

# Fisker

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## Attributes and Behaviors - #1

- Customers who are eco-conscious and environmentally-friendly.
- Budget of \$70,000 and up.
- More men, ages 45-60, seem to purchase EV cars.
- People who are interested in sustainable options.
- Ethical consumer zero emissions.
- Less maintenance.
- People who sign up for the email newsletter are more likely to purchase.

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## Attributes and Behaviors - #2

- Customers who are eco-conscious.
- EV car customer income at least \$100,00 and up.
- Affluent consumer interested in luxury and technology.
- People who are interested in sustainable options.
- Customers who live in the city.
- Urban lifestyle.
- Consumers who want VIP service and experience.
- People who sign up for the email newsletter are more likely to purchase.

# User Behavior

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Clicks on Website Form

Click on a Facebook Ad

User Opens Email

Downloading Vehicle Model Brochure

Chatting with an Expert

Schedule a Demo

- User Behavior Table

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User Behavior	Tracking	Data Source
Click on Website	Link Click	Website
Click on Facebook Ad	Link Click	Facebook
Create a Free Account	Form Completion	Website

# Fisker Consumer Workflow

