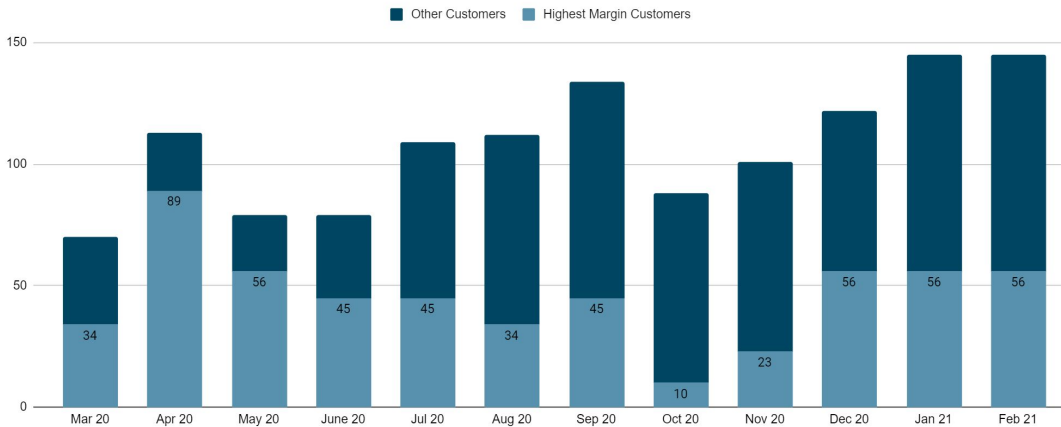


Who are my highest margin customers (top 25%)?

Highest Margin Customers: Primary Persona



Primary 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

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

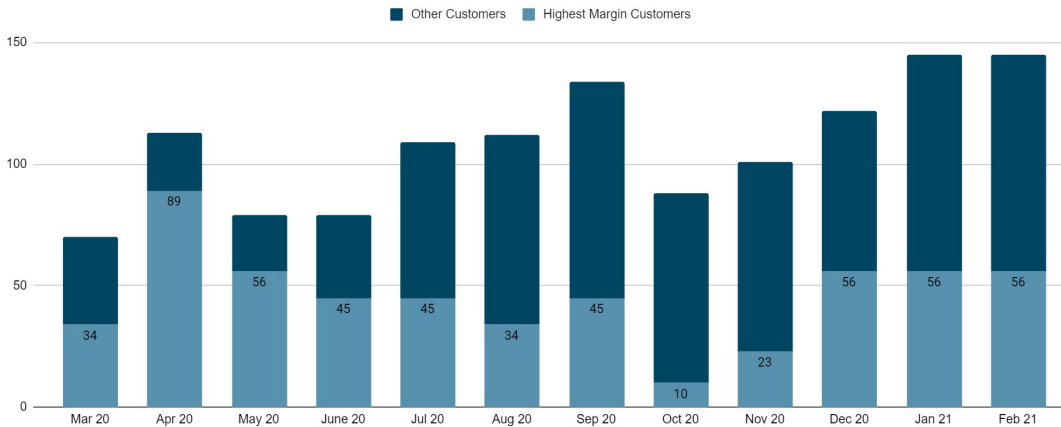
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

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

Who else are my highest margin customers (top 25%)?

Highest Margin Customers: Secondary Persona



Secondary 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

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%)

