



LOGOTEXT
SLOGANHERE
Sales Data

Apr 29, 2021

REPEAT CUSTOMER SEAR

Sales Enriched Analytics Report

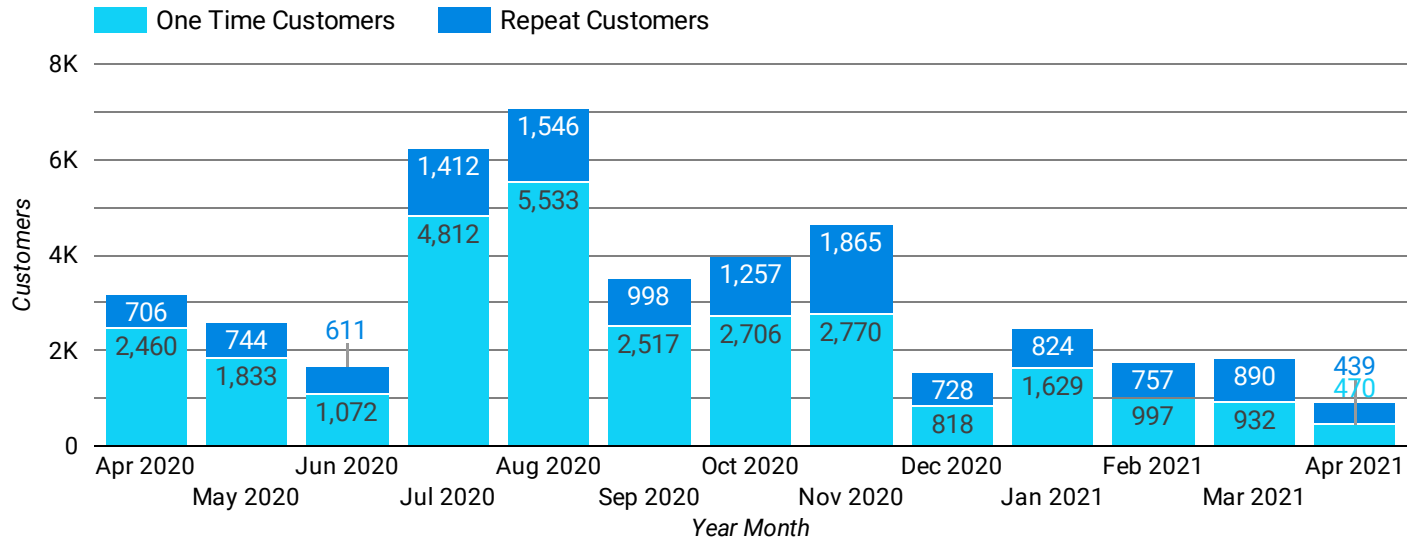
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Total Transactions	50,807
Total Contacts	40,276
Matched	37,992
Unmatched	2,284

Who are my repeat customers?

Repeat Customers: Overall Persona



Persona

Gender	F (87.7%)	M (6.6%)
Age	45-54 (22.7%)	35-44 (21.9%)
Education	Bach Degree (19.5%)	HS Diploma (16.0%)
Ownership	Likely Homeowner (55.2%)	Likely Renter (23.8%)
Marital	Married (34.9%)	Non-Traditional (7.0%)
Industry	Medical (5.2%)	Other_occupation (4.5%)
Politics	Democrat (31.8%)	Republican (31.6%)
Religion	Christian (42.6%)	Jewish (3.8%)
DMA	NEW YORK (4.7%)	LOS ANGELES (4.4%)
Outreach	Email (37.8%)	SMS (30.9%)
Interest	BoardGames_Puzzles	Food
Median Household Income	\$74,666	
Median Home Value	\$206,095	
Median Predicted Capacity	\$12,200	

Top 5 Methods of Acquisition

1.	Let's Booodle 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

...	BooodleAI T-Shirt, Womens Medium	\$287,230
...	BooodleBot 12" Plush Toy	\$261,031
...	Long Sleeved Logo Tee, Womens Large	\$241,864
...	Bumper Sticker "Let's Booodle"	\$76,336
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$2,419

