LOGOTEXT
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Where are my new customers?

New Customers: Emerging Locations

Bar chart — Number of Customers in DMA:

DMA	Customers
LOS ANGELES	1,758
NEW YORK	1,583
CHICAGO	873
PHILADELPHIA	852
BOSTON	824
DALLAS/FT. WORTH	625
MINN/ST. PAUL	611
ATLANTA	596
PHOENIX	594
SEATTLE/TACOMA	556
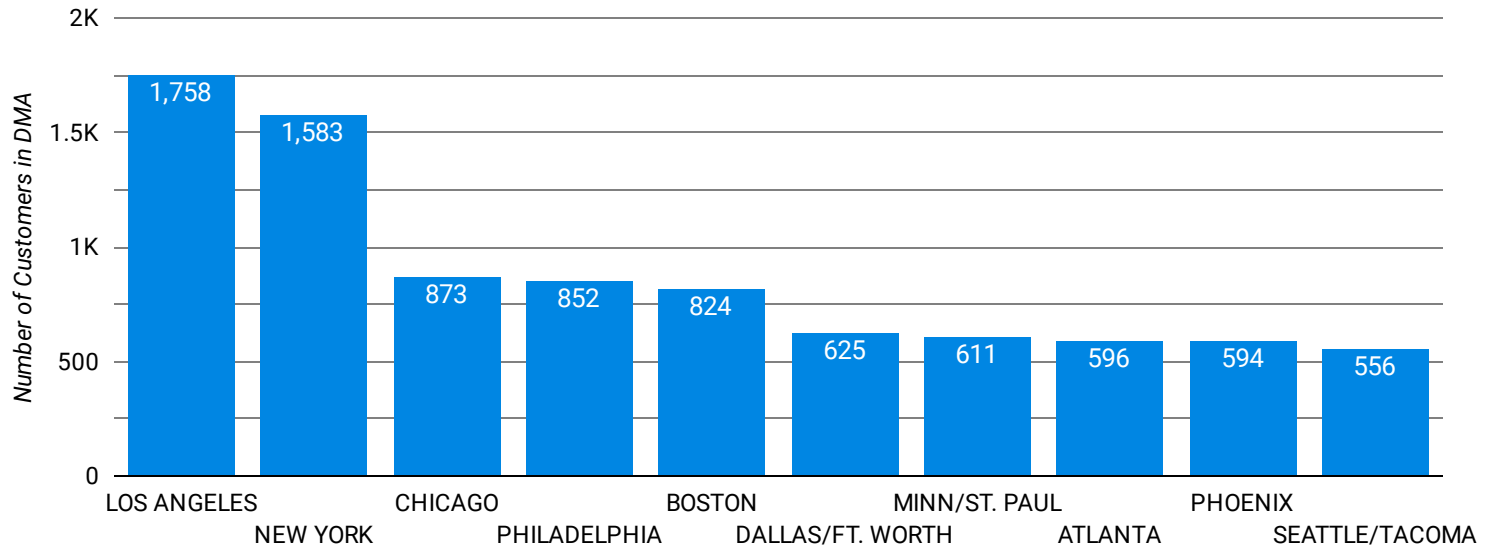
Persona who lives in:

PHILADELPHIA

NEW YORK

CHICAGO

Gender	F (91.7%)	M (8.0%)
Age	25-34 (25.6%)	35-44 (25.2%)
Education	Bach Degree (20.1%)	Some College (15.4%)
Ownership	Likely Homeowner (54.0%)	Likely Renter (36.3%)
Marital	Married (27.1%)	Non-Traditional (7.8%)
Industry	Medical (5.1%)	Management (3.1%)
Politics	Democrat (42.8%)	Non-Partisan (34.0%)
Religion	Christian (41.7%)	Jewish (4.2%)
DMA	NEW YORK (47.9%)	CHICAGO (26.4%)
Outreach	SMS (41.9%)	Email (36.7%)
Interest	Smoking	Food
Median Household Income		$88,570
Median Home Value		$289,300
Median Predicted Capacity		$13,230

Top 5 Products

...	BoodleAI T-Shirt, Womens Medium	$74,643
...	BoodleBot 12" Plush Toy	$65,434
...	Long Sleeved Logo Tee, Womens Large	$57,286
...	Bumper Sticker "Let's Boodle"	$12,884
...	Coffee Mug, Gray with Logo "Let's Boodle"	$277