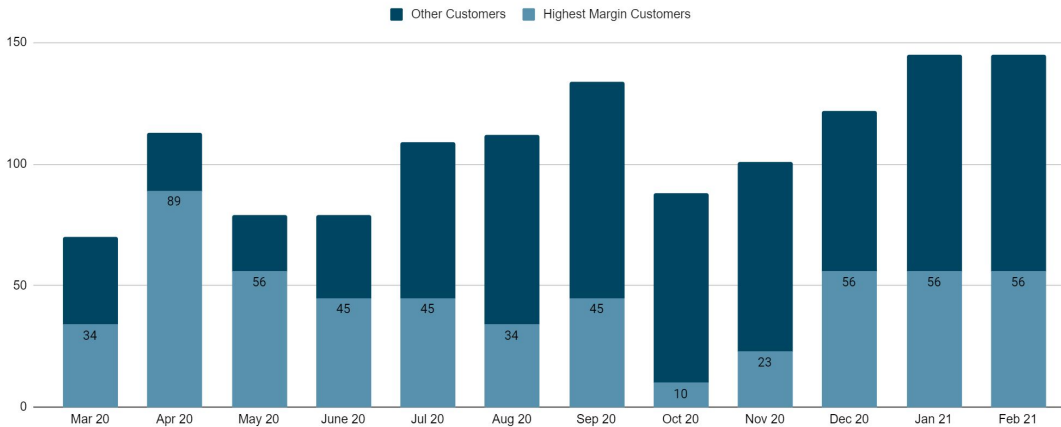
Top 5 Lookalike DMAs

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

Top 5 Lookalike Zip Codes

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

Who are my emerging highest margin customers (top 25%)? Highest Margin 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%)
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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

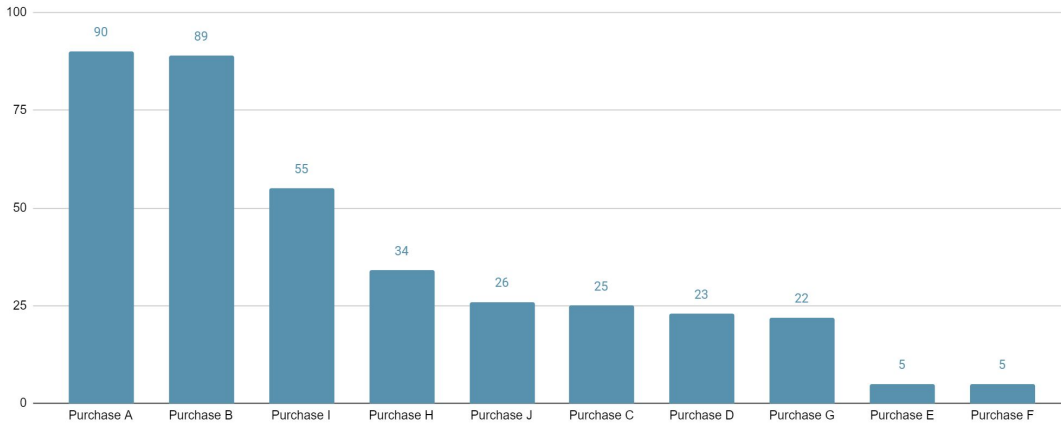
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

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

What are my highest margin customers (top 25%) purchasing?

Highest Margin Customers: Top Purchases



Persona of [Purchase] Purchaser

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%)
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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%)

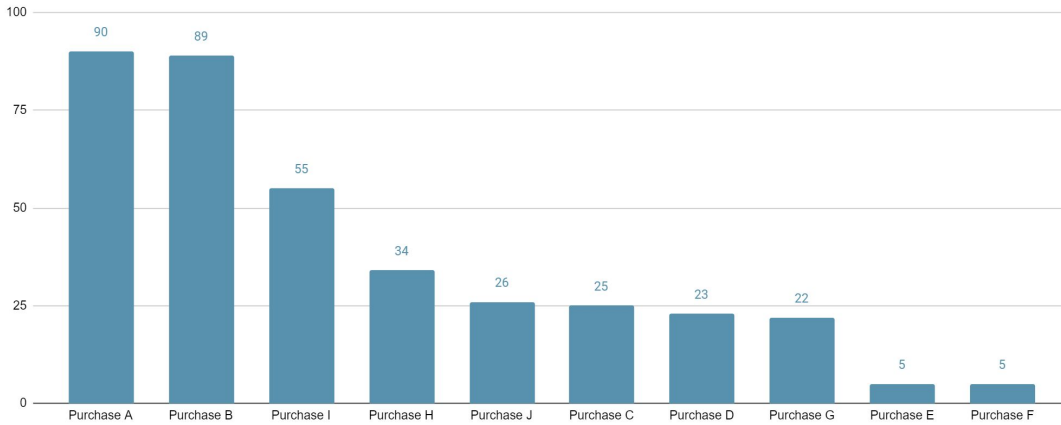
Top 5 Lookalike DMAs

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

Top 5 Lookalike Zip Codes

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

What are my highest margin customers (top 25%) starting to purchase more of? Highest Margin Customers: Emerging Purchases



