

DEMOGRAPHICS

Who they are?

GENDER

AGE

LOCATION

INCOME

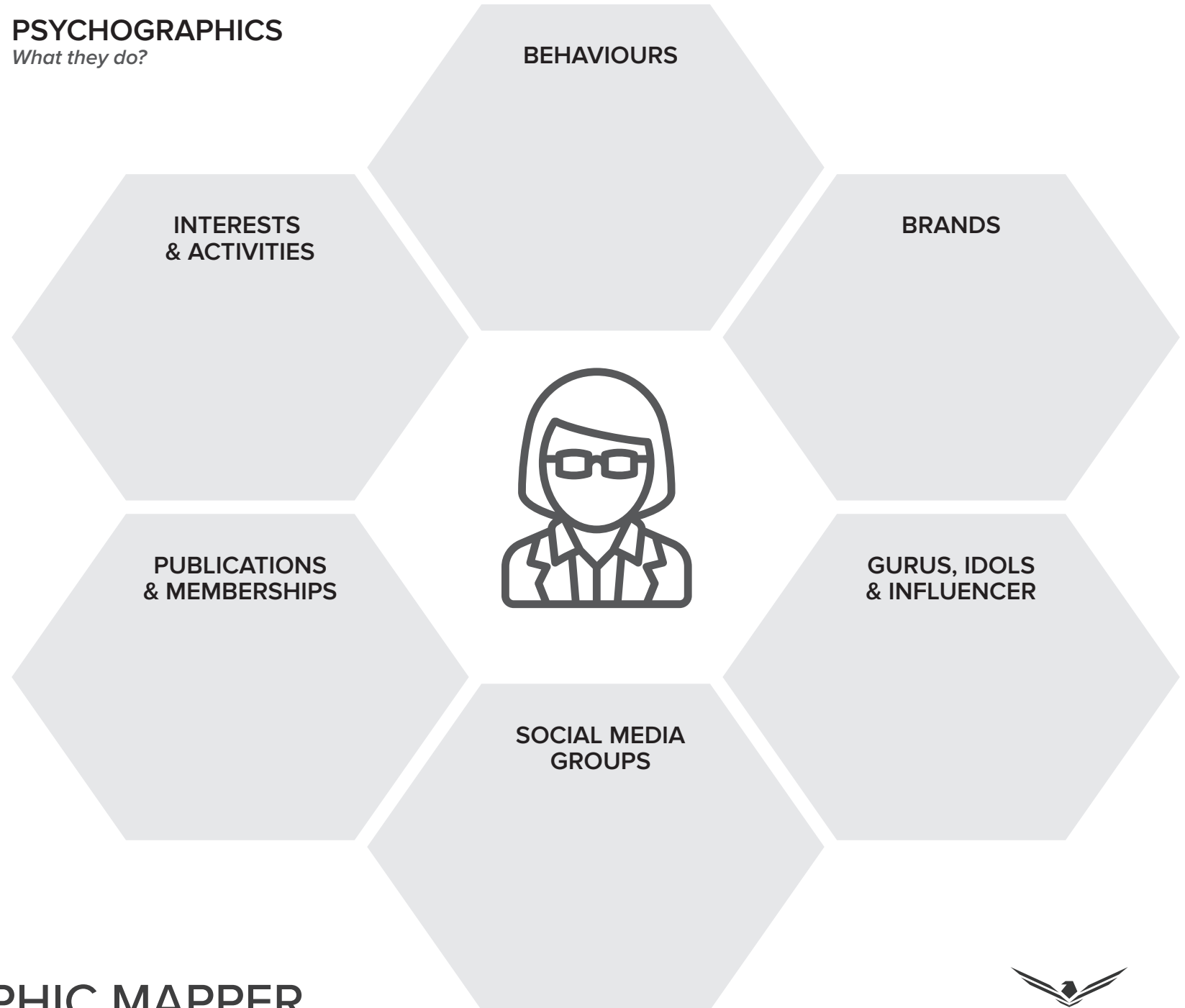
MARITAL STATUS

CHILDREN

OTHERS

PSYCHOGRAPHICS

What they do?



PSYCHOGRAPHIC MAPPER

© 2018 Authority Institute