LOGOTEXT

SLOGANHERE

Sales Data

Apr 29, 2021

FASTEST REPEAT CUSTOMER
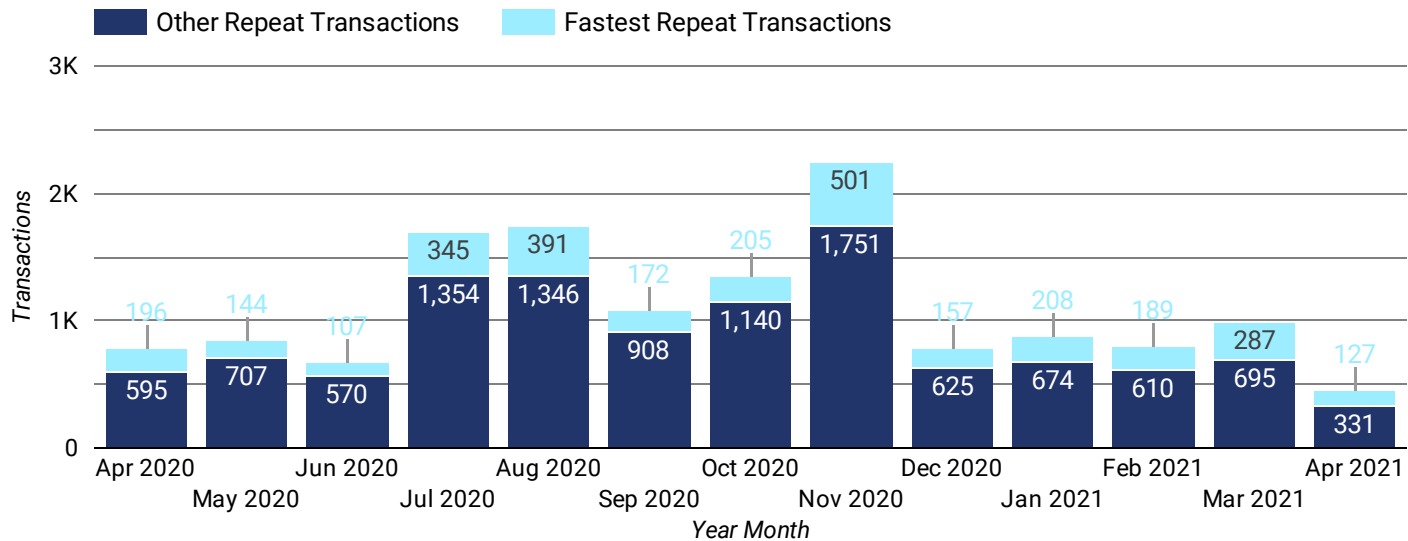
SEAR

Sales Enriched Analytics Report

Powered by

boodleAI

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

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Fastest Repeat Customers: Overall Persona

■ Other Repeat Transactions   ■ Fastest Repeat Transactions

Persona

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 Methods of Acquisition

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

Top 5 Purchases

|		
...	BoodleAI T-Shirt, Womens Medium	$62,502
...	BoodleBot 12" Plush Toy	$56,493
...	Long Sleeved Logo Tee, 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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Who are my fastest repeat customers?

Fastest Repeat Customers: Primary Persona

■ Other Repeat Transactions   ■ Fastest Repeat Transactions
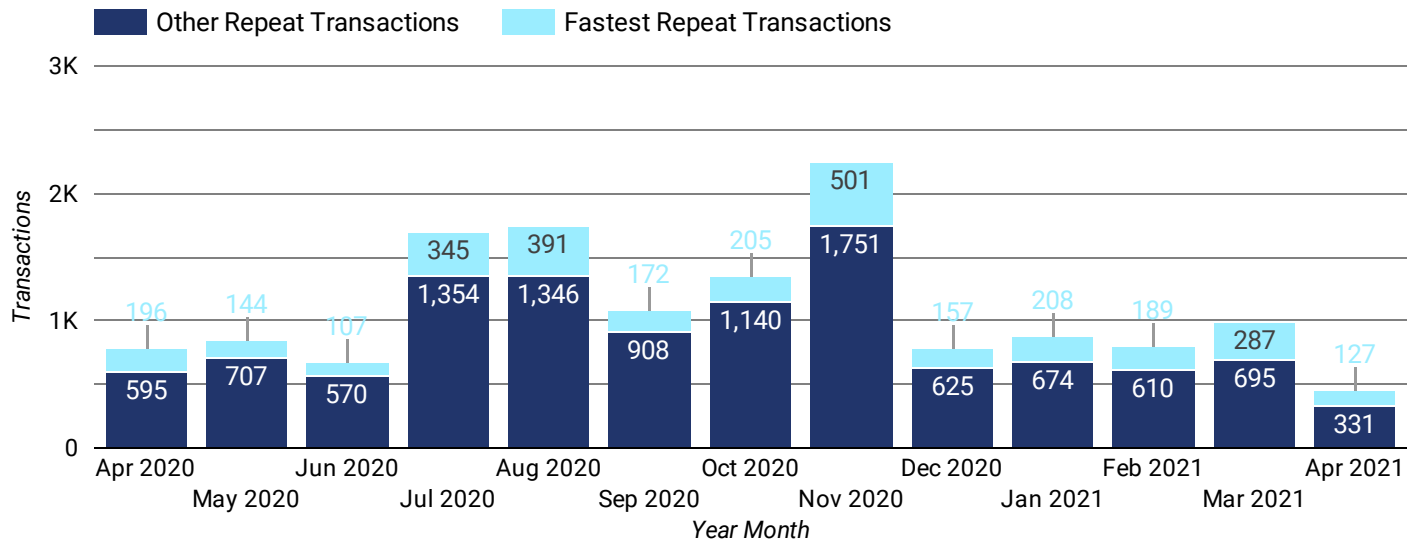
Persona

