

Meet Lina

DACH Customer

In order to be relevant to a specific audience you must know them. With this in mind, we interviewed DACH Customers and experts to create Lina, our DACH persona.

This infographic will be used by both Sales and Marketing in EMEA. Marketing will keep Lina in mind when developing content, planning events, and building outreach. Sales will use this persona to target potential DACH customers and to ensure that we address what's most relevant to them.



About Lina

Lina, 29, loves black coffee, 15-minute meetings, and transparency. She's been working nonstop since finishing her Marketing MBA 2.5 years ago. She's über efficient.



Job & Company

Lina is an Online Marketing Manager and has a team of 3 marketers. She has a track record of doing more with less. Lina hates being oversold—she values data-backed claims.



Objectives & Challenges

Lina's goals are all growth related. She pours over detailed, real-time campaign reports to learn how to grow revenue. Her biggest obstacles are a saturated market and surface-level reporting.



Hot Topics

She's interested in knowing how to implement marketing automation, but doesn't know where to start. She's also interested in attribution so she can find out which channels are performing best.



Current Setup & Budget



She uses the full suite of online marketing channels, with varying degrees of success. PPC performs best. Email has the most untapped potential.

Lina assesses vendors by testing campaigns every 3-4 months. IT, finance, and her direct-line manager (the final say) decide on a vendor. Implementation times fluctuate depending on technical complexity, but are usually live within weeks.

Lina's online marketing budget is €30,000 per month, but could be as high as €200,000. Her company's budgets are set annually with monthly reviews of spend on a tactical basis. The budget year runs from January to December, with marketing budget being set between December and January of the new budget year.

Content Preferences



Lina loves Online Marketing.de, Ad Tech News, Adzine, Horizont, Online Marketing Rockstars, and Search Engine Land. She always attends to dmexco and frequents Google seminars.

Pet Peeves



It takes a lot to frazzle Lina, but she is human. Inefficiency, slow turnaround times, unfulfilled promises, underperforming campaigns, and drivers who break unnecessarily get on her nerves.