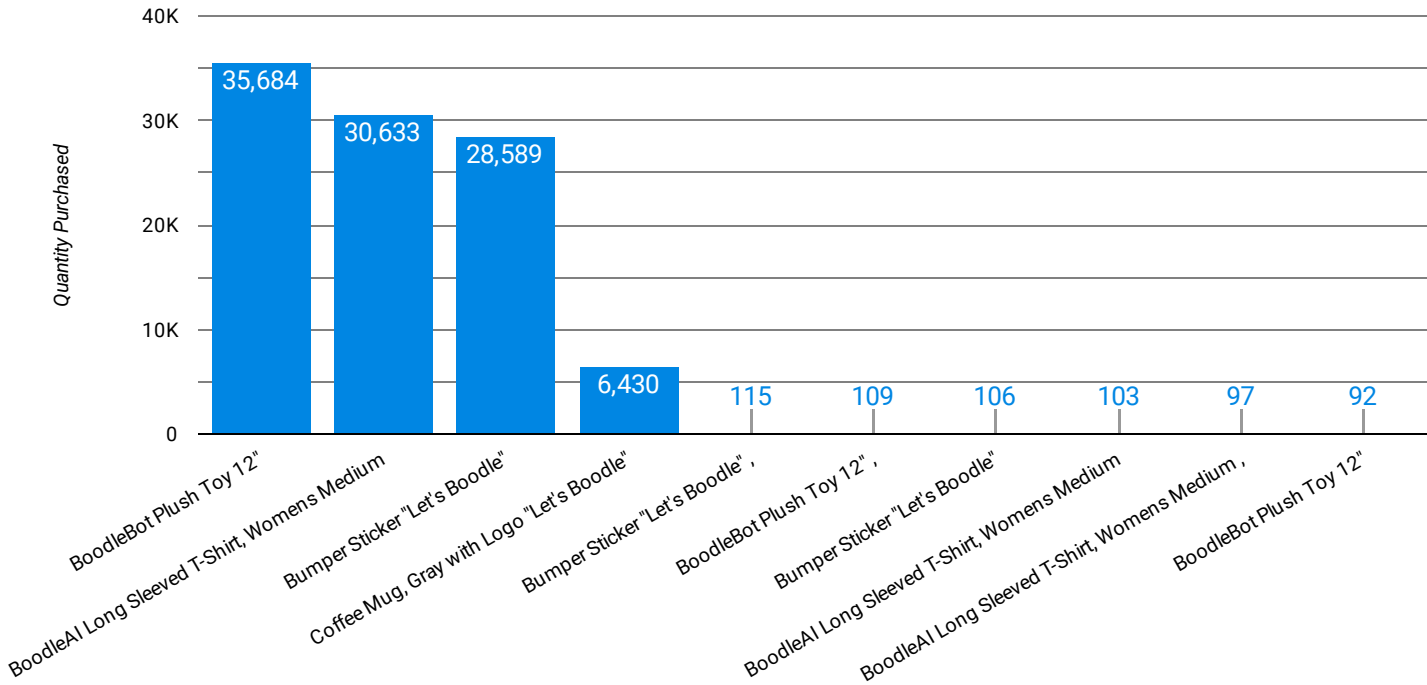


What are my new customers purchasing?

# New Customers: Emerging Purchases



Persona who Purchased:

Coffee Mug, Gray with Logo "Let's Boodle"

Bumper Sticker "Let's Boodle"

BoodleAI Long Sleeved T-Shirt, Womens Medium

| Gender    | F (86.2%)                 | M (7.7%)                |
|-----------|---------------------------|-------------------------|
| Age       | 35-44 (23.3%)             | 25-34 (22.4%)           |
| Education | Bach Degree (17.6%)       | Some College (16.8%)    |
| Ownership | Likely Homeowner (52.0%)  | Likely Renter (25.6%)   |
| Marital   | Married (31.7%)           | Non-Traditional (6.7%)  |
| Industry  | Medical (5.1%)            | Other_occupation (3.3%) |
| Politics  | Democrat (33.3%)          | Republican (29.5%)      |
| Religion  | Christian (38.0%)         | Jewish (3.2%)           |
| DMA       | LOS ANGELES (5.4%)        | NEW YORK (4.7%)         |
| Outreach  | SMS (39.3%)               | Email (35.4%)           |
| Interest  | Sports                    | Food                    |
|           | Median Household Income   | \$74,249                |
|           | Median Home Value         | \$210,400               |
|           | Median Predicted Capacity | \$11,875                |

