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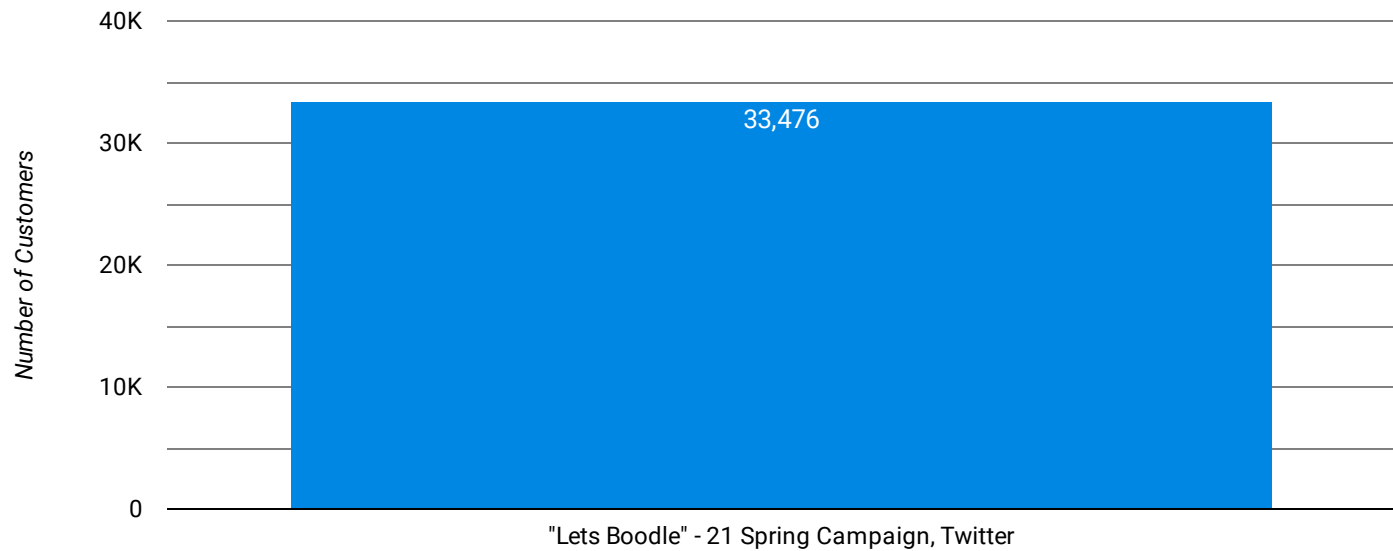**How am I acquiring new customers?**

New Customers: Top Acquisition Method

Persona who came from: "Lets Boodle" - 21 Spring Campaign, Twitter

Gender	F (86.3%)	M (7.6%)
Age	35-44 (23.1%)	25-34 (22.8%)
Education	Bach Degree (17.4%)	Some College (16.8%)
Ownership	Likely Homeowner (51.8%)	Likely Renter (25.7%)
Marital	Married (31.5%)	Non-Traditional (6.7%)
Industry	Medical (5.0%)	Other_occupation (3.3%)
Politics	Democrat (33.3%)	Republican (29.4%)
Religion	Christian (37.6%)	Jewish (3.2%)
DMA	LOS ANGELES (5.3%)	NEW YORK (4.7%)
Outreach	SMS (40.0%)	Email (35.1%)
Interest	Sports	Food
Median Household Income		$74,249
Median Home Value		$209,332
Median Predicted Capacity		$11,799

Top 5 Products

|		
...	BoodleAI T-Shirt, Womens Medium	$780,882
...	BoodleBot 12" Plush Toy	$659,904
...	Long Sleeved Logo Tee, Womens Large	$617,963
...	Bumper Sticker "Let's Boodle"	$136,968
...	Coffee Mug, Gray with Logo "Let's Boodle"	$2,547

Top 5 Lookalike DMAs

1.	MEMPHIS DMA
2.	NASHVILLE DMA
3.	BATON ROUGE DMA
4.	COLUMBIA SC DMA
5.	CHARLOTTE DMA

Total Transactions	50,807
Total Contacts	40,276
Matched	37,992
Unmatched	2,284

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How am I acquiring repeat customers?

