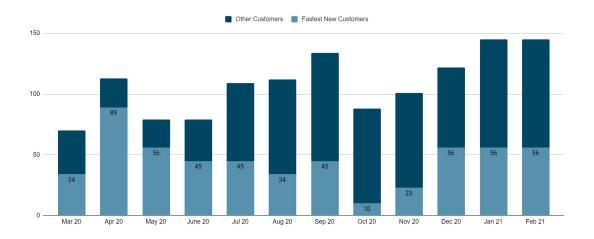


Who are my fastest new customers (top 25%)?

Fastest New Customers: Primary Persona



Primary Persona

Gender	F	M
	(79%)	(21%)
Age	25-34	35-44
_	(34%)	(19%)
Education	Bach Degree	Some College
	(35%)	(24%)
Home Ownership	Home Owner	Renter
	(65%)	(35%)
Marital Status	Married	Non-Trad
	(78%)	(22%)
Industry	Medical	Mgmt
	(29%)	(16%)
Political Affiliation	Democratic	Non-Partisan
	(42%)	(31%)
Religious Affiliation	Christian	Jewish
_	(79%)	(13%)
DMA	New York	Los Angeles
	(16%)	(7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income \$375,861		
Median Home Value \$98,830		

Top 5 Purchases

- 1. Purchase A (\$XXX)
- 2. Purchase B (\$XXX)
- 3. Purchase C (\$XXX)
- 4. Purchase D (\$XXX)
- 5. Purchase E (\$XXX)

Top 5 Methods of Acquisition

- 1. Method A (XX%)
- 2. Method B (XX%)
- 3. Method C (XX%)
- 4. Method D (XX%)
- 5. Method E (XX%)

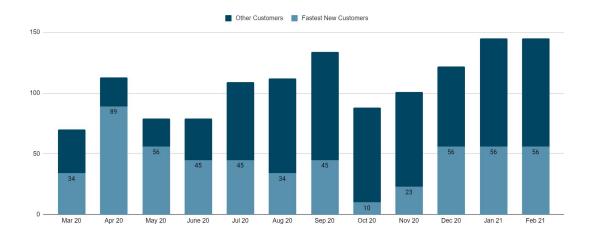
Top 5 Lookalike DMAs

- 1. DMA
- 2. DMA
- 3. DMA
- 4. DMA
- 5. DMA

- 1. Zip Code
- 2. Zip Code
- 3. Zip Code
- 4. Zip Code
- 5. Zip Code



Who else are my fastest new customers (top 25%)? Fastest New Customers: Secondary Persona



Secondary Persona

Gender	F	M
	(79%)	(21%)
Age	25-34	35-44
	(34%)	(19%)
Education	Bach Degree	Some College
	(35%)	(24%)
Home Ownership	Home Owner	Renter
	(65%)	(35%)
Marital Status	Married	Non-Trad
	(78%)	(22%)
Industry	Medical	Mgmt
	(29%)	(16%)
Political Affiliation	Democratic	Non-Partisan
	(42%)	(31%)
Religious Affiliation	Christian	Jewish
	(79%)	(13%)
DMA	New York	Los Angeles
	(16%)	(7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median	Household Income	\$375,861
N	Aedian Home Value	\$98,830

Top 5 Purchases

- 1. Purchase A (\$XXX)
- 2. Purchase B (\$XXX)
- 3. Purchase C (\$XXX)
- 4. Purchase D (\$XXX)
- 5. Purchase E (\$XXX)

Top 5 Methods of Acquisition

- 1. Method A (XX%)
- 2. Method B (XX%)
- 3. Method C (XX%)
- 4. Method D (XX%)
- 5. Method E (XX%)

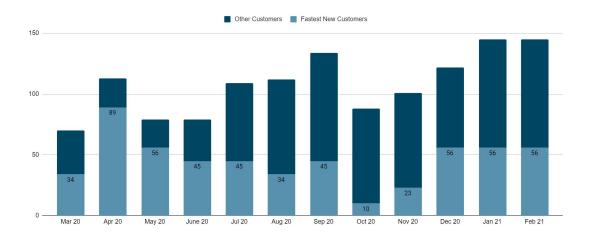
Top 5 Lookalike DMAs

- 1. DMA
- 2. DMA
- 3. DMA
- DMA
 DMA
- э. DMA

- 1. Zip Code
- 2. Zip Code
- 3. Zip Code
- 4. Zip Code
- 5. Zip Code



Who are my emerging fastest new customers (top 25%)? Fastest New Customers: Emerging Persona



Emerging Persona

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830
L		

Top 5 Purchases

- 1. Purchase A (\$XXX)
- 2. Purchase B (\$XXX)
- 3. Purchase C (\$XXX)
- 4. Purchase D (\$XXX)
- 5. Purchase E (\$XXX)

Top 5 Methods of Acquisition

- 1. Method A (XX%)
- 2. Method B (XX%)
- 3. Method C (XX%)
- 4. Method D (XX%)
- 5. Method E (XX%)