### Top 5 Methods of Acquisition

|     |                                    |       |
|-----|------------------------------------|-------|
| ... | Let's Boodle Ad Campaign - Twitter | 98.1% |
| ... | Organic Site Traffic               |       |
| ... | Direct Mail Offering - Spring '21  |       |
| ... | Spring Ad Campaign - Facebook      |       |
| ... | Email Newsletter                   |       |

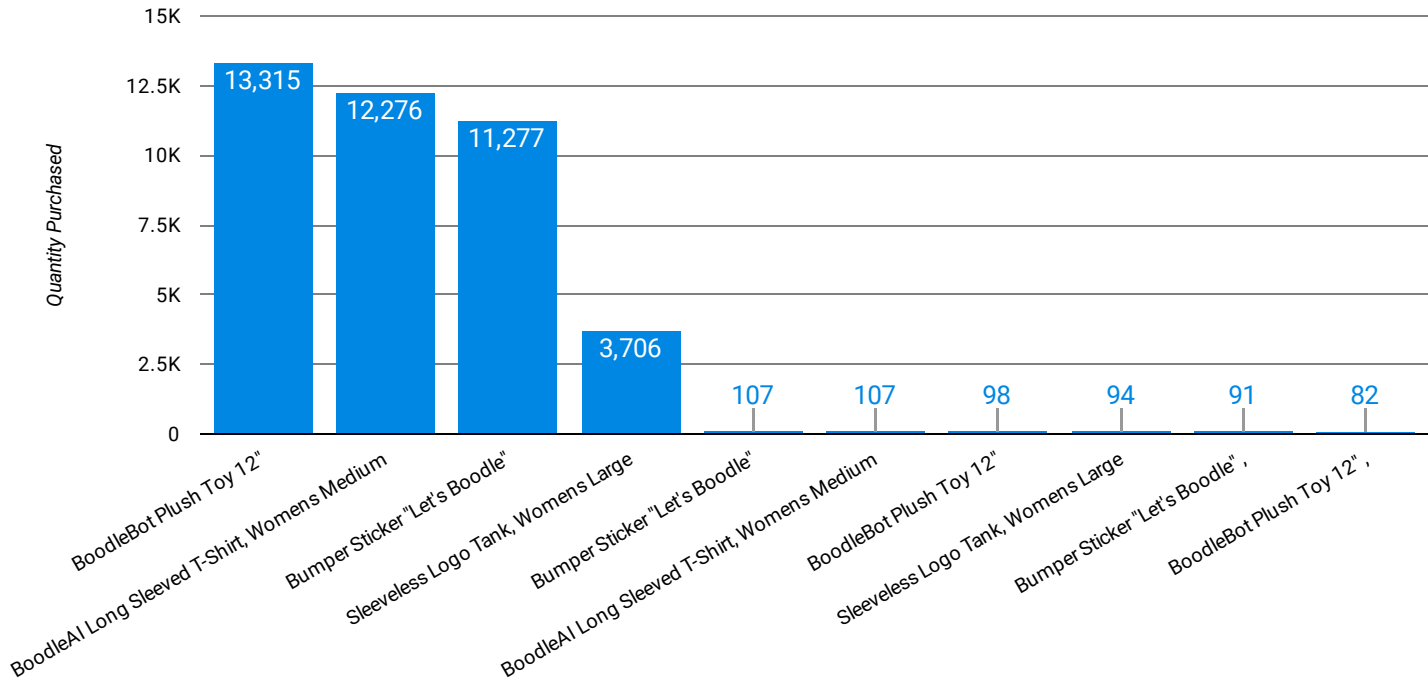
### Top 5 Lookalike DMAs

|    |                 |
|----|-----------------|
| 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  |

