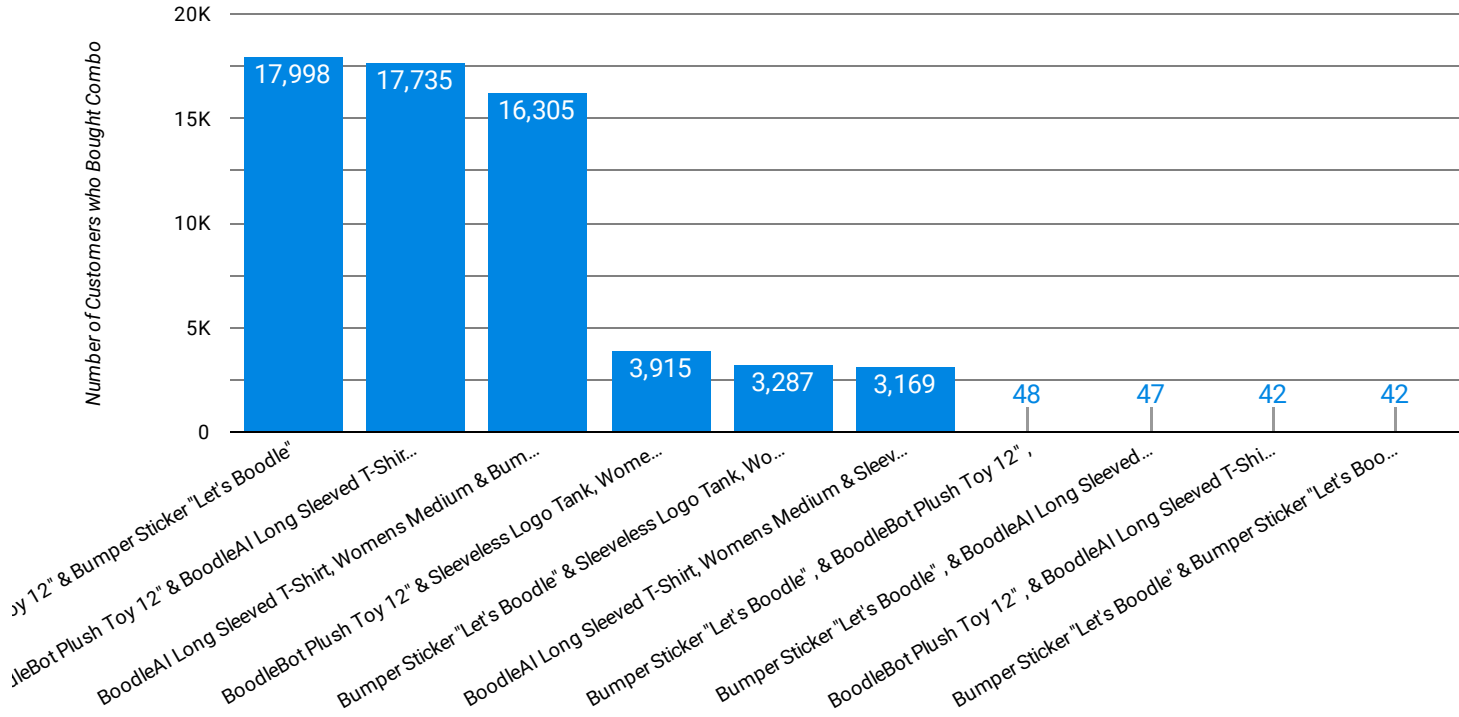


What are my new customers purchasing?

New Customers: Top Product Combos



Persona who Purchased:

BoodleBot Plush Toy 12" & Bumper Sticker "Let's Boodle"

Gender	F (86.1%)	M (7.8%)
Age	35-44 (23.2%)	25-34 (21.6%)
Education	Bach Degree (17.7%)	Some College (16.8%)
Ownership	Likely Homeowner (52.4%)	Likely Renter (25.1%)
Marital	Married (32.2%)	Non-Traditional (6.7%)
Industry	Medical (5.3%)	Other_occupation (3.5%)
Politics	Democrat (32.9%)	Republican (30.1%)
Religion	Christian (38.5%)	Jewish (3.4%)
DMA	LOS ANGELES (4.9%)	NEW YORK (4.4%)
Outreach	SMS (38.1%)	Email (35.7%)
Interest	Sports	Hunting
	Median Household Income	\$74,000
	Median Home Value	\$207,051
	Median Predicted Capacity	\$11,785

Top 5 Methods of Acquisition

Let's Boodle Ad Campaign - Twitter	100%
Organic Site Traffic	
Direct Mail Offering - Spring '21	
Spring Ad Campaign - Facebook	
Email Newsletter	