Gender	F (100.0%)	
Age	45-54 (23.9%)	35-44 (23.8%)
Education	Bach Degree (21.3%)	HS Diploma (17.4%)
Ownership	Likely Homeowner (60.5%)	Likely Renter (23.7%)
Marital	Married (36.6%)	Non-Traditional (6.7%)
Industry	Other_occupation (5.6%)	Medical (5.6%)
Politics	Republican (32.7%)	Democrat (32.6%)
Religion	Christian (47.1%)	Jewish (4.3%)
DMA	NEW YORK (5.1%)	LOS ANGELES (4.5%)
Outreach	Email (38.5%)	SMS (29.1%)
Interest	BoardGames_Puzzles	Tennis
	Median Household Income	$73,713
	Median Home Value	$202,726
	Median Predicted Capacity	$12,437

Top 5 Methods of Acquisition

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

Top 5 Purchases

...	BoodleAI T-Shirt, Womens Medium	$55,146
...	BoodleBot 12" Plush Toy	$48,830
...	Long Sleeved Logo Tee, Womens Large	$47,719
...	Bumper Sticker "Let's Boodle"	$16,385
...	Coffee Mug, Gray with Logo "Let's Boodle"	$485

Top 5 Lookalike DMAs

1.	MEMPHIS DMA
2.	CINCINNATI DMA
3.	TOLEDO DMA
4.	COLUMBUS OH DMA
5.	ST. LOUIS DMA

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Total Transactions	50,807
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Matched	37,992
Unmatched	2,284

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Who are my fastest repeat customers?

Fastest Repeat Customers: Secondary Persona

Legend: Other Repeat Transactions (dark blue), Fastest Repeat Transactions (light blue)

Y-axis: Transactions (0 to 3K)
X-axis: Year Month

Month	Other Repeat	Fastest Repeat
Apr 2020	595	196
May 2020	707	144
Jun 2020	570	107
Jul 2020	1,354	345
Aug 2020	1,346	391
Sep 2020	908	172
Oct 2020	1,140	205
Nov 2020	1,751	501
Dec 2020	625	157
Jan 2021	674	208
Feb 2021	610	189
Mar 2021	695	287
Apr 2021	331	127

Persona

Gender	M (100.0%)	
Age	35-44 (24.3%)	45-54 (19.4%)
Education	Bach Degree (20.4%)	Some College (18.4%)
Ownership	Likely Homeowner (63.1%)	Likely Renter (21.4%)
Marital	Married (40.8%)	Non-Traditional (7.8%)
Industry	Medical (6.8%)	Management (3.9%)
Politics	Republican (38.8%)	Non-Partisan (35.0%)
Religion	Christian (45.6%)	Jewish (5.8%)
DMA	PHILADELPHIA (7.8%)	LOS ANGELES (6.8%)
Outreach	Email (37.9%)	SMS (28.2%)
Interest	Hunting	Tennis
Median Household Income		$83,000
Median Home Value		$223,200
Median Predicted Capacity		$13,200