Repeat Customers: Top Acquisition Method
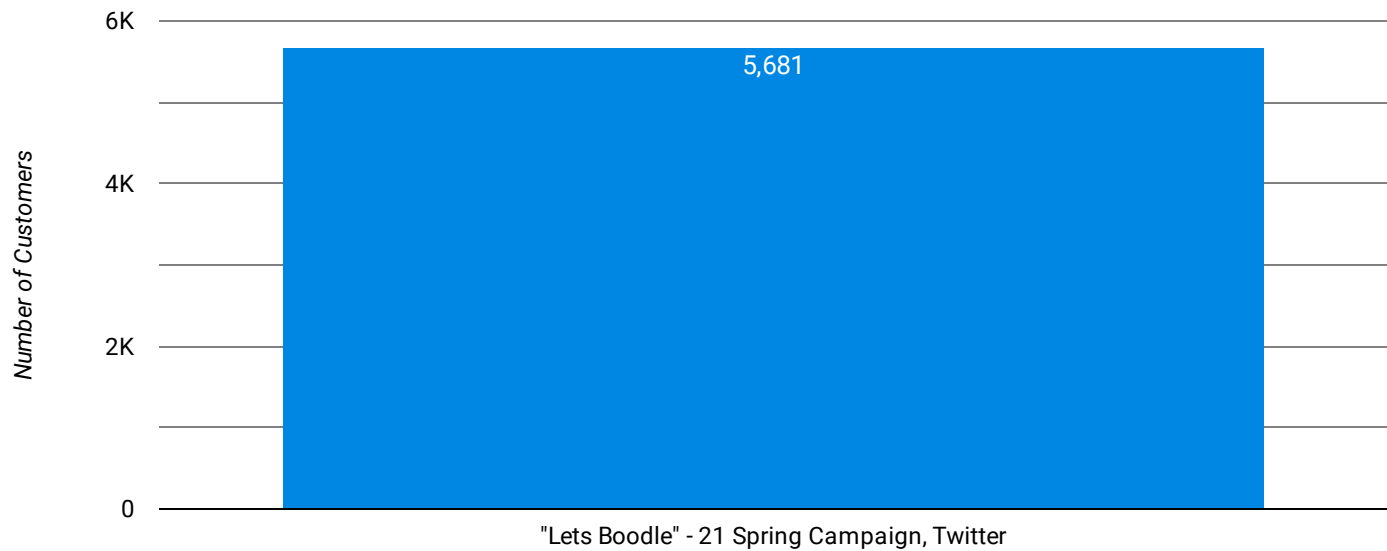
Persona who came from: "Lets Boodle" - 21 Spring Campaign, Twitter

Gender	F (87.7%)	M (6.6%)
Age	45-54 (22.7%)	35-44 (21.9%)
Education	Bach Degree (19.5%)	HS Diploma (16.0%)
Ownership	Likely Homeowner (55.2%)	Likely Renter (23.8%)
Marital	Married (34.9%)	Non-Traditional (7.0%)
Industry	Medical (5.2%)	Other_occupation (4.5%)
Politics	Democrat (31.8%)	Republican (31.6%)
Religion	Christian (42.6%)	Jewish (3.8%)
DMA	NEW YORK (4.7%)	LOS ANGELES (4.4%)
Outreach	Email (37.8%)	SMS (30.9%)
Interest	BoardGames_Puzzles	Food
	Median Household Income	$74,666
	Median Home Value	$206,095
	Median Predicted Capacity	$12,200