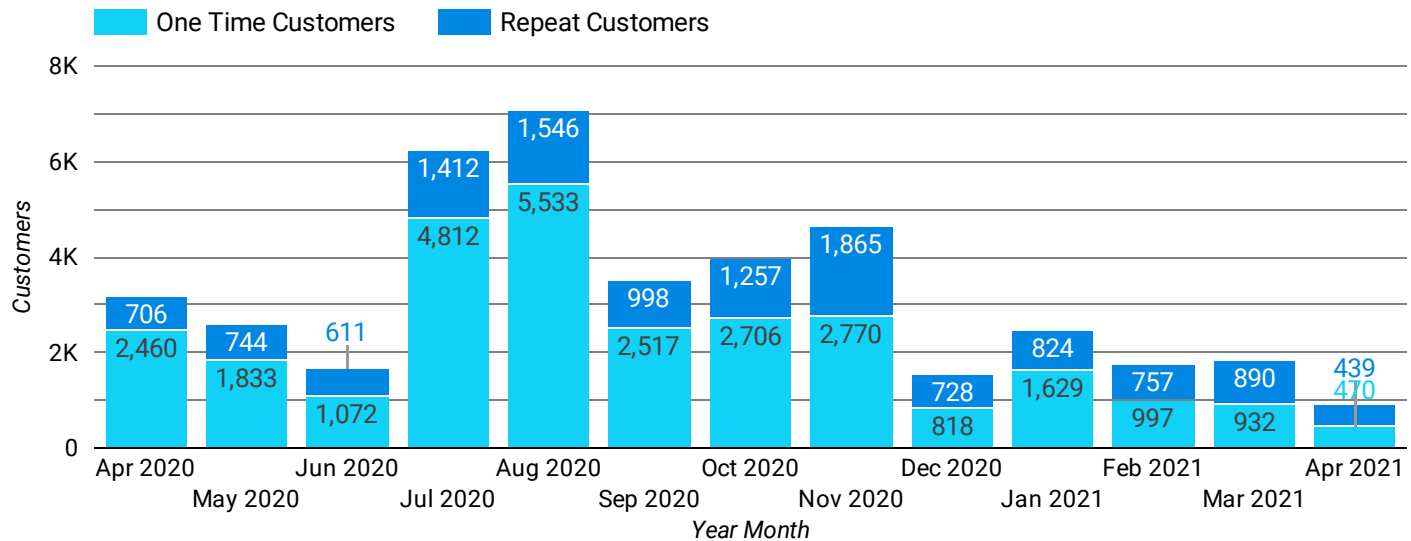
Top 5 Lookalike DMAs

1.	MEMPHIS DMA
2.	NORFOLK DMA
3.	NASHVILLE DMA
4.	BIRMINGHAM DMA
5.	PEORIA/BLOOMNGTN DMA

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

Who are my repeat customers?

Repeat Customers: Primary Persona



Persona

Gender	F (100.0%)	
Age	45-54 (25.0%)	35-44 (20.9%)
Education	Bach Degree (25.5%)	HS Diploma (21.6%)
Ownership	Likely Homeowner (100.0%)	
Marital	Married (39.4%)	Non-Traditional (8.0%)
Industry	Medical (6.8%)	Other_occupation (6.1%)
Politics	Democrat (100.0%)	
Religion	Christian (59.3%)	Jewish (4.6%)
DMA	NEW YORK (5.1%)	PHILADELPHIA (4.3%)
Outreach	Email (37.7%)	SMS (28.4%)
Interest	Tennis	Food
Median Household Income	\$75,000	
Median Home Value	\$198,700	
Median Predicted Capacity	\$12,500	

Top 5 Methods of Acquisition

1.	Let's Booodle 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

...	BooodleAI T-Shirt, Womens Medium	\$43,836
...	BooodleBot 12" Plush Toy	\$40,594
...	Long Sleeved Logo Tee, Womens Large	\$36,481
...	Bumper Sticker "Let's Booodle"	\$11,447
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$389