Top 5 Methods of Acquisition

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

Top 5 Purchases

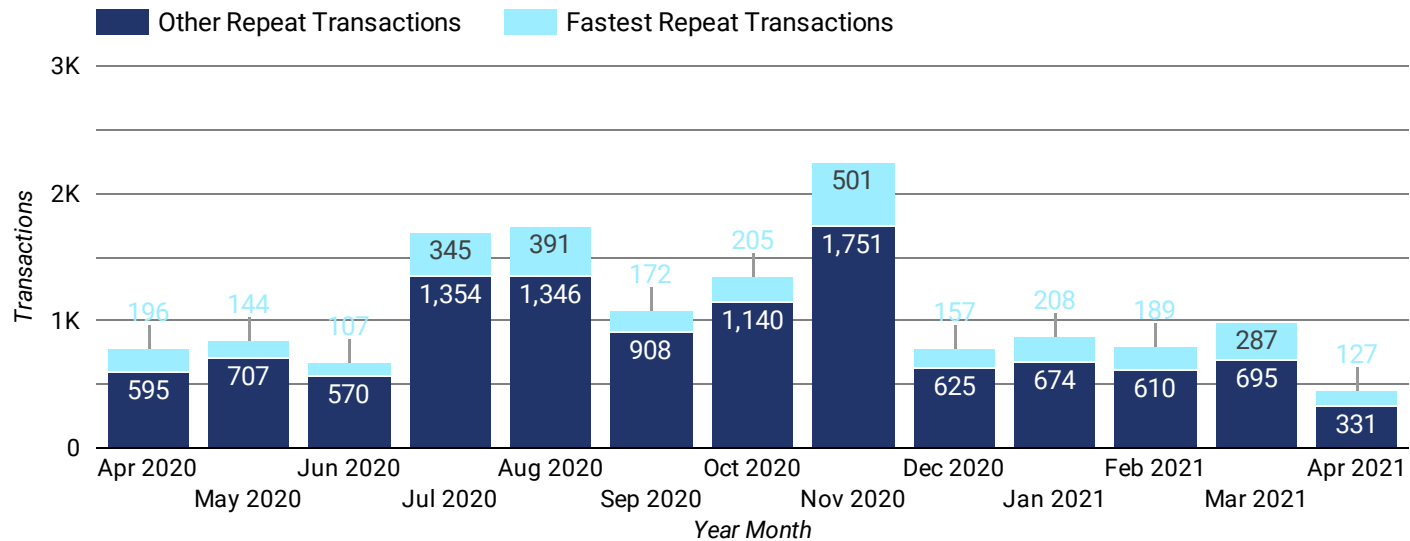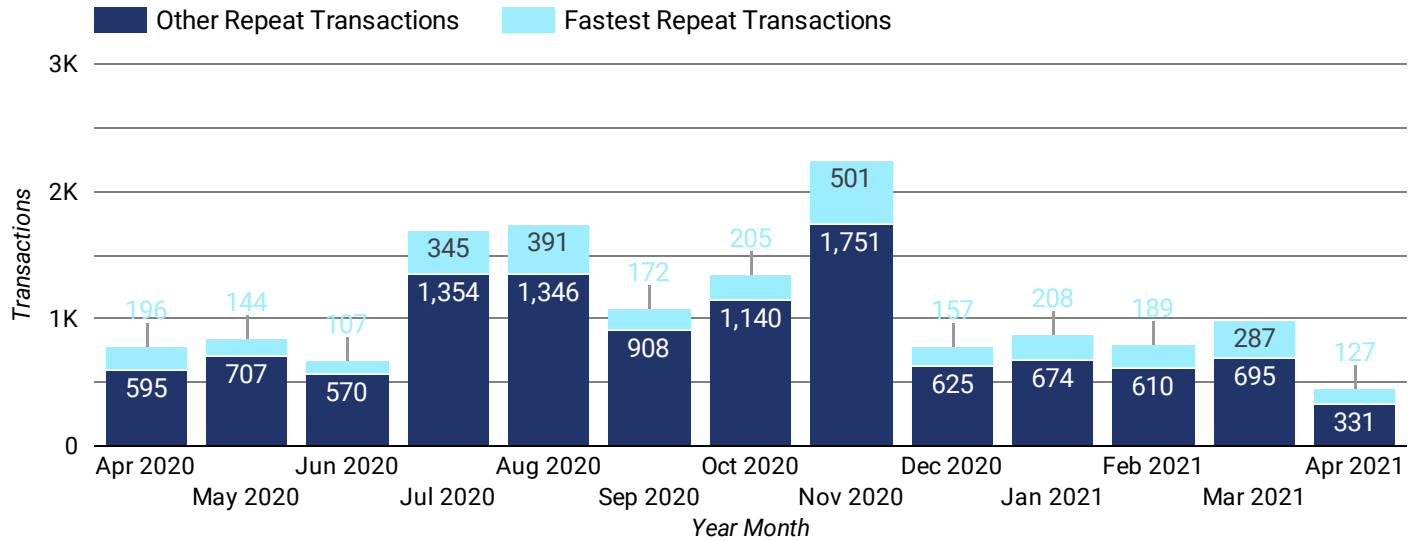|		
...	BoodleAI T-Shirt, Womens Medium	$4,703
...	BoodleBot 12" Plush Toy	$4,193
...	Long Sleeved Logo Tee, Womens Large	$4,108
...	Bumper Sticker "Let's Boodle"	$1,225
...	Coffee Mug, Gray with Logo "Let's Boodle"	$126

Top 5 Lookalike DMAs

1.	BALTIMORE DMA
2.	COLUMBUS OH DMA
3.	RICHMOND DMA
4.	CHARLOTTESVILLE DMA
5.	DETROIT DMA

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Who are my fastest repeat customers?