Persona of [Purchase] Purchaser

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%)
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Top 5 Methods of Acquisition

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

Top 5 Lookalike DMAs

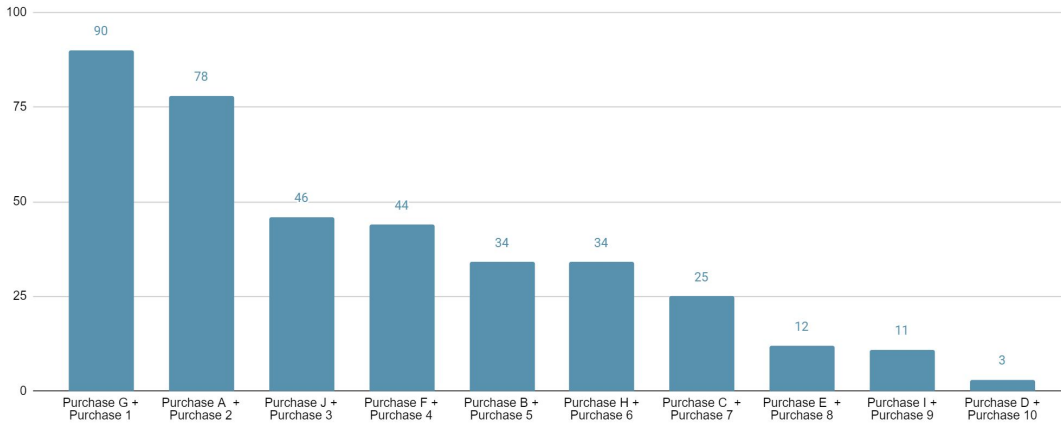
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

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

What are my highest margin customers (top 25%) purchasing together?

Highest Margin Customers: Purchase Combos



Persona of [Purchase Combo] Purchaser

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%)
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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

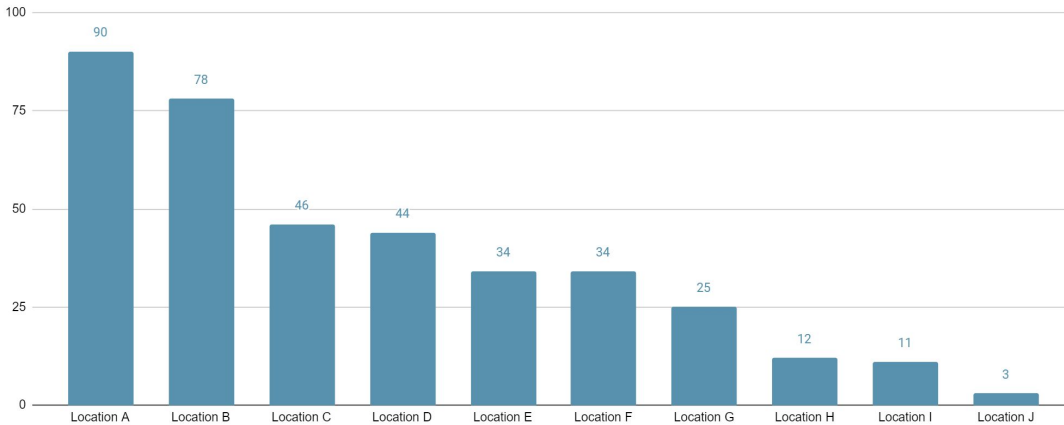
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

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

Where are my highest margin customers (top 25%)?