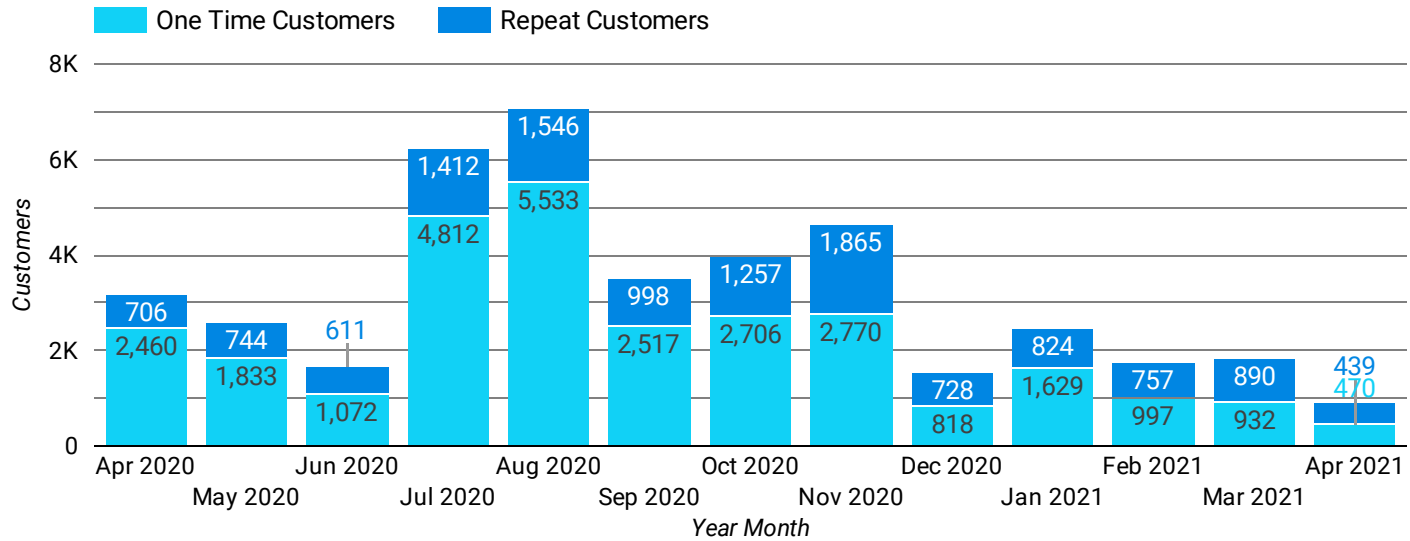
Top 5 Lookalike DMAs

1.	PITTSBURGH DMA
2.	ERIE DMA
3.	ROCH/MAS CTY/AUS DMA
4.	ST. LOUIS DMA
5.	YOUNGSTOWN DMA

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

Who are my repeat customers?

Repeat Customers: Secondary Persona



Persona

Gender	F (100.0%)	
Age	45-54 (30.0%)	55-64 (23.4%)
Education	Bach Degree (28.4%)	HS Diploma (21.7%)
Ownership	Likely Homeowner (100.0%)	
Marital	Married (62.9%)	Non-Traditional (4.7%)
Industry	Other_occupation (8.2%)	Medical (7.7%)
Politics	Republican (100.0%)	
Religion	Christian (62.9%)	Jewish (4.1%)
DMA	NEW YORK (3.3%)	MINN/ST. PAUL (3.1%)
Outreach	Email (41.4%)	Direct Mail (34.1%)
Interest	Hunting	Sports
Median Household Income	\$79,000	
Median Home Value	\$202,105	
Median Predicted Capacity	\$12,500	

Top 5 Methods of Acquisition

1.	Let's Booodle 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

...	BooodleAI T-Shirt, Womens Medium	\$60,810
...	BooodleBot 12" Plush Toy	\$53,128
...	Long Sleeved Logo Tee, Womens Large	\$53,083
...	Bumper Sticker "Let's Booodle"	\$15,064
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$466

