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Buyer Personas

What to Expect

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Why Use Personas

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Core Personas

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Secondary Personas



- Buyer personas are fictional representations of our ideal customers based on real data and insights about our target retailer audience. It's a way for us to create a detailed profile of our typical points of contact and stakeholders, including their demographics, interests, and buying habits.

The Need for Personas

Buyer personas are fundamental in aligning our business strategy with the needs and preferences of our customers.

They allow us to understand the motivations and goals that are most important when speaking to prospects. We can create targeted, effective marketing campaigns, refine products and services, and ultimately, enhance the overall customer experience, leading to improved business performance.



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Core Personas



VP eCommerce

Core Decision Maker



Innovation Executive

Decision Maker



Software Engineer

Decision Maker



Executive

Approver

David

VP eCommerce

Buyer Role

Core Decision Maker

Demographics

Age: 40-60

Gender: 70% Male, 30% Female

Average Income: \$240K Base + Bonus + Equity

Education: MBA

Experience Level: 12 years in enterprise leadership

Goals & Metrics

- ◆ Revenue/ Top line
- ◆ Profitability/ Margin



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David

VP eCommerce



Responsibilities

Overall strategy and success of eCommerce top and bottom line.
Creative value through investment and use of digital tools, platforms, technology, etc.

Key Purchasing Criteria

1. Total cost of ownership
2. Impact on business and performance, both time to benefit and metrics achieved
3. Pricing structure and terms
4. Integrations with existing tech stack
5. Product innovation roadmap and co-innovation potential
6. Ongoing support and costs (eg. Customer Success teams and customer service representation to address issues)

Resources for Info

- Events & Conferences
- LinkedIn
- Gartner, Forrester, WSJ, Forbes
- Industry associations and publications

Content Preferences

- Case Studies
- White Papers/ Articles
- eBooks
- Podcasts

Potential Titles

- VP or GM eCommerce
- Chief Digital Officer
- Executive Director eCommerce

Gabrielle

Innovation Executive

Buyer Role

Decision Maker

Demographics

Age: 35-55

Gender: 56% Male, 44% Female

Average Income: \$240-360K Base + Bonus + Equity

Education: Bachelor's, Masters, MBA

Experience Level: 5+ years in enterprise leadership

Goals & Metrics

- ◆ Own strategy to redefine a company as an innovation-driven organization
- ◆ ROI



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Gabrielle

Innovation Executive



Responsibilities

Innovation Executive Gabrielle leads a team that drives innovative thinking from within the company. They introduce the right technologies and the best practices regarding innovation and creative thinking. They make sure the overall innovation program is also in alignment with the on-going business.

Purchasing Notes

Gabrielle must demonstrate how innovation can bring concrete commercial results fast, and also a deep understanding of the current state of the company, the challenges and business opportunities. She must be capable of capturing and interpreting the market and competitive insights, trends and predictions. She will prioritize wisely and communicate in a smooth and effective way. Different types of roles, like the innovation project manager or the project owner may act as drivers, coordinators or enablers.

Resources for Info

- Events & Conferences
- LinkedIn
- Tech and Industry publications
- Business Peers
- CIO Magazine

Content Preferences

- White Papers
- Video
- Articles
- Webinars
- eBooks

Potential Titles

- CIO
- Head of Innovation
- Digital Transformation Officer

Steffan

Software Engineer

Buyer Role

Decision Maker

Demographics

Age: 30-45

Gender: 80% Male, 20% Female

Average Income: \$150-300K Base + Bonus + Equity

Education: MBA, Masters in Science

Experience Level: 7-10 years of experience

Goals & Metrics

- ◆ Deliver business value through solutions and processes
- ◆ Exceed bottom-line goals while maintaining software budget



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Steffan

Software Engineer



Responsibilities

Software Engineer Steffan is a technology professional who leverages innovation technology to transform an organization's business model, products, and services. He has a deep understanding of technology, trends, insight into how other organizations are leveraging these technologies to innovate and knowledge of these-technologies could potentially be applied within the organization.

Purchasing Notes

A strategic thinker that makes key decisions on technology investments, software, and support systems. He is skeptical of vendor claims. Seeks proof on how others have applied new technologies and hates vendors who don't do their homework to understand his problem or disappear after implementation. Sometimes this persona is also the Head of Architecture, guiding the impacts of IT innovations as well.

