal finance and make informed decisions regarding investments and savings.

TRIGGERS

Ava is triggered by opportunities for personal growth and self-improvement. She gets motivated to take action and seize these opportunities when she comes across inspirational stories, success stories, or educational content. Additionally, Ava is triggered by discounts, promotions, and special offers that provide value for money.

BARRIERS

One of the barriers Ava faces is the lack of time and energy to pursue her personal goals and interests. She often gets caught up in her daily routine and finds it challenging to carve out dedicated time for self-care and personal development. Additionally, Ava faces financial barriers in terms of limited disposable income and the need to budget and prioritize her expenses.

WORK

Homemaker / Self-employed

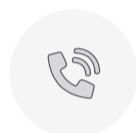
LIFESTYLE

Married Rents house

COMMUNICATION



Social



Phone



Email



Chat



Messaging



In person

Your Google Analytics view is currently either not capturing or returning demographics and interests data of your users. If not already done so, please configure and enable Demographics and Interests data on Google Analytics. Once configured, it may take several weeks to months for Google Analytics to show demographics and interests data of your users, depending on the traffic on your website. Please note that some of the attributes shown have been inferred from our internal data models and are not from data from real users on your site/app.

[LEARN MORE](#)

PREFERENCES



Travel
Business



News
Entertainment/celebrity
Politics
Business



Sports
Soccer

SERVICES

Investment services
 Gardening/landscaping

PLACES LIKELY TO VISIT

Spas/beauty services
Restaurants
Mass merchants/department stores
Live sports
Coffee shops

VALUES

Environment friendly living
Do-it-yourself (DIY)
Focus on family
Healthy/fit living

TOOLS

Business/productivity software

AVA'S LIKELY INTERACTIONS WITH YOUR WEBSITE

DEVICE & CONNECTION



Computer, medium display
Safari, Macintosh

FIRST INTERACTION



Direct



Weekday
Monday



Late afternoon
5 pm

INFLUENTIAL RESOURCES

Blog/articles
On site
Educational
On site
Promotions
Social

RESONATING PAGES

Closeboard Panel
/product-ranges/c...
Panels
/product-ranges/c...
Garden Buildings
/product-ranges/c...
2.4m 100 x 125 3 V/N & B/W
/product-ranges/p...
DURA Post
/product-ranges/c...