Top 5 Products

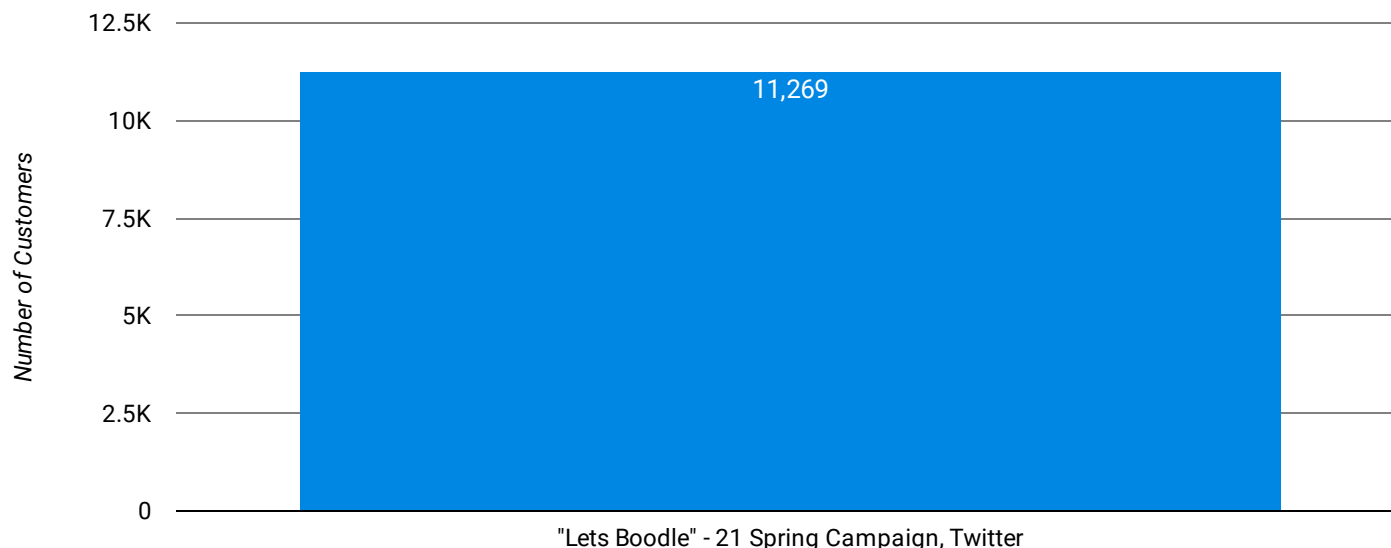|		
...	BoodleAI T-Shirt, Womens Medium	$287,230
...	BoodleBot 12" Plush Toy	$261,031
...	Long Sleeved Logo Tee, Womens Large	$241,864
...	Bumper Sticker "Let's Boodle"	$76,336
...	Coffee Mug, Gray with Logo "Let's Boodle"	$2,419

Top 5 Lookalike DMAs

1. MEMPHIS DMA
2. NORFOLK DMA
3. NASHVILLE DMA
4. BIRMINGHAM DMA
5. PEORIA/BLOOMNGTN DMA

Total Transactions	50,807
Total Contacts	40,276
Matched	37,992
Unmatched	2,284

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How am I acquiring high value customers?

High Value Customers: Top Acquisition Method

Chart — Number of Customers

11,269

"Lets Boodle" - 21 Spring Campaign, Twitter

Persona who came from: "Lets Boodle" - 21 Spring Campaign, Twitter

Gender	F (84.0%)	M (9.8%)
Age	35-44 (21.0%)	45-54 (20.7%)
Education	Bach Degree (18.0%)	Some College (16.5%)
Ownership	Likely Homeowner (53.1%)	Likely Renter (25.0%)
Marital	Married (32.5%)	Non-Traditional (6.3%)
Industry	Medical (5.3%)	Other_occupation (4.0%)
Politics	Democrat (31.7%)	Republican (31.3%)
Religion	Christian (39.9%)	Jewish (3.5%)
DMA	LOS ANGELES (5.2%)	NEW YORK (4.6%)
Outreach	Email (36.1%)	SMS (33.3%)
Interest	Sports	Food
Median Household Income		$73,474
Median Home Value		$206,500
Median Predicted Capacity		$11,706

Top 5 Products

|		
...	BoodleAI T-Shirt, Womens Medium	$395,896
...	BoodleBot 12" Plush Toy	$356,549
...	Long Sleeved Logo Tee, Womens Large	$347,044
...	Bumper Sticker "Let's Boodle"	$80,701
...	Coffee Mug, Gray with Logo "Let's Boodle"	$1,763

Top 5 Lookalike DMAs

1. NASHVILLE DMA
2. NORFOLK DMA
3. MEMPHIS DMA
4. COLUMBIA SC DMA
5. BATON ROUGE DMA

Total Transactions	50,807
Total Contacts	40,276
Matched	37,992
Unmatched	2,284

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How am I acquiring my fastest repeat customers?