Top 5 Methods of Acquisition

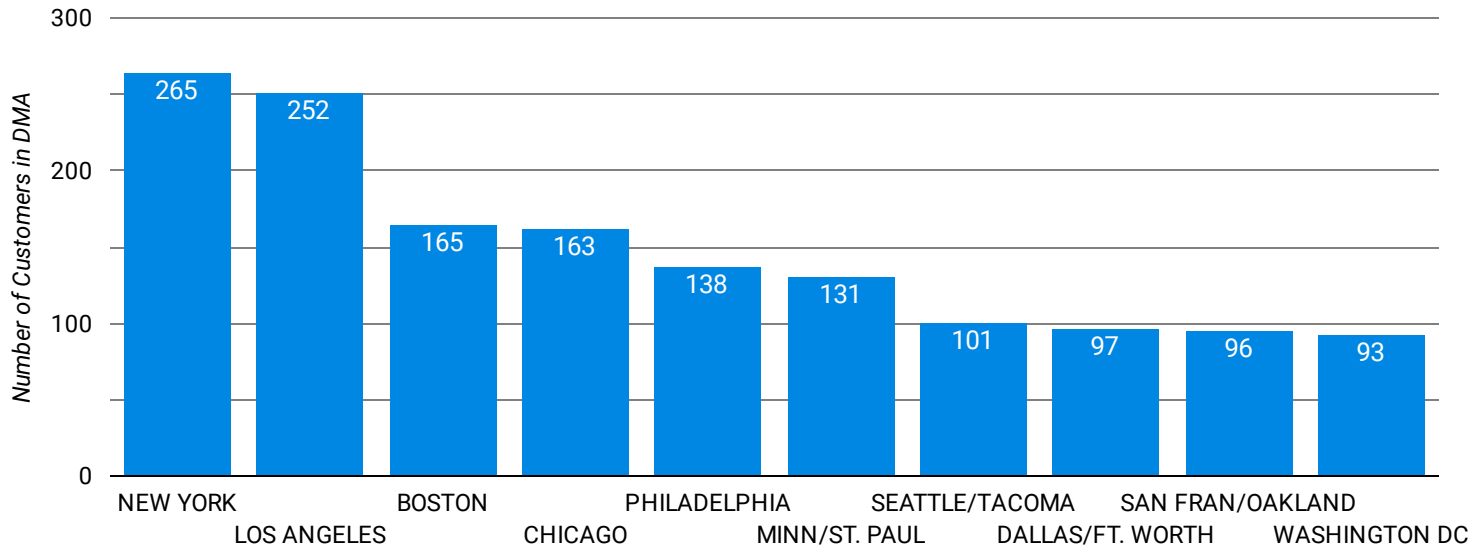|		
...	"Lets Boodle" - 21 Spring Campaign, Twitter	100.0%
...		

Top 5 Lookalike DMAs

1. PHILADELPHIA DMA
2. RALEIGH/DURHAM DMA
3. CHICAGO DMA
4. RICHMOND DMA
5. MEMPHIS DMA

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

SEAR

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LOGOTEXT
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Where are my repeat customers?

Repeat Customers: Emerging Locations

Number of Customers in DMA

DMA	Value
NEW YORK	265
LOS ANGELES	252
BOSTON	165
CHICAGO	163
PHILADELPHIA	138
MINN/ST. PAUL	131
SEATTLE/TACOMA	101
DALLAS/FT. WORTH	97
SAN FRAN/OAKLAND	96
WASHINGTON DC	93

Persona who lives in:

LOS ANGELES

CHICAGO

BOSTON

Gender	F (91.4%)	M (8.1%)
Age	35-44 (24.7%)	25-34 (22.6%)
Education	Bach Degree (22.6%)	Some College (16.0%)
Ownership	Likely Homeowner (51.4%)	Likely Renter (36.7%)
Marital	Married (29.0%)	Non-Traditional (8.1%)
Industry	Other_occupation (3.6%)	Medical (3.6%)
Politics	Non-Partisan (40.0%)	Democrat (36.9%)
Religion	Christian (44.1%)	Jewish (3.1%)
DMA	LOS ANGELES (43.4%)	BOSTON (28.4%)
Outreach	Email (38.4%)	SMS (33.4%)
Interest	BoardGames_Puzzles	Food
	Median Household Income	$87,000
	Median Home Value	$356,470
	Median Predicted Capacity	$15,784

Top 5 Products

...	BoodleAI T-Shirt, Womens Medium	$28,213
...	BoodleBot 12" Plush Toy	$26,029
...	Long Sleeved Logo Tee, Womens Large	$22,309
...	Bumper Sticker "Let's Boodle"	$7,451
...	Coffee Mug, Gray with Logo "Let's Boodle"	$241

Top 5 Methods of Acquisition

|		
...	"Let's Boodle" Blitz - Winter 2020	100.0%
...	Direct Mail Offering - Spring '21	
...	Spring Ad Campaign - Facebook	
...	Email Newsletter	
...	Organic Site Traffic	

Top 5 Lookalike DMAs

1. NORFOLK DMA
2. SEATTLE/TACOMA DMA
3. NEW ORLEANS DMA
4. MEMPHIS DMA
5. BALTIMORE DMA

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Where are my high value customers?