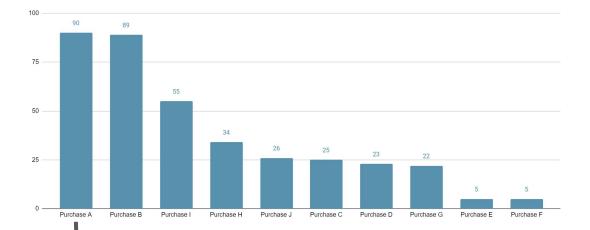
Top 5 Lookalike DMAs

- 1. DMA
- 2. DMA
- 3. DMA
- 4. DMA
- 5. DMA

- 1. Zip Code
- 2. Zip Code
- 3. Zip Code
- 4. Zip Code
- 5. Zip Code



What are my fastest new customers (top 25%) purchasing? Fastest New Customers: Top Purchases



Persona of [Purchase] Purchaser

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Age	20-04 (0470)	00-44 (1070)
Education	Bach Degree (35%)	Some College (24%)
		$D_{\text{outom}}(250())$
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Delitical Affiliation	D_{a} means the $(420/)$	Non Dortigon (210()
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
	· · · ·	
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Interests		OUCCEI
Preferred Outreach	Email	Phone
Median Household Income		\$375,861
		¥0. 0,00 l
Median Home Value		\$98,830

Top 5 Methods of Acquisition

- 1. Method A (XX%)
- 2. Method B (XX%)
- 3. Method C (XX%)
- 4. Method D (XX%)
- 5. Method E (XX%)

Top 5 Lookalike DMAs

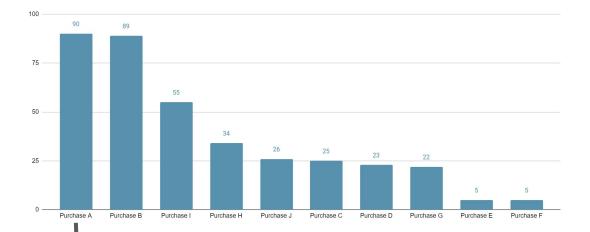
- 1. DMA
- 2. DMA
- 3. DMA
- 4. DMA 5. DMA

- 1. Zip Code
- 2. Zip Code
- 3. Zip Code
- 4. Zip Code
- 5. Zip Code



What are my fastest new customers (top 25%) starting to purchase more of?

Fastest New Customers: Emerging Purchases



Persona of [Purchase] Purchaser

b)
ege (24%)
%)
22%)
b)
an (31%)
%)
s (7%)

Top 5 Methods of Acquisition

- 1. Method A (XX%)
- 2. Method B (XX%)
- 3. Method C (XX%)
- 4. Method D (XX%)
- 5. Method E (XX%)

Top 5 Lookalike DMAs

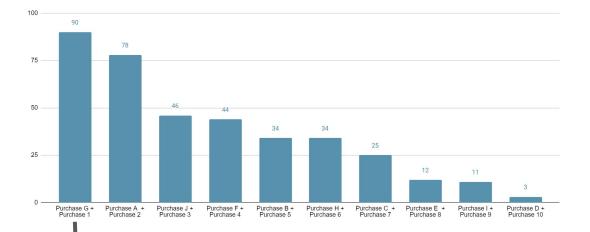
- 1. DMA
- 2. DMA
- 3. DMA
- 4. DMA 5. DMA
 - DIVIA

- 1. Zip Code
- 2. Zip Code
- 3. Zip Code
- 4. Zip Code
- 5. Zip Code



What are my fastest new customers (top 25%) purchasing together?

Fastest New Customers: Purchase Combos



Persona of [Purchase Combo] Purchaser

F (79%)	M (21%)
25-34 (34%)	35-44 (19%)
Bach Degree (35%)	Some College (24%)
Home Owner (65%)	Renter (35%)
Married (78%)	Non-Trad (22%)
Medical (29%)	Mgmt (16%)
Democratic (42%)	Non-Partisan (31%)
Christian (79%)	Jewish (13%)
New York (16%)	Los Angeles (7%)
Natural Foods	Soccer
Email	Phone
Median Household Income	
Median Home Value	
	25-34 (34%) Bach Degree (35%) Home Owner (65%) Married (78%) Medical (29%) Democratic (42%) Christian (79%) New York (16%) Natural Foods Email

Top 5 Methods of Acquisition

- 1. Method A (XX%)
- 2. Method B (XX%)
- 3. Method C (XX%)
- 4. Method D (XX%)
- 5. Method E (XX%)

Top 5 Lookalike DMAs

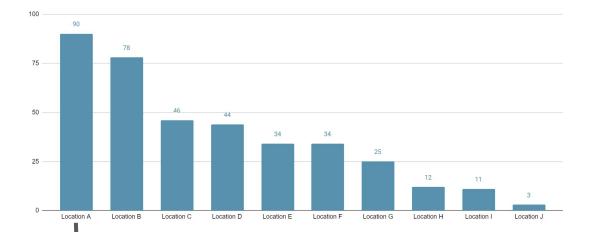
- 1. DMA
- 2. DMA
- DMA
 DMA
- 4. DMA 5. DMA

- 1. Zip Code
- 2. Zip Code
- 3. Zip Code
- 4. Zip Code
- 5. Zip Code



Where are my fastest new customers (top 25%)?