## What are my repeat customers purchasing?

# Repeat Customers: Emerging Purchases



Sleeveless Logo Tank, Womens Large

### Persona who Purchased:

Bumper Sticker "Let's Booodle"

BoodleAI Long Sleeved T-Shirt, Womens Medium

| Gender    | F (87.6%)                 | M (6.7%)                |
|-----------|---------------------------|-------------------------|
| Age       | 45-54 (22.9%)             | 35-44 (22.1%)           |
| Education | Bach Degree (19.6%)       | HS Diploma (16.2%)      |
| Ownership | Likely Homeowner (55.5%)  | Likely Renter (23.6%)   |
| Marital   | Married (34.8%)           | Non-Traditional (7.0%)  |
| Industry  | Medical (5.3%)            | Other_occupation (4.5%) |
| Politics  | Democrat (31.7%)          | Republican (31.5%)      |
| Religion  | Christian (42.7%)         | Jewish (3.8%)           |
| DMA       | NEW YORK (4.7%)           | LOS ANGELES (4.4%)      |
| Outreach  | Email (38.0%)             | SMS (30.8%)             |
| Interest  | BoardGames_Puzzles        | Food                    |
|           | Median Household Income   | \$75,000                |
|           | Median Home Value         | \$207,211               |
|           | Median Predicted Capacity | \$12,293                |

### Top 5 Methods of Acquisition

|     |                                     |       |
|-----|-------------------------------------|-------|
| ... | Let's Booodle Ad Campaign - Twitter | 88.3% |
| ... | Organic Site Traffic                |       |
| ... | Direct Mail Offering - Spring '21   |       |
| ... | Spring Ad Campaign - Facebook       |       |
| ... | Email Newsletter                    |       |