High Value Customers: Emerging Locations
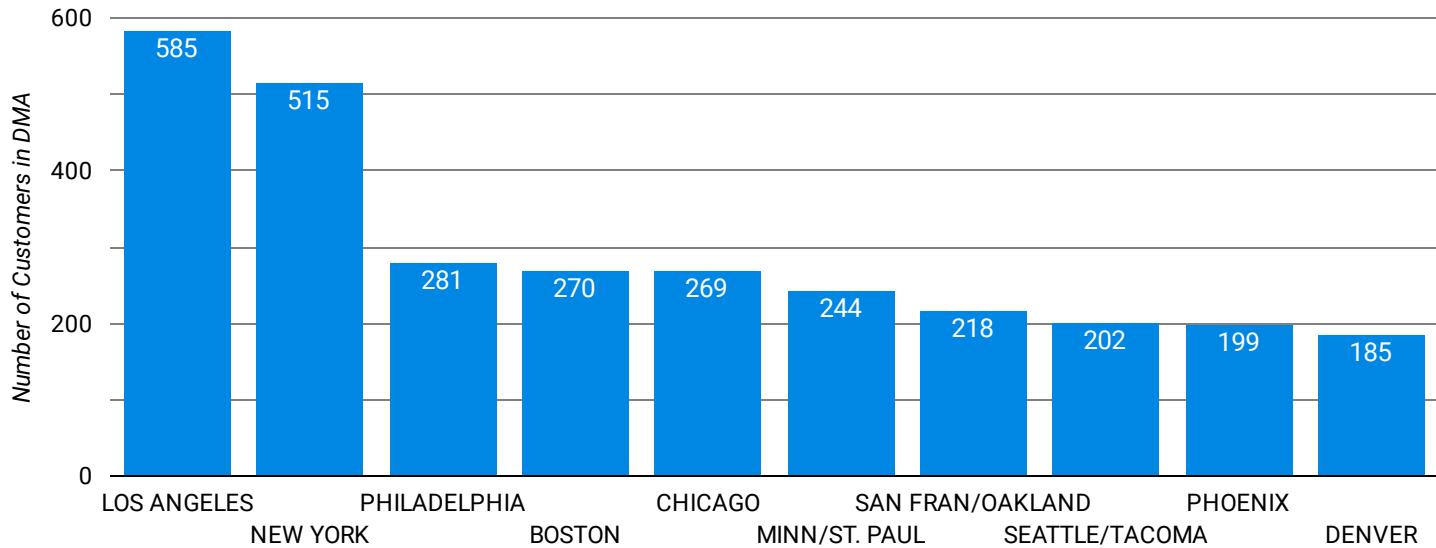
Persona who lives in:

PHILADELPHIA

NEW YORK

BOSTON

Gender	F (87.6%)	M (12.0%)
Age	45-54 (23.8%)	35-44 (23.2%)
Education	Bach Degree (21.3%)	HS Diploma (16.1%)
Ownership	Likely Homeowner (55.7%)	Likely Renter (34.2%)
Marital	Married (28.3%)	Non-Traditional (6.5%)
Industry	Medical (6.0%)	Management (3.7%)
Politics	Democrat (39.5%)	Non-Partisan (35.6%)
Religion	Christian (44.7%)	Jewish (4.8%)
DMA	NEW YORK (48.3%)	PHILADELPHIA (26.4%)
Outreach	Email (39.2%)	SMS (33.4%)
Interest	Electronic_Gaming	History_Military
	Median Household Income	$93,554
	Median Home Value	$343,000
	Median Predicted Capacity	$15,743

Top 5 Products

...	BoodleAI T-Shirt, Womens Medium	$35,092
...	BoodleBot 12" Plush Toy	$35,044
...	Long Sleeved Logo Tee, Womens Large	$32,010
...	Bumper Sticker "Let's Boodle"	$6,704
...	Coffee Mug, Gray with Logo "Let's Boodle"	$210

Top 5 Methods of Acquisition

|		
...	Let's Boodle Ad Campaign - Twitter	100.0%
...	Organic Site Traffic	
...	Direct Mail Offering - Spring '21	
...	Spring Ad Campaign - Facebook	
...	Email Newsletter	

Top 5 Lookalike DMAs

1. PHILADELPHIA DMA
2. NEW YORK DMA
3. HARTFORD/NEW HVN DMA
4. CHICAGO DMA
5. COLUMBUS OH DMA

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Where are my fastest repeat customers?