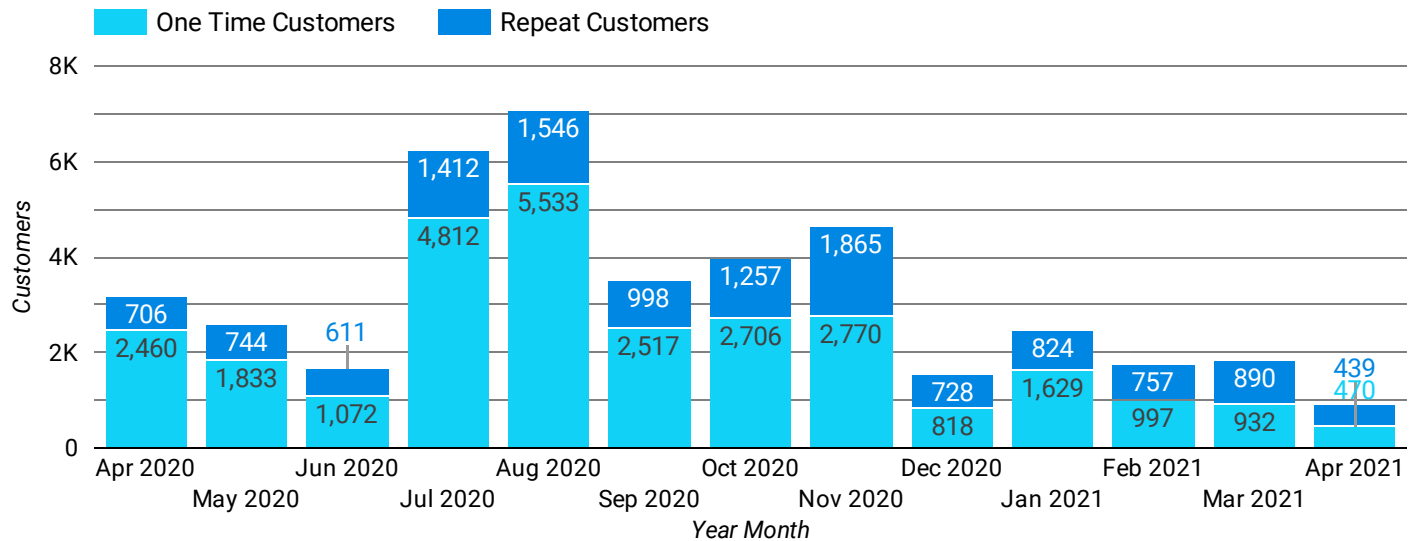
Top 5 Lookalike DMAs

1.	LIMA DMA
2.	YOUNGSTOWN DMA
3.	ELMIRA DMA
4.	ZANESVILLE DMA
5.	HLLY DMA

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

Who are my repeat customers?

Repeat Customers: Emerging Persona



Persona

Gender	F (80.9%)	M (10.3%)
Age	35-44 (23.1%)	25-34 (21.3%)
Education	Bach Degree (15.3%)	Some College (14.8%)
Ownership	Likely Renter (37.0%)	Likely Homeowner (30.4%)
Marital	Married (25.1%)	Non-Traditional (7.4%)
Industry	Medical (4.0%)	Other_occupation (2.9%)
Politics	Non-Partisan (44.4%)	Democrat (25.2%)
Religion	Christian (32.2%)	Jewish (3.5%)
DMA	LOS ANGELES (5.0%)	NEW YORK (5.0%)
Outreach	Email (36.8%)	SMS (35.1%)
Interest	BoardGames_Puzzles	Food
Median Household Income	\$72,000	
Median Home Value	\$208,907	
Median Predicted Capacity	\$10,570	

Top 5 Methods of Acquisition

1.	Let's Booodle 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

...	BooodleAI T-Shirt, Womens Medium	\$182,584
...	BooodleBot 12" Plush Toy	\$167,309
...	Long Sleeved Logo Tee, Womens Large	\$152,300
...	Bumper Sticker "Let's Booodle"	\$49,825
...	Coffee Mug, Gray with Logo "Let's Boo..."	\$1,687