Fastest Repeat Customers: Emerging Persona

Legend: ■ Other Repeat Transactions ■ Fastest Repeat Transactions

Bar chart — Transactions by Year Month:

Year Month	Other Repeat Transactions	Fastest Repeat Transactions
Apr 2020	595	196
May 2020	707	144
Jun 2020	570	107
Jul 2020	1,354	345
Aug 2020	1,346	391
Sep 2020	908	172
Oct 2020	1,140	205
Nov 2020	1,751	501
Dec 2020	625	157
Jan 2021	674	208
Feb 2021	610	189
Mar 2021	695	287
Apr 2021	331	127

Persona

Attribute		
Gender		
Age	35-44 (2.8%)	65+ (1.4%)
Education	Some College (1.4%)	Bach Degree (1.4%)
Ownership	Likely Homeowner (4.2%)	Likely Renter (1.4%)
Marital		
Industry	Clerical/Office (1.4%)	
Politics	Republican (2.8%)	Non-Partisan (2.8%)
Religion	Christian (1.4%)	
DMA	ORLANDO/DAYT BCH (1.4...	JOHNSTWN/ALTOONA (1....
Outreach	Email (30.6%)	SMS (26.4%)
Interest	Smoking	Sewing_Knitting
Median Household Income		$71,702
Median Home Value		$144,709
Median Predicted Capacity		$8,750

Top 5 Methods of Acquisition

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

Top 5 Purchases

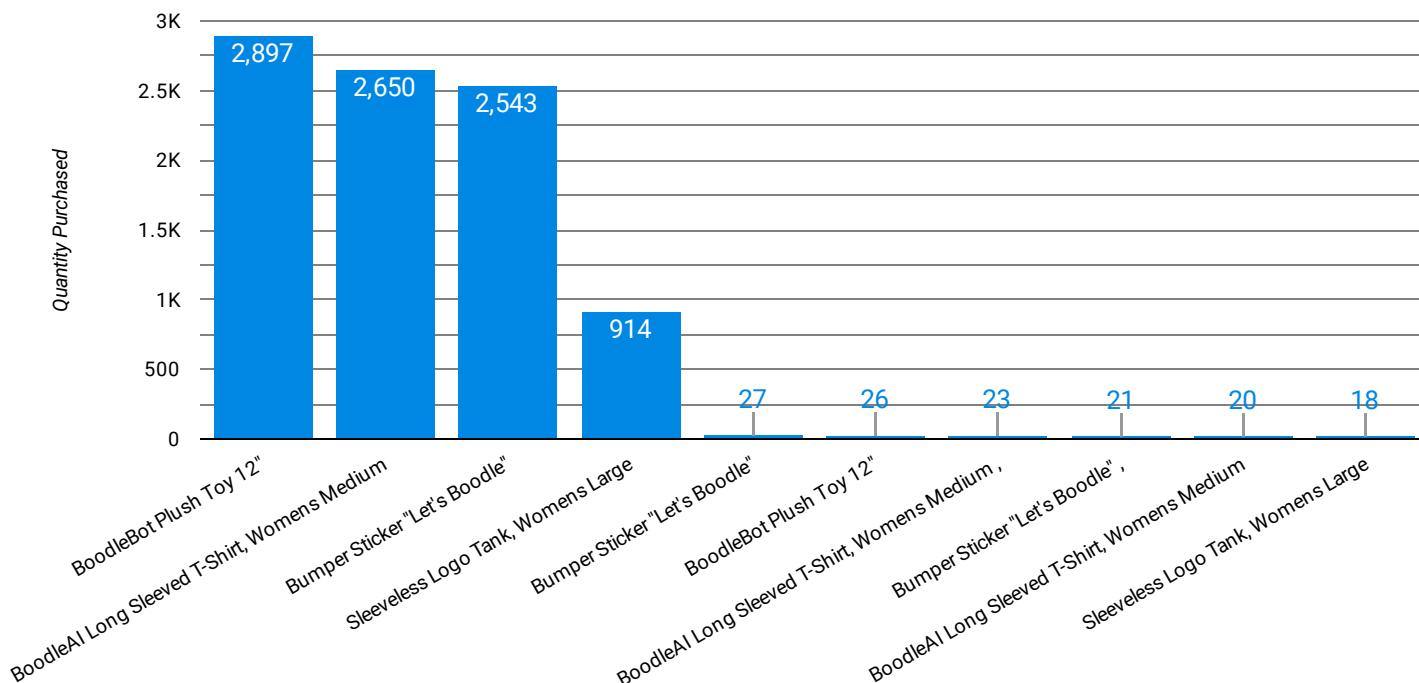|		
...	BoodleAI Long Sleeved T-Shirt, Wome...	$3,163
...	BoodleBot 18" Plush Toy	$2,960
...	Sleeveless Logo Tank, Womens Large	$2,597
...	Bumper Sticker "Let's Boodle"	$1,174
...	Coffee Mug, Gray with Logo "Let's Boo...	$27