Fastest Repeat Customers: Emerging Locations
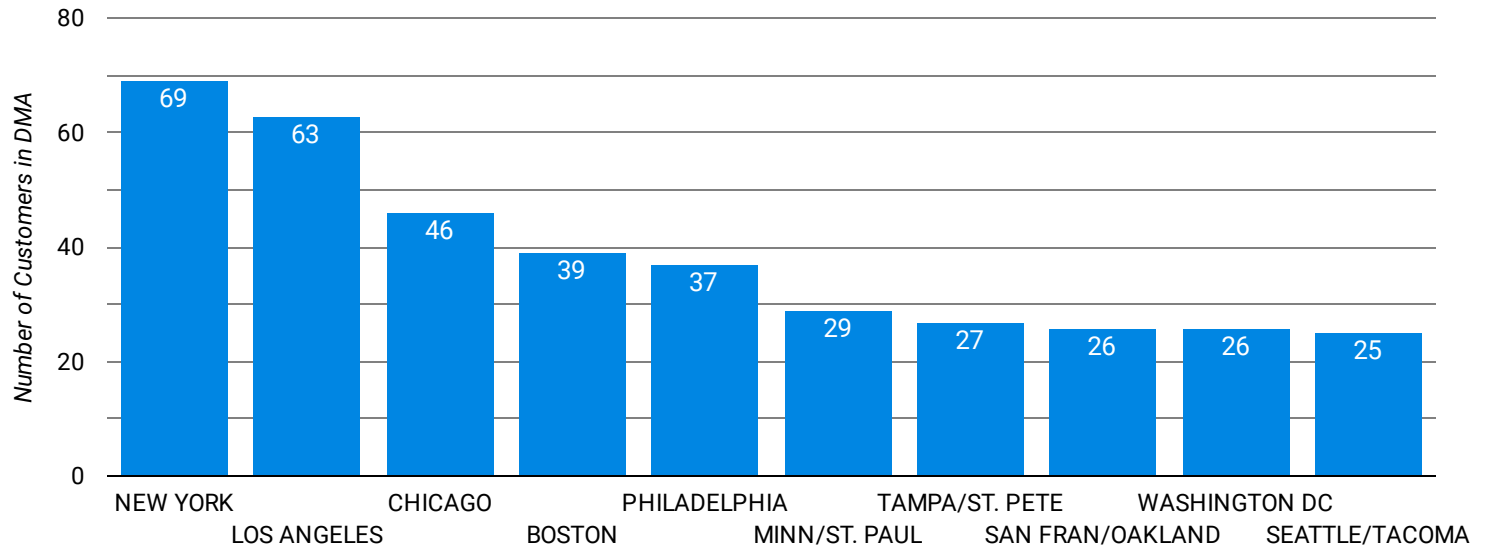
Persona who lives in:

LOS ANGELES

CHICAGO

BOSTON

Gender	F (91.2%)	M (8.8%)
Age	35-44 (30.4%)	25-34 (22.3%)
Education	Bach Degree (21.6%)	Some College (16.9%)
Ownership	Likely Homeowner (58.8%)	Likely Renter (29.1%)
Marital	Married (31.8%)	Non-Traditional (8.8%)
Industry	Medical (4.7%)	Clerical/Office (4.1%)
Politics	Non-Partisan (41.2%)	Democrat (37.2%)
Religion	Christian (46.6%)	Jewish (4.1%)
DMA	LOS ANGELES (42.6%)	CHICAGO (31.1%)
Outreach	Email (37.8%)	SMS (32.4%)
Interest	Science_Space	History_Military
Median Household Income		$102,000
Median Home Value		$374,574
Median Predicted Capacity		$17,331

Top 5 Products

...	BoodleAI Long Sleeved T-Shirt, Womens Med...	$6,653
...	BoodleBot 18" Plush Toy	$5,571
...	Sleeveless Logo Tank, Womens Large	$4,762
...	Bumper Sticker "Let's Boodle"	$1,787
...	Coffee Mug, Gray with Logo "Let's Boodle"	$113

Top 5 Methods of Acquisition

...	Let's Boodle Ad Campaign - Twitter	100.0%
...	Organic Site Traffic	
...	Direct Mail Offering - Spring '21	
...	Spring Ad Campaign - Facebook	
...	Email Newsletter	

Top 5 Lookalike DMAs

1.	PHILADELPHIA DMA
2.	NEW YORK DMA
3.	CHICAGO DMA
4.	CHARLOTTESVILLE DMA
5.	HARTFORD/NEW HVN DMA

SEAR

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