Highest Margin 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%)
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Top 5 Methods of Acquisition

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2. Method B (XX%)
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4. Method D (XX%)
5. Method E (XX%)

Top 5 Lookalike DMAs

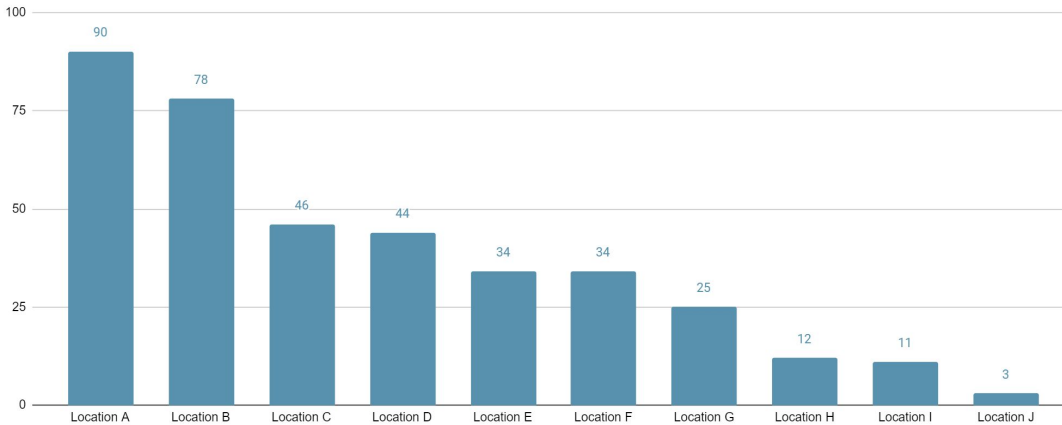
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

Top 5 Lookalike Zip Codes

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

Where are my highest margin customers (top 25%) emerging?

Highest Margin Customers: Emerging Locations



Persona of Customer in [Location]

Gender	F (79%)	M (21%)
Age	25-34 (34%)	35-44 (19%)
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1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

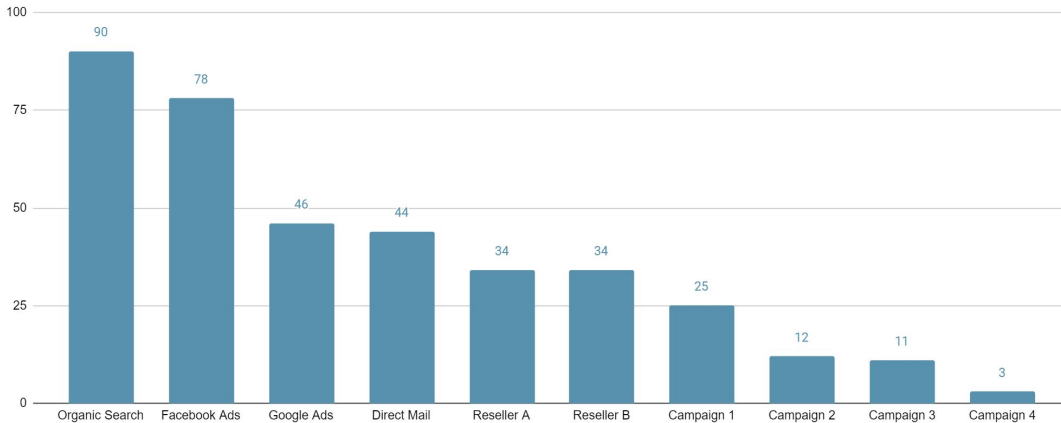
Top 5 Lookalike DMAs

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

Top 5 Lookalike Zip Codes

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

How am I acquiring my highest margin customers (top 25%)? Highest Margin Customers: Acquisition Method



Persona of Customer Acquired by [Method]

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%)
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Top 5 Lookalike Zip Codes

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4. Zip Code
5. Zip Code