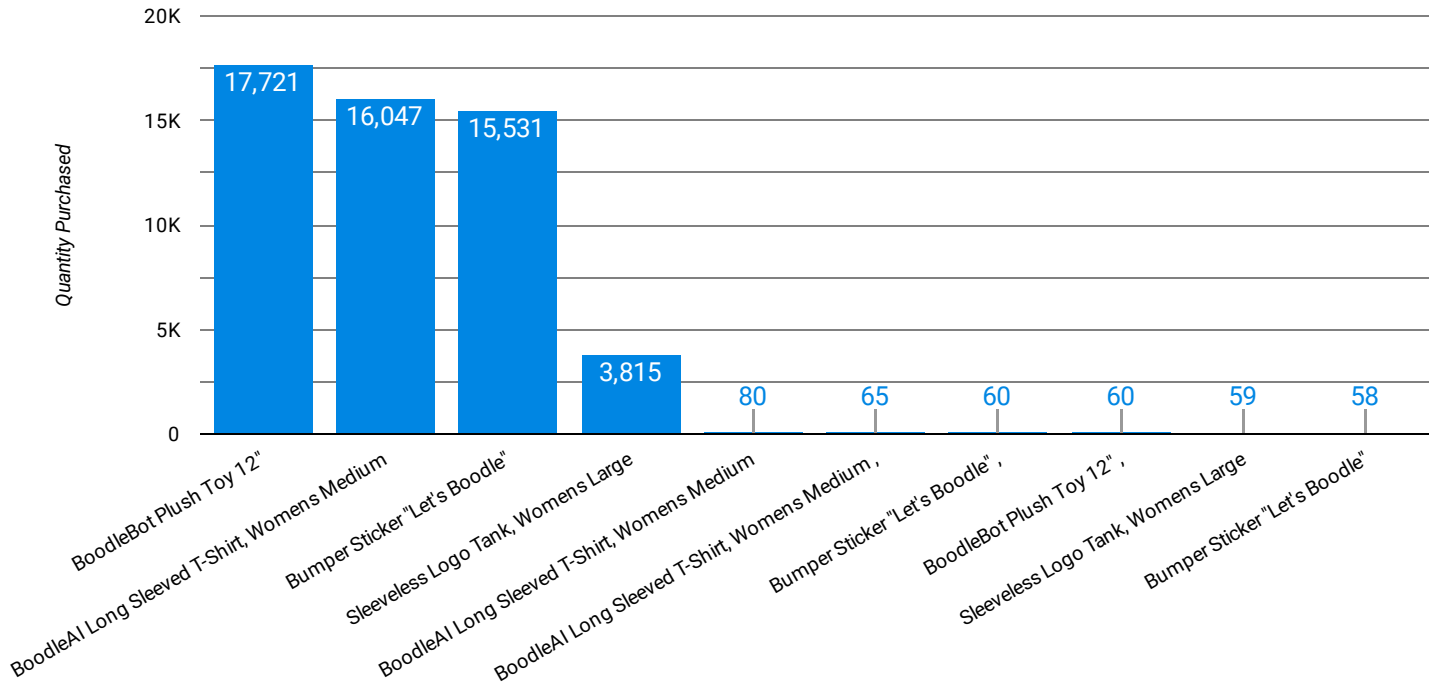
### Top 5 Lookalike DMAs

|    |                 |
|----|-----------------|
| 1. | MEMPHIS DMA     |
| 2. | NORFOLK DMA     |
| 3. | BIRMINGHAM DMA  |
| 4. | NASHVILLE DMA   |
| 5. | COLUMBUS OH DMA |

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

What are my high value customers purchasing?

# High Value Customers: Emerging Purchases



Persona who Purchased:

Sleeveless Logo Tank, Womens Large

Bumper Sticker "Let's Boodle"

BoodleAI Long Sleeved T-Shirt, Womens Medium

| Gender    | F (84.0%)                 | M (9.8%)                |
|-----------|---------------------------|-------------------------|
| Age       | 35-44 (21.1%)             | 45-54 (20.7%)           |
| Education | Bach Degree (18.0%)       | Some College (16.5%)    |
| Ownership | Likely Homeowner (53.0%)  | Likely Renter (25.0%)   |
| Marital   | Married (32.5%)           | Non-Traditional (6.3%)  |
| Industry  | Medical (5.3%)            | Other_occupation (4.0%) |
| Politics  | Democrat (31.8%)          | Republican (31.3%)      |
| Religion  | Christian (39.8%)         | Jewish (3.5%)           |
| DMA       | LOS ANGELES (5.2%)        | NEW YORK (4.6%)         |
| Outreach  | Email (36.2%)             | SMS (33.1%)             |
| Interest  | Sports                    | Food                    |
|           | Median Household Income   | \$73,483                |
|           | Median Home Value         | \$207,051               |
|           | Median Predicted Capacity | \$11,776                |

### Top 5 Methods of Acquisition

|     |                                    |       |
|-----|------------------------------------|-------|
| ... | Let's Boodle Ad Campaign - Twitter | 98.1% |
| ... | Organic Site Traffic               |       |
| ... | Direct Mail Offering - Spring '21  |       |
| ... | Spring Ad Campaign - Facebook      |       |
| ... | Email Newsletter                   |       |