Top 5 Lookalike DMAs

1.	GRSBRO/WNSAL/HPT DMA
2.	CHARLOTTE DMA
3.	COLUMBUS/TUPELO DMA
4.	LUBBOCK DMA
5.	CHATTANOOGA DMA

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What are my fastest repeat customers purchasing?

Fastest Repeat Customers: Top Product

Bar chart — Quantity Purchased:
- BoodleBot Plush Toy 12": 2,897
- BoodleAI Long Sleeved T-Shirt, Womens Medium: 2,650
- Bumper Sticker "Let's Boodle": 2,543
- Sleeveless Logo Tank, Womens Large: 914
- Bumper Sticker "Let's Boodle": 27
- BoodleBot Plush Toy 12": 26
- BoodleAI Long Sleeved T-Shirt, Womens Medium ,: 23
- Bumper Sticker "Let's Boodle" ,: 21
- BoodleAI Long Sleeved T-Shirt, Womens Medium: 20
- Sleeveless Logo Tank, Womens Large: 18

Persona who Purchased: BoodleBot Plush Toy 12"

Gender	F (88.1%)	M (6.9%)
Age	45-54 (22.5%)	35-44 (22.5%)
Education	Bach Degree (19.9%)	HS Diploma (16.3%)
Ownership	Likely Homeowner (57.6%)	Likely Renter (22.4%)
Marital	Married (34.7%)	Non-Traditional (6.5%)
Industry	Medical (5.2%)	Other_occupation (4.8%)
Politics	Republican (31.6%)	Democrat (30.8%)
Religion	Christian (45.2%)	Jewish (4.2%)
DMA	NEW YORK (4.7%)	LOS ANGELES (4.2%)
Outreach	Email (37.4%)	SMS (29.2%)
Interest	BoardGames_Puzzles	Tennis
	Median Household Income	$74,000
	Median Home Value	$202,726
	Median Predicted Capacity	$12,003

Top 5 Methods of Acquisition

| ...	Let's Boodle Ad Campaign - Twitter	90.9%
...	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. NASHVILLE DMA
4. COLUMBUS OH DMA
5. ST. LOUIS DMA

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Total Transactions	50,807
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Unmatched	2,284

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What are my fastest repeat customers purchasing?

