Customer-oriented groups

The online platform would like to place targeted advertising for four customers.

**Customer 1** wants to promote **TikTok**.

**Customer 2** wants to promote **LetsPlay\_YouTube** videos.

**Customer 3** would like to advertise **online newspapers**.

**Customer 4** would like to advertise **fixed game consoles**.

You should act as a specialist department for these customers. Every customer has an interest in finding out as much as possible about the user groups of the respective product. They want to use this to decide who the target group for their advertising is.

**How often is the product used?**

**Who uses the product? What else do these respondents use?**

**Who does not use the product yet or only rarely?**

...

My team of experts takes care of the product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

My team of experts includes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Task

Sit down in your group and think about what you would like to find out for the customer based on the data. This is also called "building expectations". Write down your expectations on a poster and hang it up in the classroom.

1. First, think about who your target group is. Is it the frequent users? Or the infrequent users?
2. Take the list of variables! Think about which variables could be interesting for your group. Write them down!
3. What other questions can you ask to find out something about your target group? Write down at least 6 questions.