Resources for Info

- Technology Websites, Blogs, and Communities
- LinkedIn
- Events & Conferences
- Fast Company, TechCrunch, Gartner, Forrester

Content Preferences

- Video
- Case Studies
- Infographics
- White Papers

Potential Titles

- CTO
- IT/Software Director
- Director of Technology
- Head of Architecture



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Anna

Executive

Buyer Role

Approver

Demographics

Age: 40-60

Gender: 78% Male, 12% Female

Average Income: \$500K Base + Bonus + Equity

Education: Masters, MBA

Experience Level: 15 years in enterprise leadership

Goals & Metrics

- ◆ Bring down costs
- ◆ Meet and exceed bottom-line goals
- ◆ Maintain budgets, grow company revenue YOY
- ◆ Align departments to focus on strategic company initiatives



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Anna

Executive



Responsibilities

Executive Anna is C-suite at an enterprise retailer with years of experience in the industry. As a decision-making executive, top responsibilities include managing the strategy and aligning company initiatives with enterprise programs and business objectives. Driven by results, she must ensure the company is keeping costs under controls and maximizing profitability. She is constantly adjusting and evolving the market position to maintain the viability of the company's offering.

Purchasing Notes

Wants to drive vision, mission, and milestone goals. Focused on outcomes, under intense pressure to maintain financial performance, drive real business change and shorten business and process cycles. Turns to the internet to education themselves on products or services before purchasing. Regularly uses social media to connect with professional contacts.

Resources for Info

- Industry associations and publications
- LinkedIn
- Inc., Fortune, WSJ, Forbes

Content Preferences

- Industry associations and trade publications
- Reputable business articles
- Websites and blogs
- LinkedIn, Twitter

Potential Titles

- CEO
- General Manager
- CFO
- COO

Secondary Personas



eComm/ UX Manager

Influencer



Product Manager

Influencer

Oliver

eComm/UX Manager

Buyer Role

Influencer

Demographics

Age: 30-50

Gender: 65% Male, 35% Female

Average Income: \$90-170K Base + Bonus + Equity

Education: Bachelor's, Masters

Experience Level: 7-10 years of experience

Goals & Metrics

- ◆ Maintain and optimize digital properties
- ◆ Engagement metrics (CTR, CR, RR, and ToP)
- ◆ Acquire new shoppers ensuring ROI



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Oliver

eComm/UX Manager



Responsibilities

eCommerce/ UX Manager Oliver leads product navigation across devices and ongoing site optimization. Well versed in the digital process lifecycle, as well as digital and social tactics, he updates the website to appeal to current and future customers. For him, understanding the needs of the customer is paramount.

Purchasing Notes

He is constantly establishing and adjusting strategies to meet revenue targets and provide insights to other key areas, like Merchandising and Marketing. He recommends new promotions to increase sales, and provides continuous reporting and analysis on conversions, engagement, and success metrics across all digital properties

Resources for Info

- Websites and Blogs
- LinkedIn
- UX/ UI groups
- Events & Conferences
- Wired, AdAge, TechCrunch

Content Preferences

- Articles and blog posts
- Video
- Case Studies
- Infographics
- eBooks

Potential Titles

- eCommerce Manager
- Head of UX/ UI
- Head of Digital/ Digital Marketing



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Celine

Product Manager

Buyer Role

Influencer

Demographics

Age: 35-45

Gender: 60% Male, 40% Female

Average Income: \$130-220K Base + Bonus + Equity

Education: Bachelor's, Masters

Experience Level: 10-15 years of experience

Goals & Metrics

- ◆ Streamline processes and reduce operational costs
- ◆ Make sure product works flawlessly
- ◆ Develop and implement a go-to-market strategy
- ◆ Engagement metrics, Cost/ Order, Web traffic and order completion rates



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Celine

Product Manager



Responsibilities

Product Manager Celine is a business professional responsible for overall ownership and management of a product or group of products. Manages the entire product lifecycle, from strategic planning to tactical execution, covering product vision, strategy, design, development and go-to-market.

Purchasing Notes

Drives the development and product roadmap and works with internal stakeholders to make sure it's aligned with company direction. Wears different hats and uses a broad knowledge base to make trade-off decisions, and brings together cross-functional teams, ensuring alignment among diverse functions.

Resources for Info

- Industry websites
- Books
- Events & Conferences
- Wired, AdAge, TechCrunch, and medium.com

Content Preferences

- Video
- Case Studies
- Webinars and Podcasts
- White Papers and eBooks

Potential Titles

- eCommerce Product Manager
- Product Owner
- Product Strategy Manager
- Chief Product Officer

Thank you.



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