Fastest Repeat Customers: Emerging Purchases
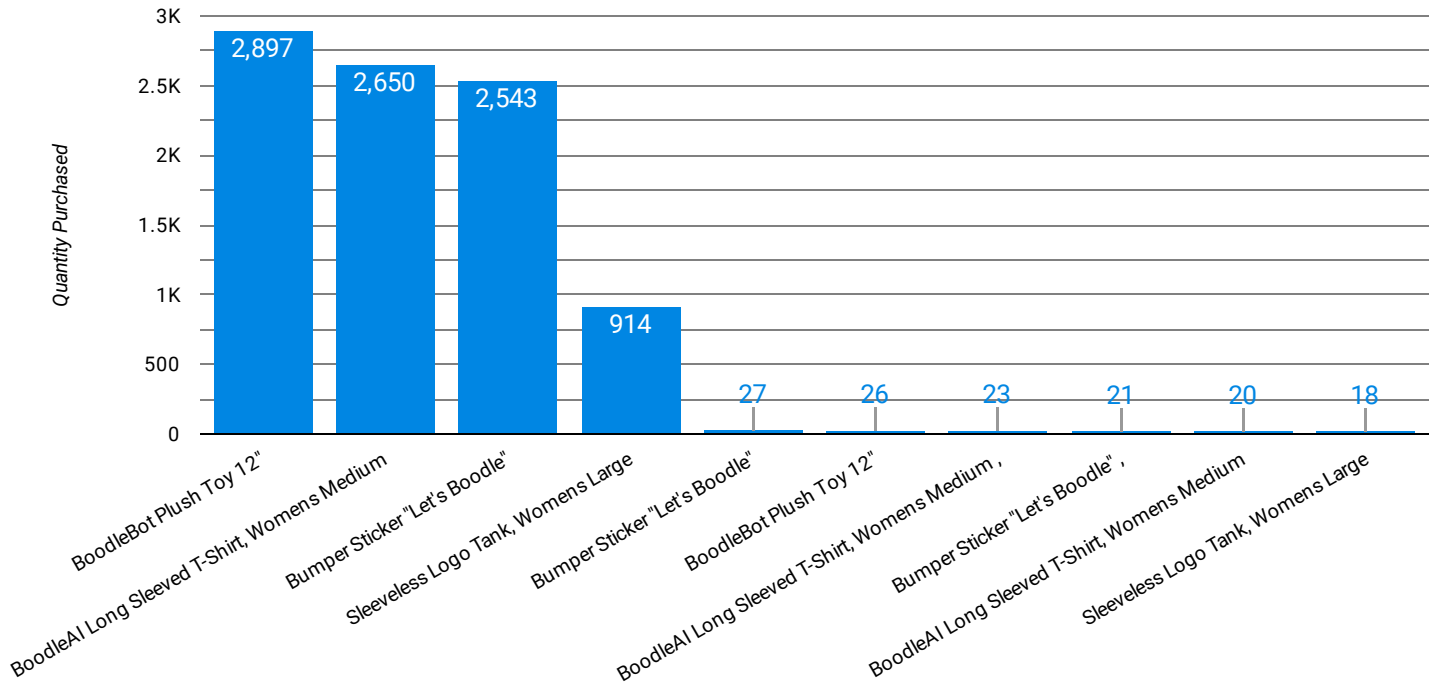
Persona who Purchased:

Sleeveless Logo Tank, Womens Large

Bumper Sticker "Let's Boodle"

BoodleAI Long Sleeved T-Shirt, Womens Medium

Gender	F (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

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What are my fastest repeat customers purchasing?

Fastest Repeat Customers: Top Product Combos

Number of Customers who Bought Combo

Combo	Value
y 12" & Bumper Sticker "Let's Boodle"	1,055
leBot Plush Toy 12" & BoodleAI Long Sleeved T-Shir...	1,021
BoodleAI Long Sleeved T-Shirt, Womens Medium & Bum...	986
BoodleBot Plush Toy 12" & Sleeveless Logo Tank, Wome...	605
BoodleAI Long Sleeved T-Shirt, Womens Medium & Sleev...	557
Bumper Sticker "Let's Boodle" & Sleeveless Logo Tank, Wo...	549
BoodleAI Long Sleeved T-Shirt, Womens Medium & Bood...	18
Bumper Sticker "Let's Boodle" & Bumper Sticker "Let's Boo...	16
BoodleAI Long Sleeved T-Shirt, Womens Medium , & Bu...	15
BoodleAI Long Sleeved T-Shirt, Womens Medium & Bum...	15

Persona who Purchased: BoodleBot Plush Toy 12" & Bumper Sticker "Let's Boodle"

Gender	F (87.4%)	M (7.9%)
Age	45-54 (23.1%)	35-44 (22.3%)
Education	Bach Degree (20.4%)	HS Diploma (16.7%)
Ownership	Likely Homeowner (59.1%)	Likely Renter (21.4%)
Marital	Married (35.6%)	Non-Traditional (6.4%)
Industry	Medical (5.4%)	Other_occupation (5.2%)
Politics	Republican (33.1%)	Democrat (30.1%)
Religion	Christian (45.7%)	Jewish (4.3%)
DMA	NEW YORK (4.7%)	LOS ANGELES (3.7%)
Outreach	Email (36.7%)	SMS (28.2%)
Interest	BoardGames_Puzzles	Electronic_Gaming
	Median Household Income	$74,210
	Median Home Value	$203,034
	Median Predicted Capacity	$12,500

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. MEMPHIS DMA
2. CINCINNATI DMA
3. ST. LOUIS DMA
4. HLLY DMA
5. TOLEDO DMA

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Where are my fastest repeat customers?