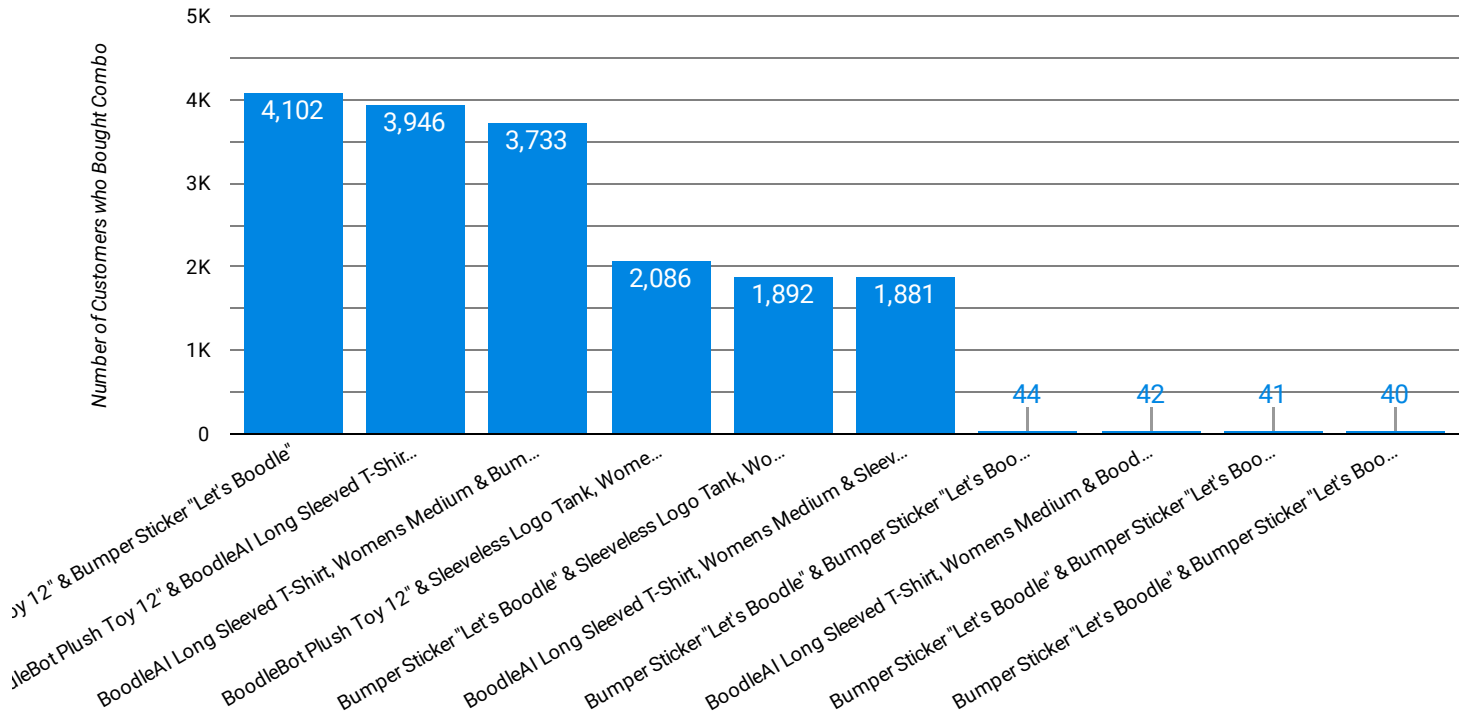
Top 5 Lookalike DMAs

1. NASHVILLE DMA
2. MEMPHIS DMA
3. BATON ROUGE DMA
4. COLUMBIA SC DMA
5. NORFOLK DMA

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

What are my repeat customers purchasing?

Repeat Customers: Top Product Combos



Persona who Purchased:

BoodleBot Plush Toy 12" & Bumper Sticker "Let's Boodle"

Gender	F (87.3%)	M (7.1%)
Age	45-54 (23.5%)	35-44 (21.6%)
Education	Bach Degree (19.4%)	HS Diploma (16.1%)
Ownership	Likely Homeowner (55.8%)	Likely Renter (23.5%)
Marital	Married (35.3%)	Non-Traditional (7.2%)
Industry	Medical (5.3%)	Other_occupation (4.5%)
Politics	Republican (32.1%)	Democrat (31.7%)
Religion	Christian (43.3%)	Jewish (3.6%)
DMA	NEW YORK (4.7%)	LOS ANGELES (4.2%)
Outreach	Email (38.1%)	SMS (29.6%)
Interest	BoardGames_Puzzles	Hunting
	Median Household Income	\$74,451
	Median Home Value	\$206,116
	Median Predicted Capacity	\$12,155