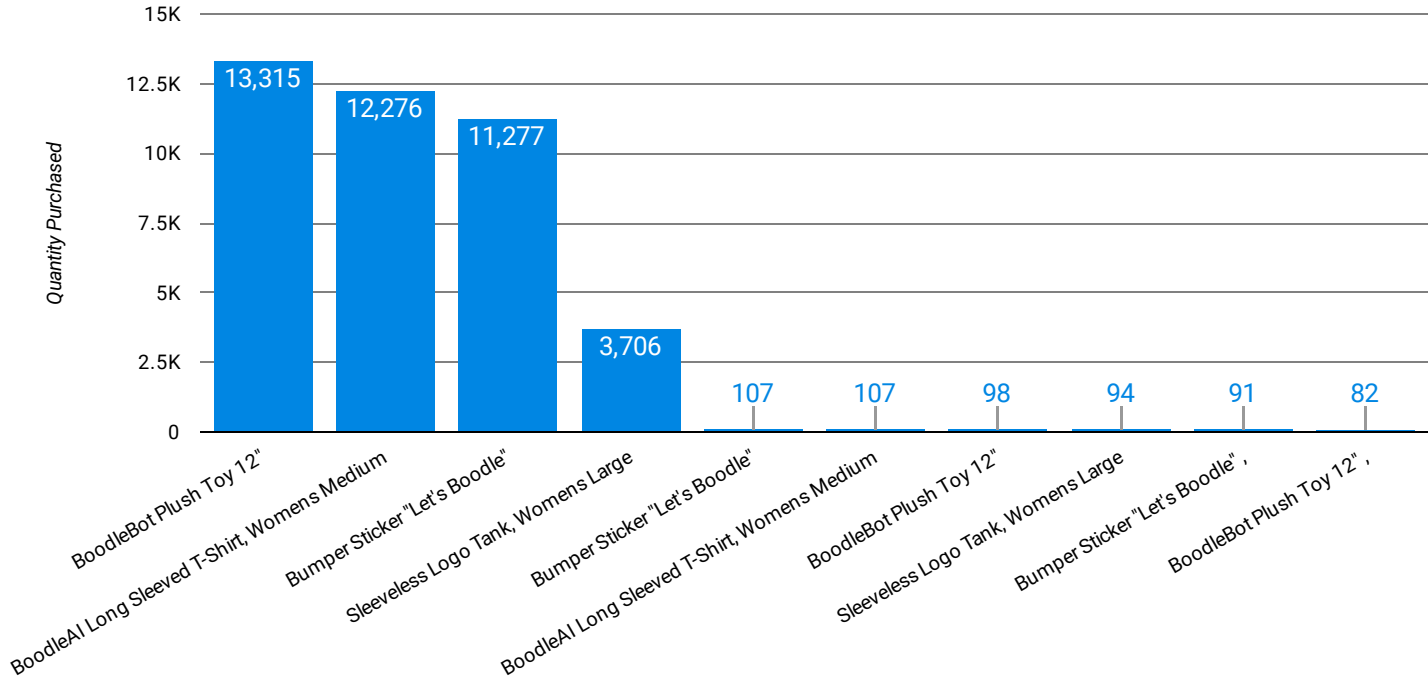
Top 5 Lookalike DMAs

1.	MEMPHIS DMA
2.	COLUMBUS GA DMA
3.	BATON ROUGE DMA
4.	NEW ORLEANS DMA
5.	CHARLESTON SC 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



Persona who Purchased: BoodleBot Plush Toy 12"

Gender	F (87.9%)	M (6.5%)
Age	45-54 (23.1%)	35-44 (21.7%)
Education	Bach Degree (19.1%)	HS Diploma (16.2%)
Ownership	Likely Homeowner (55.1%)	Likely Renter (24.1%)
Marital	Married (35.0%)	Non-Traditional (7.1%)
Industry	Medical (5.1%)	Other_occupation (4.4%)
Politics	Republican (31.8%)	Democrat (31.7%)
Religion	Christian (42.9%)	Jewish (3.7%)
DMA	NEW YORK (4.5%)	LOS ANGELES (4.4%)
Outreach	Email (37.9%)	SMS (30.8%)
Interest	BoardGames_Puzzles	Sports
	Median Household Income	\$74,000
	Median Home Value	\$203,067
	Median Predicted Capacity	\$12,007

Top 5 Methods of Acquisition

...	Let's Boodle Ad Campaign - Twitter	86.5%
...	Organic Site Traffic	
...	Direct Mail Offering - Spring '21	
...	Spring Ad Campaign - Facebook	
...	Email Newsletter	

