

SUPER MOM



Super Mom is re-entering the workforce now that her kids have started full-day school.

- Female
- Age 30-45
- Married
- Occupation: In transition



UNDERSTAND YOUR CUSTOMERS AT EVERY STEP OF THEIR JOURNEY.

Not every customer journey is a straight line. Life changes cause shifts in priorities and buying habits. BlastPoint pinpoints who is undergoing changes so that you can meet customers right where they are, when they need you most.

To find how how BlastPoint can help your company, visit blastpoint.io and request a demo.