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	

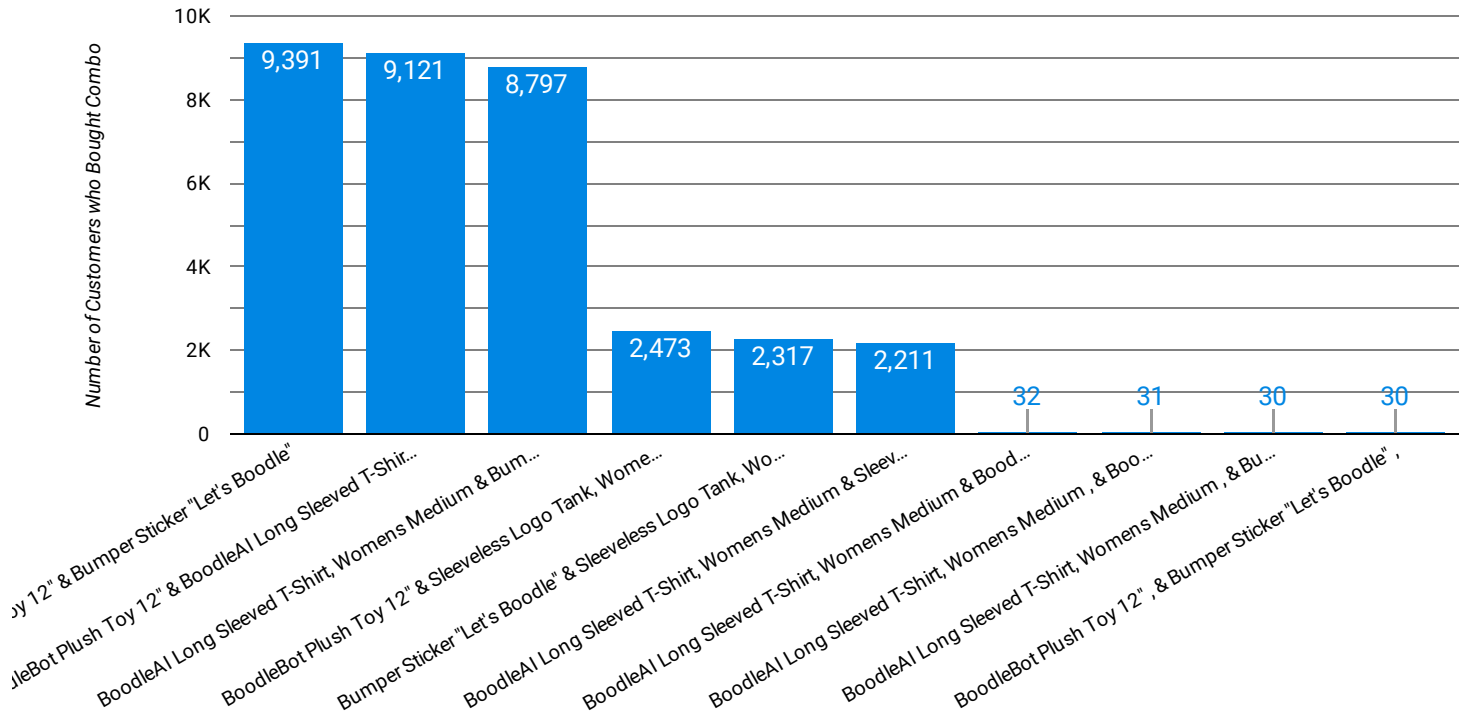
Top 5 Lookalike DMAs

1. MEMPHIS DMA
2. NORFOLK DMA
3. JACKSON TN DMA
4. CINCINNATI DMA
5. BIRMINGHAM 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: Top Product Combos



Persona who Purchased:

BoodleBot Plush Toy 12" & Bumper Sticker "Let's Booodle"

Gender	F (84.2%)	M (9.8%)
Age	45-54 (21.0%)	35-44 (20.8%)
Education	Bach Degree (18.0%)	Some College (16.3%)
Ownership	Likely Homeowner (53.3%)	Likely Renter (25.0%)
Marital	Married (32.6%)	Non-Traditional (6.4%)
Industry	Medical (5.2%)	Other_occupation (4.0%)
Politics	Democrat (32.0%)	Republican (31.3%)
Religion	Christian (39.9%)	Jewish (3.5%)
DMA	LOS ANGELES (5.0%)	NEW YORK (4.6%)
Outreach	Email (36.1%)	SMS (33.0%)
Interest	Sports	Food
	Median Household Income	\$73,420
	Median Home Value	\$207,900
	Median Predicted Capacity	\$11,814