Fastest Repeat Customers: Top Acquisition Method

1,422

Number of Customers

"Lets Boodle" - 21 Spring Campaign, Twitter
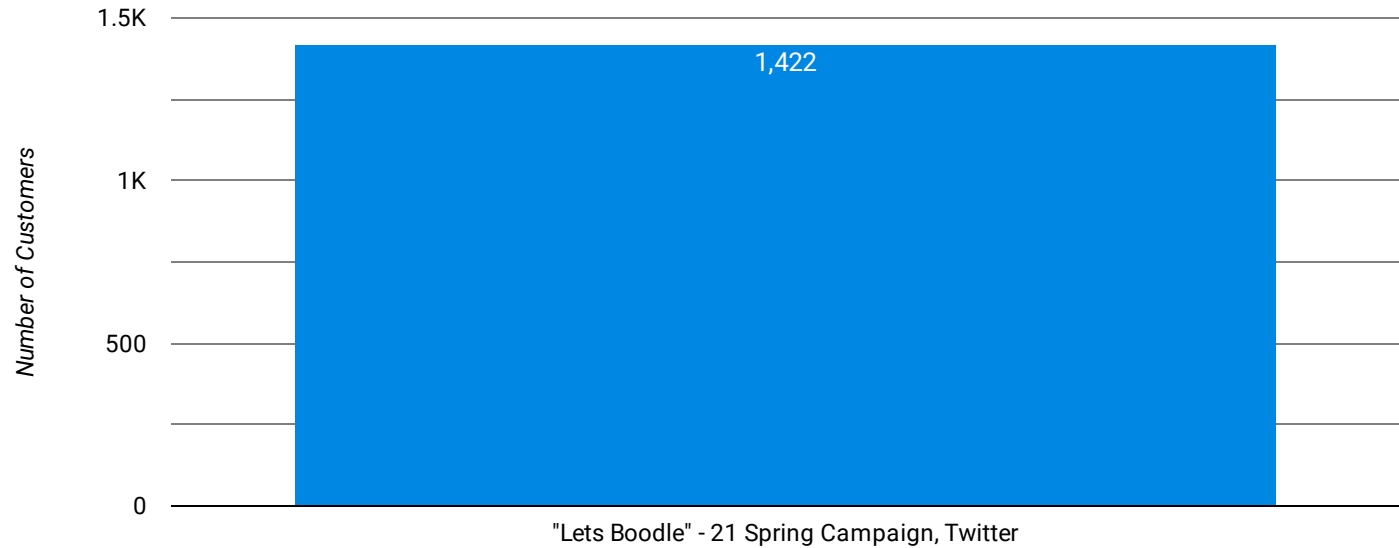
Persona who came from: "Lets Boodle" - 21 Spring Campaign, Twitter

Gender	F (87.7%)	M (7.2%)
Age	35-44 (22.8%)	45-54 (22.4%)
Education	Bach Degree (20.3%)	Some College (16.5%)
Ownership	Likely Homeowner (57.8%)	Likely Renter (22.4%)
Marital	Married (35.0%)	Non-Traditional (6.5%)
Industry	Medical (5.4%)	Other_occupation (5.1%)
Politics	Republican (31.6%)	Non-Partisan (30.8%)
Religion	Christian (44.7%)	Jewish (4.2%)
DMA	NEW YORK (4.9%)	LOS ANGELES (4.4%)
Outreach	Email (38.0%)	SMS (28.9%)
Interest	BoardGames_Puzzles	Tennis
Median Household Income		$74,000
Median Home Value		$202,800
Median Predicted Capacity		$12,437

Top 5 Products

...	BoodleAI Long Sleeved T-Shirt, Womens M...	$62,502
...	BoodleBot 18" Plush Toy	$56,493
...	Sleeveless Logo Tank, Womens Large	$54,425
...	Bumper Sticker "Let's Boodle"	$18,784
...	Coffee Mug, Gray with Logo "Let's Boodle"	$611

Top 5 Lookalike DMAs

1. MEMPHIS DMA
2. CINCINNATI DMA
3. COLUMBUS OH DMA
4. JACKSON TN DMA
5. NASHVILLE DMA

Total Transactions	50,807
Total Contacts	40,276
Matched	37,992
Unmatched	2,284

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