

MEET BETTY

Timing Is Everything



Spend: Offline (76%)
Online (24%)
Avg Web: \$112.65
Avg Catalog/MOB: \$139.79
Avg In Store: \$595.91



- HHI - \$75-\$99K
- Net Worth - \$125-175K
- Age - 37
- Credit Utilization - 011-020%
- 2 Children
- Associates Degree

Listed home for sale

Doylestown, PA

\$295,000
3 Bed, 2 Bath
2,056 SQ FT.



List date = 6/2/16

Home sold



\$287,500
Sold 8/22/16

Purchased new home

New Hope, PA
11 miles away, remained in PA

\$350,000
4 Bed, 2 Bath
2,700 SQ FT.



COA date = 9/29/16

0-3 mos

4-6 mos

7-9 mos

10-12 mos



Total Spend
\$21,657.58

- \$3,000 new furniture
- \$850 small kitchen appliances
- \$3,765 Electronics
- Holiday Shopping \$2,000
- Expecting Parents

Total Spend
\$3,056.60

- Renewed auto insurance
- Health Food Purchases \$163
- \$1,500 home décor
- \$500 Lighting

Total Spend
\$4,629.18

- New Parents
- \$650 women's apparel (75% online)
- Credit Card Activation
- In-Market New Vehicle (0-3 Months)

Total Spend
\$1,222.64

- Small box beauty subscription
- New Life insurance inquiry
- Opened savings account
- \$100 Donation - Animal Charity