Top 5 Methods of Acquisition

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

Top 5 Lookalike DMAs

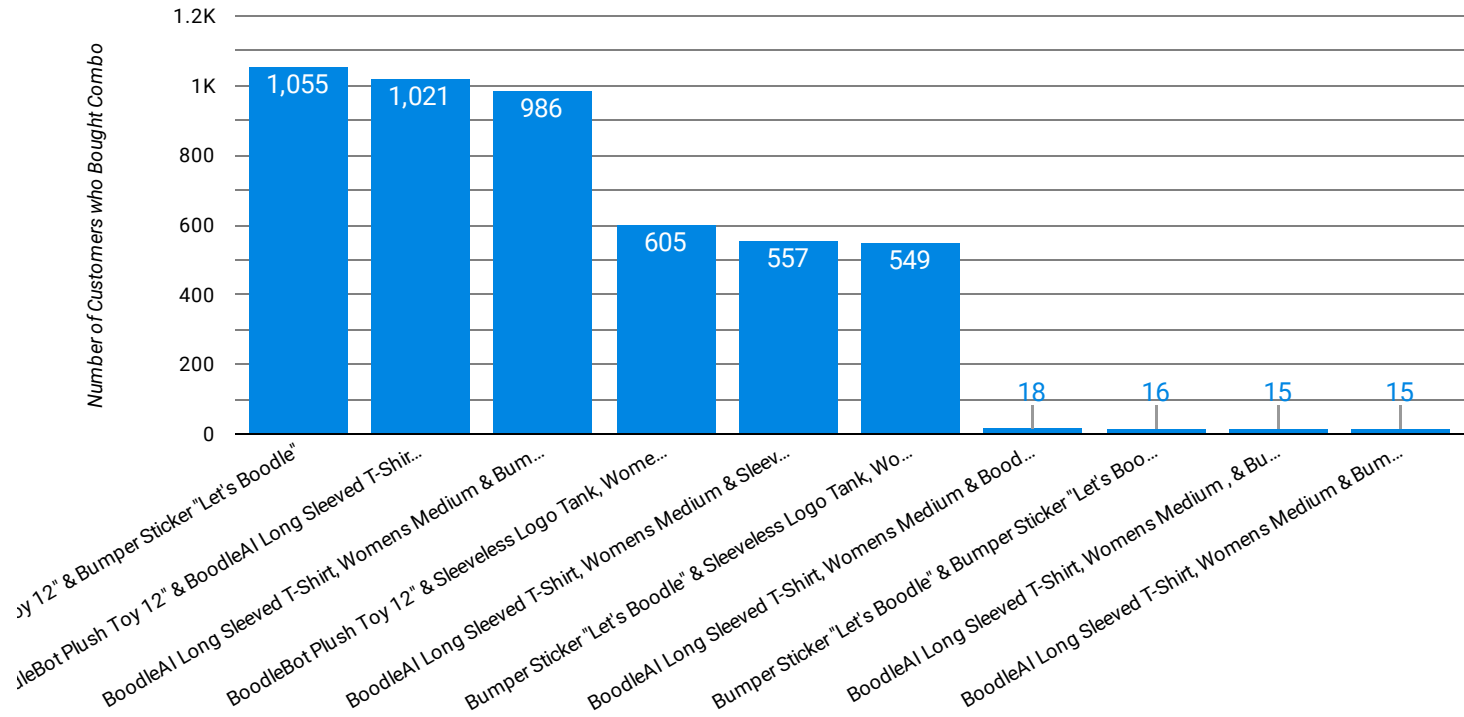
1. NASHVILLE DMA
2. NORFOLK DMA
3. COLUMBIA SC DMA
4. BATON ROUGE DMA
5. MEMPHIS DMA

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

What are my fastest repeat customers purchasing?

Fastest Repeat Customers: Top Product

Combo



Persona who Purchased:

BoobleBot Plush Toy 12" & Bumper Sticker "Let's Booodle"

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 Booodle Ad Campaign - Twitter	100.0%
Organic Site Traffic	
Direct Mail Offering - Spring '21	
Spring Ad Campaign - Facebook	
Email Newsletter	

Top 5 Lookalike DMAs

MEMPHIS DMA
CINCINNATI DMA
ST. LOUIS DMA
HLLY DMA
TOLEDO DMA

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