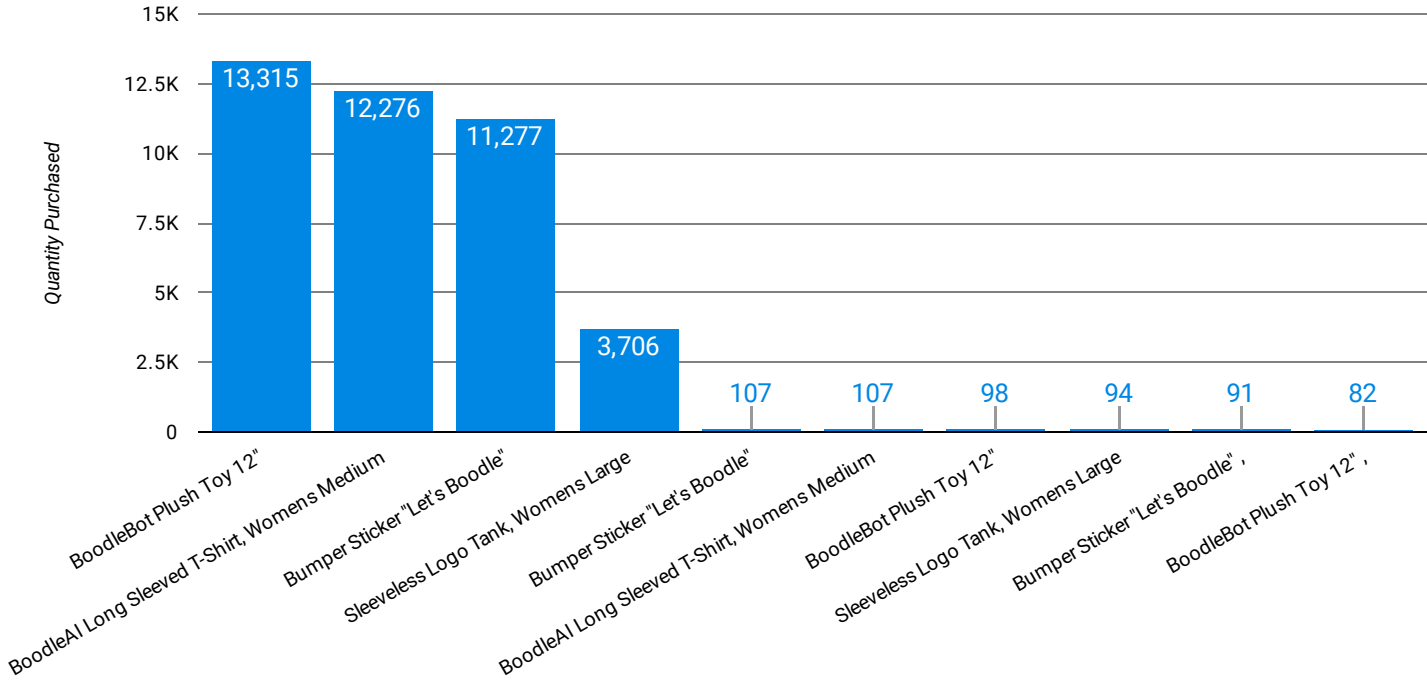
Top 5 Lookalike DMAs

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

Total Transactions	50,807
Total Contacts	40,276
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What are my repeat customers purchasing?

Repeat Customers: Emerging Purchases



Persona who Purchased:

Sleeveless Logo Tank, Womens Large

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	

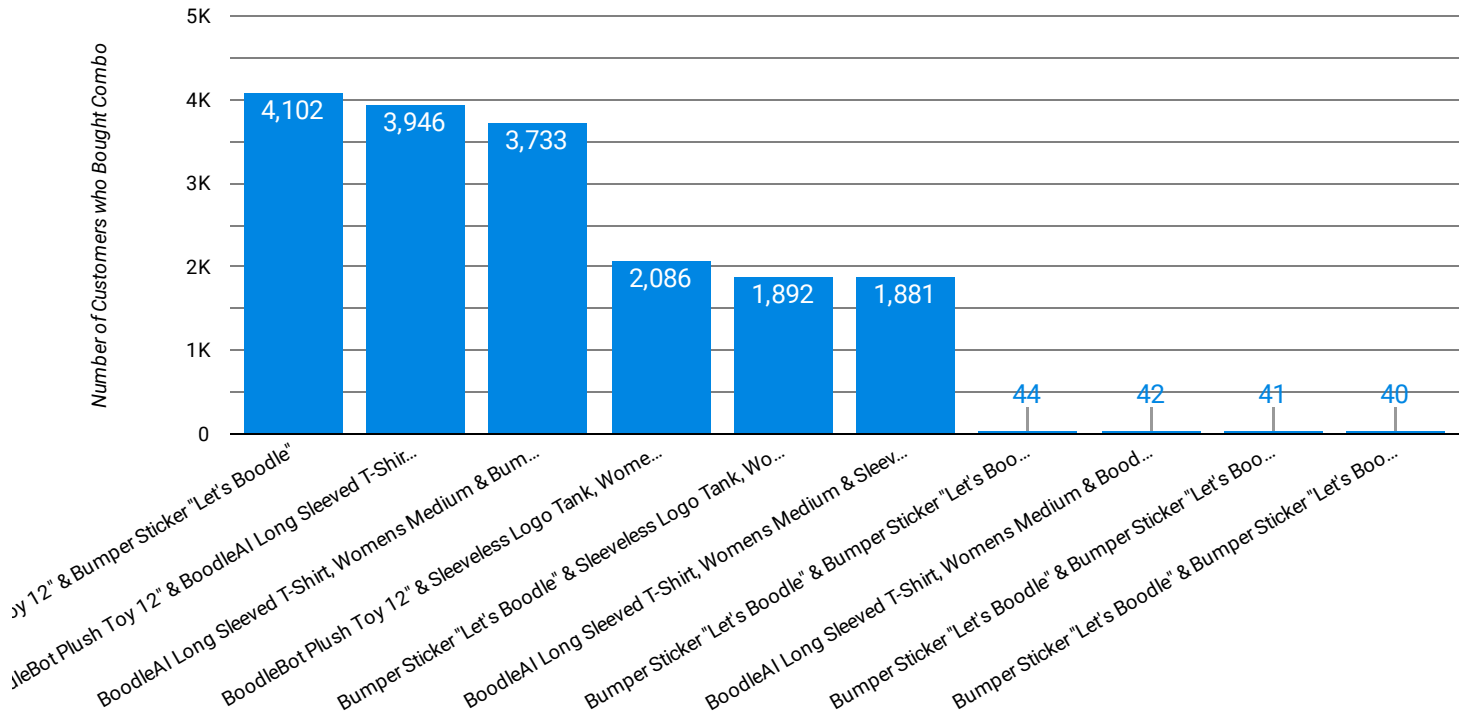
Top 5 Lookalike DMAs

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 repeat customers purchasing?