Fastest Repeat Customers: Top Location
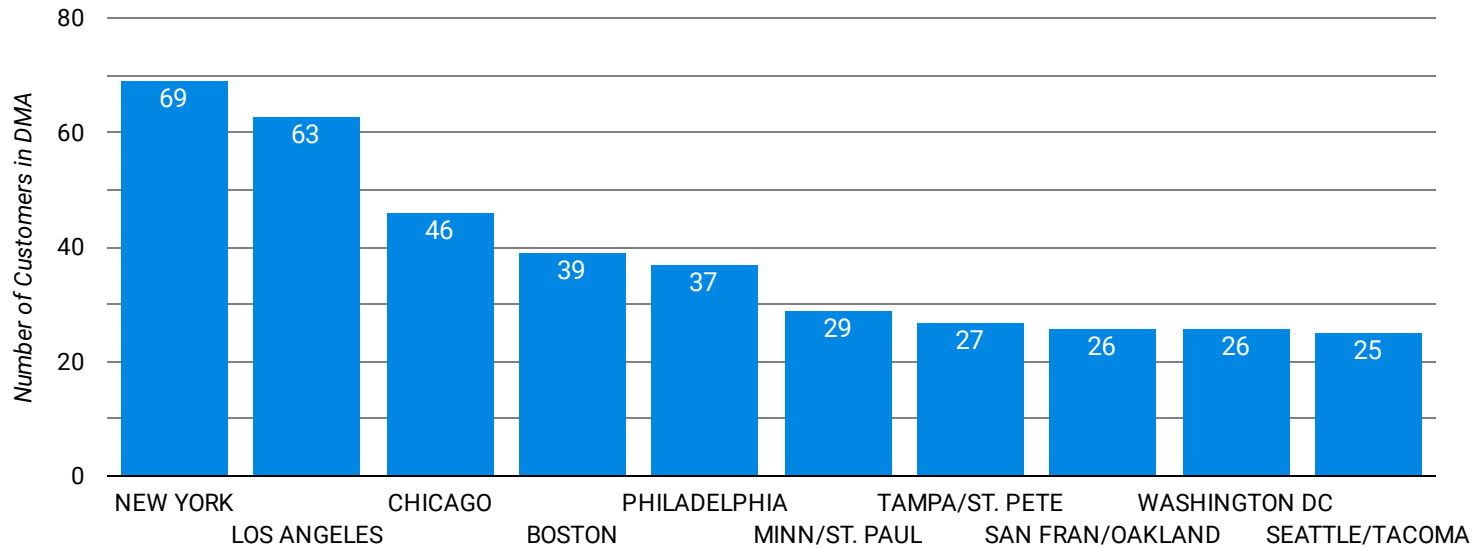
Persona who lives in: NEW YORK

Gender	F (91.3%)	M (8.7%)
Age	45-54 (27.5%)	55-64 (20.3%)
Education	Bach Degree (24.6%)	HS Diploma (21.7%)
Ownership	Likely Homeowner (59.4%)	Likely Renter (37.7%)
Marital	Married (33.3%)	Non-Traditional (5.8%)
Industry	Medical (5.8%)	Management (4.3%)
Politics	Democrat (40.6%)	Non-Partisan (30.4%)
Religion	Christian (53.6%)	Jewish (2.9%)
DMA	NEW YORK (100.0%)	
Outreach	Email (40.6%)	SMS (27.5%)
Interest	BoardGames_Puzzles	Musical_Instruments
	Median Household Income	$96,000
	Median Home Value	$380,369
	Median Predicted Capacity	$18,750

Top 5 Products

...	BoodleAI Long Sleeved T-Shirt, Womens Medium	$2,952
...	BoodleBot 18" Plush Toy	$2,443
...	Sleeveless Logo Tank, Womens Large	$2,407
...	Bumper Sticker "Let's Boodle"	$821
...	Coffee Mug, Gray with Logo "Let's Boodle"	$56

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

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Unmatched	2,284

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Where are my fastest repeat customers?