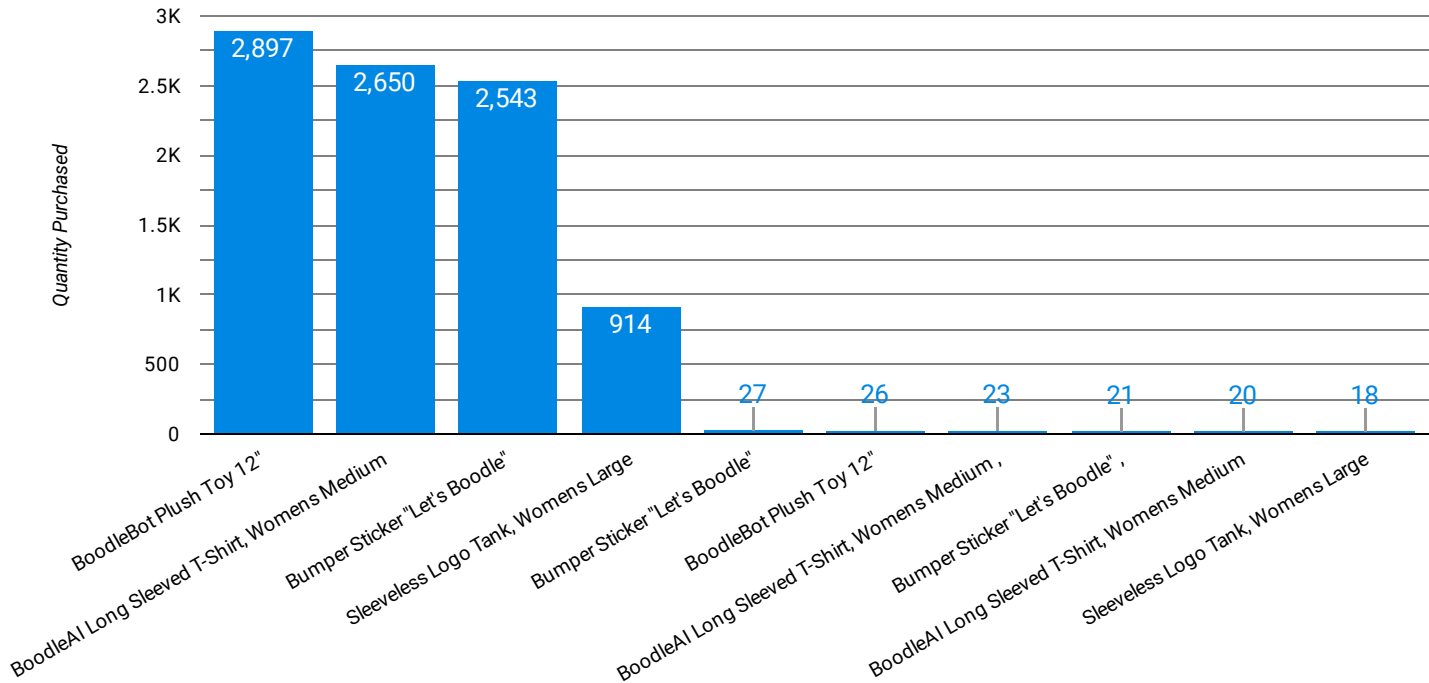
### Top 5 Lookalike DMAs

|    |                 |
|----|-----------------|
| 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  |

## What are my fastest repeat customers purchasing?

# Fastest Repeat Customers: Emerging Purchases



Sleeveless Logo Tank, Womens Large

### Persona who Purchased:

Bumper Sticker "Let's Boodle"

BoodleAI Long Sleeved T-Shirt, Womens Medium

| Gender    | F (87.7%)                 | M (7.3%)                |
|-----------|---------------------------|-------------------------|
| Age       | 35-44 (23.0%)             | 45-54 (22.4%)           |
| Education | Bach Degree (20.4%)       | HS Diploma (16.4%)      |
| Ownership | Likely Homeowner (57.9%)  | Likely Renter (22.1%)   |
| Marital   | Married (35.1%)           | Non-Traditional (6.6%)  |
| Industry  | Medical (5.5%)            | Other_occupation (5.1%) |
| Politics  | Republican (32.1%)        | Non-Partisan (30.8%)    |
| Religion  | Christian (45.0%)         | Jewish (4.1%)           |
| DMA       | NEW YORK (4.9%)           | LOS ANGELES (4.3%)      |
| Outreach  | Email (37.9%)             | SMS (28.8%)             |
| Interest  | BoardGames_Puzzles        | Food                    |
|           | Median Household Income   | \$75,000                |
|           | Median Home Value         | \$202,800               |
|           | Median Predicted Capacity | \$12,500                |

### Top 5 Methods of Acquisition

|     |                                    |       |
|-----|------------------------------------|-------|
| ... | Let's Boodle Ad Campaign - Twitter | 90.4% |
| ... | Organic Site Traffic               |       |
| ... | Direct Mail Offering - Spring '21  |       |
| ... | Spring Ad Campaign - Facebook      |       |
| ... | Email Newsletter                   |       |

### Top 5 Lookalike DMAs

|    |                 |
|----|-----------------|
| 1. | MEMPHIS DMA     |
| 2. | CINCINNATI DMA  |
| 3. | COLUMBUS OH DMA |
| 4. | ST. LOUIS DMA   |
| 5. | NASHVILLE DMA   |

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