Repeat Customers: Top Product Combos



Persona who Purchased:

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

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

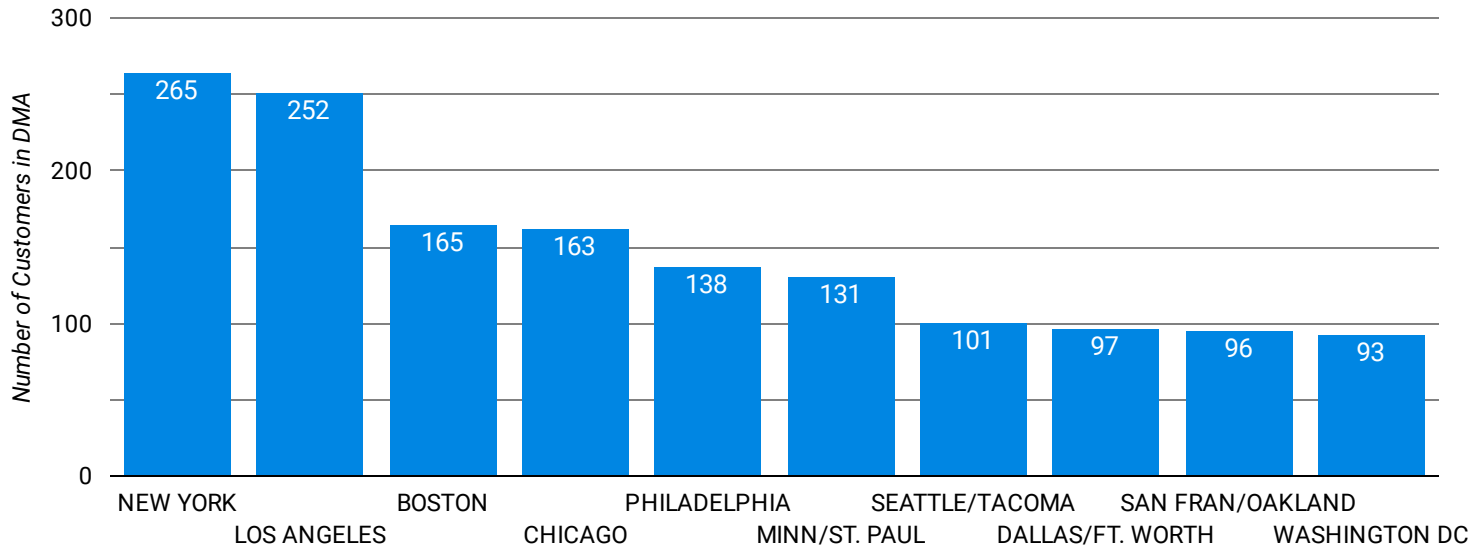
Top 5 Lookalike DMAs

1. MEMPHIS DMA
2. NORFOLK DMA
3. JACKSON TN DMA
4. CINCINNATI DMA
5. BIRMINGHAM DMA

Total Transactions	50,807
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Unmatched	2,284

Where are my repeat customers?

Repeat Customers: Top Location



Persona who lives in:

NEW YORK

Gender	F (91.7%)	M (8.3%)
Age	35-44 (25.3%)	45-54 (24.5%)
Education	Bach Degree (25.3%)	Grad Degree (16.2%)
Ownership	Likely Homeowner (55.1%)	Likely Renter (37.7%)
Marital	Married (29.4%)	Non-Traditional (7.2%)
Industry	Medical (6.4%)	Management (5.3%)
Politics	Democrat (42.6%)	Non-Partisan (33.6%)
Religion	Christian (52.8%)	Jewish (5.7%)
DMA	NEW YORK (100.0%)	
Outreach	Email (43.4%)	SMS (29.8%)
Interest	Electronic_Gaming	BoardGames_Puzzles
	Median Household Income	\$95,000
	Median Home Value	\$382,309
	Median Predicted Capacity	\$18,050

Top 5 Products

...	BoodleAI T-Shirt, Womens Medium	\$12,548
...	BoodleBot 12" Plush Toy	\$11,290
...	Long Sleeved Logo Tee, Womens Large	\$10,696
...	Bumper Sticker "Let's Booodle"	\$3,262
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$198