Fastest Repeat Customers: Emerging Locations

NEW YORK	69	
LOS ANGELES	63	
CHICAGO	46	
BOSTON	39	
PHILADELPHIA	37	
MINN/ST. PAUL	29	
TAMPA/ST. PETE	27	
SAN FRAN/OAKLAND	26	
WASHINGTON DC	26	
SEATTLE/TACOMA	25	
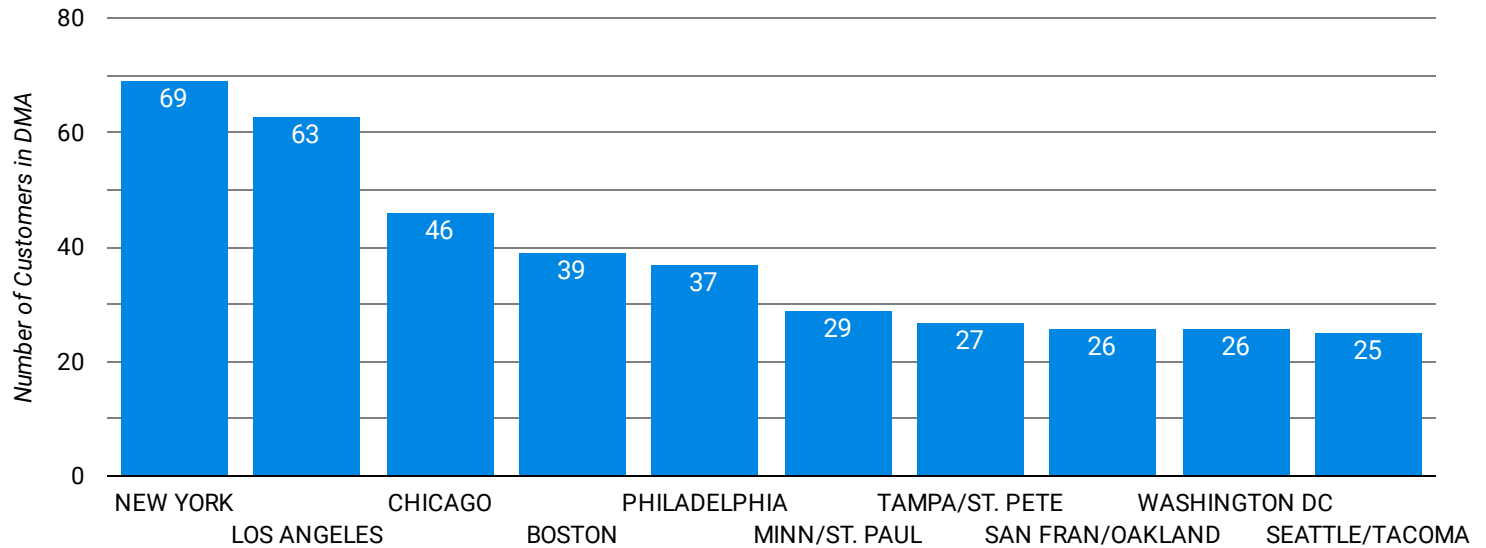
Persona who lives in:

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

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Total Transactions	50,807
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Unmatched	2,284

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How am I acquiring my fastest repeat customers?

Fastest Repeat Customers: Top Acquisition Method

Number of Customers (y-axis): 1.5K, 1K, 500, 0

1,422

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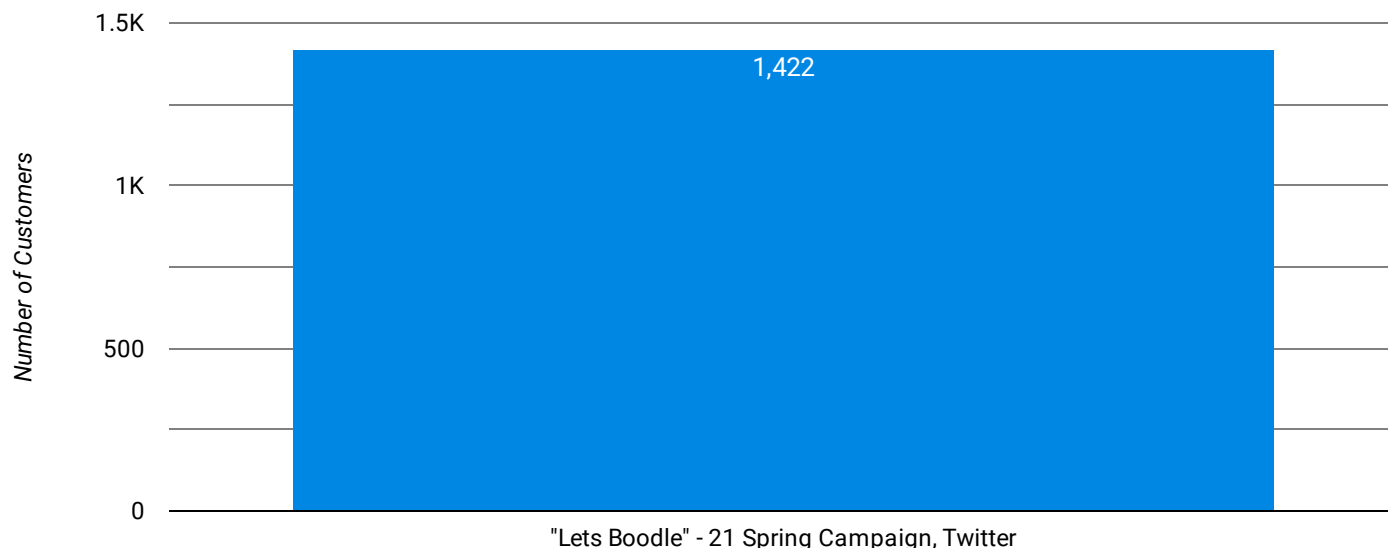
Persona who came from: "Lets Boodle" - 21 Spring Campaign, Twitter

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

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