Fastest New Customers: Top Locations



Persona of Customer in [Location]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830
	ncome	. ,

Top 5 Purchases

- 1. Purchase A (\$XXX)
- 2. Purchase B (\$XXX)
- 3. Purchase C (\$XXX)
- 4. Purchase D (\$XXX)
- 5. Purchase E (\$XXX)

Top 5 Methods of Acquisition

- 1. Method A (XX%)
- 2. Method B (XX%)
- 3. Method C (XX%)
- 4. Method D (XX%)
- 5. Method E (XX%)

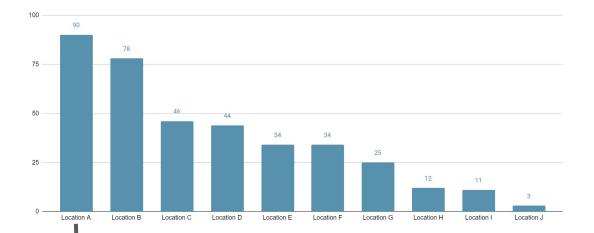
Top 5 Lookalike DMAs

- 1. DMA
- 2. DMA
- 3. DMA
- 4. DMA
- 5. DMA

- 1. Zip Code
- 2. Zip Code
- 3. Zip Code
- 4. Zip Code
- 5. Zip Code



Where are my fastest new customers emerging (top 25%)? Fastest New Customers: Emerging Locations



Persona of Customer in [Location]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
Education	Bach Degree (35%)	Some College (24%)
Home Ownership	Home Owner (65%)	Renter (35%)
Marital Status	Married (78%)	Non-Trad (22%)
Industry	Medical (29%)	Mgmt (16%)
Political Affiliation	Democratic (42%)	Non-Partisan (31%)
Religious Affiliation	Christian (79%)	Jewish (13%)
DMA	New York (16%)	Los Angeles (7%)
Interests	Natural Foods	Soccer
Preferred Outreach	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830
L		1

Top 5 Purchases

- 1. Purchase A (\$XXX)
- 2. Purchase B (\$XXX)
- 3. Purchase C (\$XXX)
- 4. Purchase D (\$XXX)
- 5. Purchase E (\$XXX)

Top 5 Methods of Acquisition

- 1. Method A (XX%)
- 2. Method B (XX%)
- 3. Method C (XX%)
- 4. Method D (XX%)
- 5. Method E (XX%)

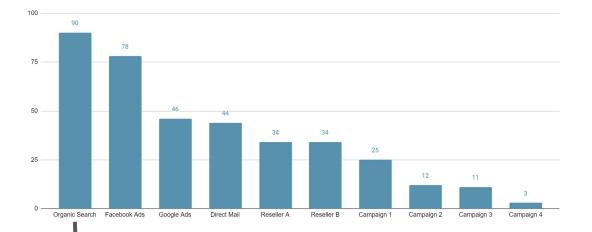
Top 5 Lookalike DMAs

- 1. DMA
- 2. DMA
- 3. DMA
- 4. DMA
- 5. DMA

- 1. Zip Code
- 2. Zip Code
- 3. Zip Code
- 4. Zip Code
- 5. Zip Code



How am I acquiring my fastest new customers (top 25%)? Fastest New Customers: Acquisition Method



Persona of Customer Acquired by [Method]

F (79%)	M (21%)
	(2 1 /0)
25-34 (34%)	35-44 (19%)
Bach Degree (35%)	Some College (24%)
Home Owner (65%)	Renter (35%)
Married (78%)	Non-Trad (22%)
Medical (29%)	Mgmt (16%)
Democratic (42%)	Non-Partisan (31%)
Christian (79%)	Jewish (13%)
New York (16%)	Los Angeles (7%)
Natural Foods	Soccer
Email	Phone
Median Household Income	
	\$98,830
	Bach Degree (35%) Home Owner (65%) Married (78%) Medical (29%) Democratic (42%) Christian (79%) New York (16%) Natural Foods Email

Top 5 Purchases

- 1. Method A (XX%)
- 2. Method B (XX%)
- 3. Method C (XX%)
- 4. Method D (XX%)
- 5. Method E (XX%)

Top 5 Lookalike DMAs

- 1. DMA
- 2. DMA
- 3. DMA
- 4. DMA 5. DMA

- 1. Zip Code
- 2. Zip Code
- 3. Zip Code
- 4. Zip Code
- 5. Zip Code