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	

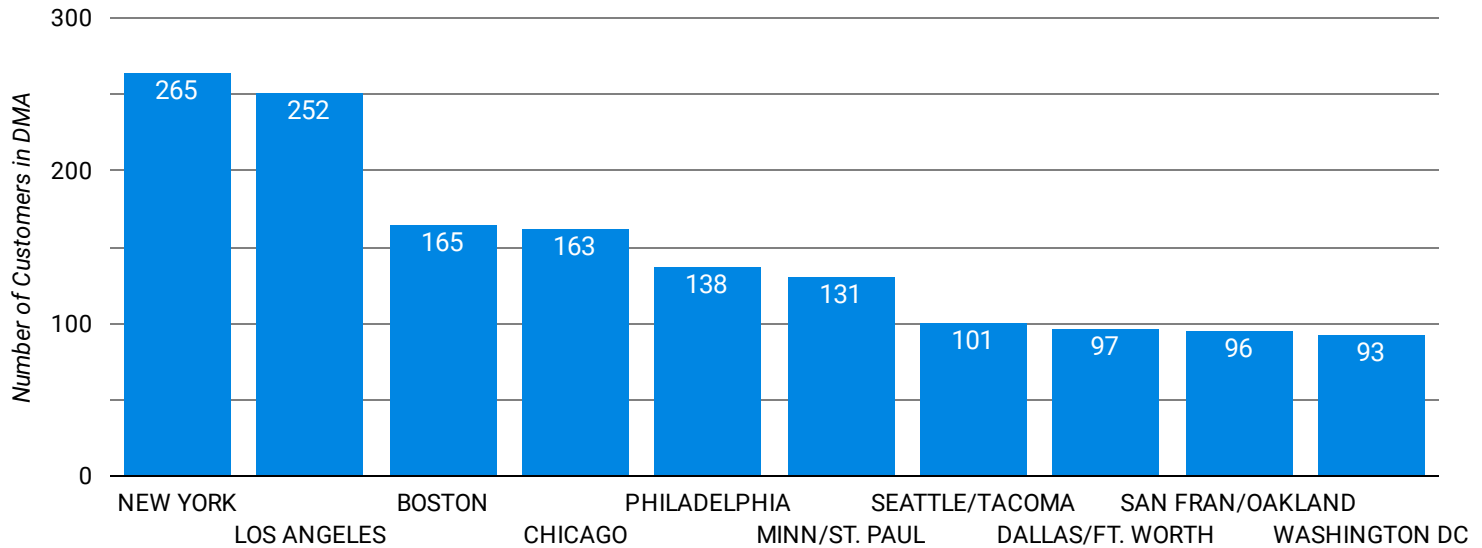
Top 5 Lookalike DMAs

1.	HARTFORD/NEW HVN DMA
2.	NEW YORK DMA
3.	PHILADELPHIA DMA
4.	BALTIMORE DMA
5.	ROCHESTER NY DMA

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Where are my repeat customers?

Repeat Customers: Emerging Locations



Persona who lives in:

LOS ANGELES

CHICAGO

BOSTON

Gender	F (91.4%)	M (8.1%)
Age	35-44 (24.7%)	25-34 (22.6%)
Education	Bach Degree (22.6%)	Some College (16.0%)
Ownership	Likely Homeowner (51.4%)	Likely Renter (36.7%)
Marital	Married (29.0%)	Non-Traditional (8.1%)
Industry	Other_occupation (3.6%)	Medical (3.6%)
Politics	Non-Partisan (40.0%)	Democrat (36.9%)
Religion	Christian (44.1%)	Jewish (3.1%)
DMA	LOS ANGELES (43.4%)	BOSTON (28.4%)
Outreach	Email (38.4%)	SMS (33.4%)
Interest	BoardGames_Puzzles	Food
	Median Household Income	\$87,000
	Median Home Value	\$356,470
	Median Predicted Capacity	\$15,784

Top 5 Products

...	BoodleAI T-Shirt, Womens Medium	\$28,213
...	BoodleBot 12" Plush Toy	\$26,029
...	Long Sleeved Logo Tee, Womens Large	\$22,309
...	Bumper Sticker "Let's Booodle"	\$7,451
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$241

Top 5 Methods of Acquisition

...	"Let's Booodle" Blitz - Winter 2020	100.0%
...	Direct Mail Offering - Spring '21	
...	Spring Ad Campaign - Facebook	
...	Email Newsletter	
...	Organic Site Traffic	

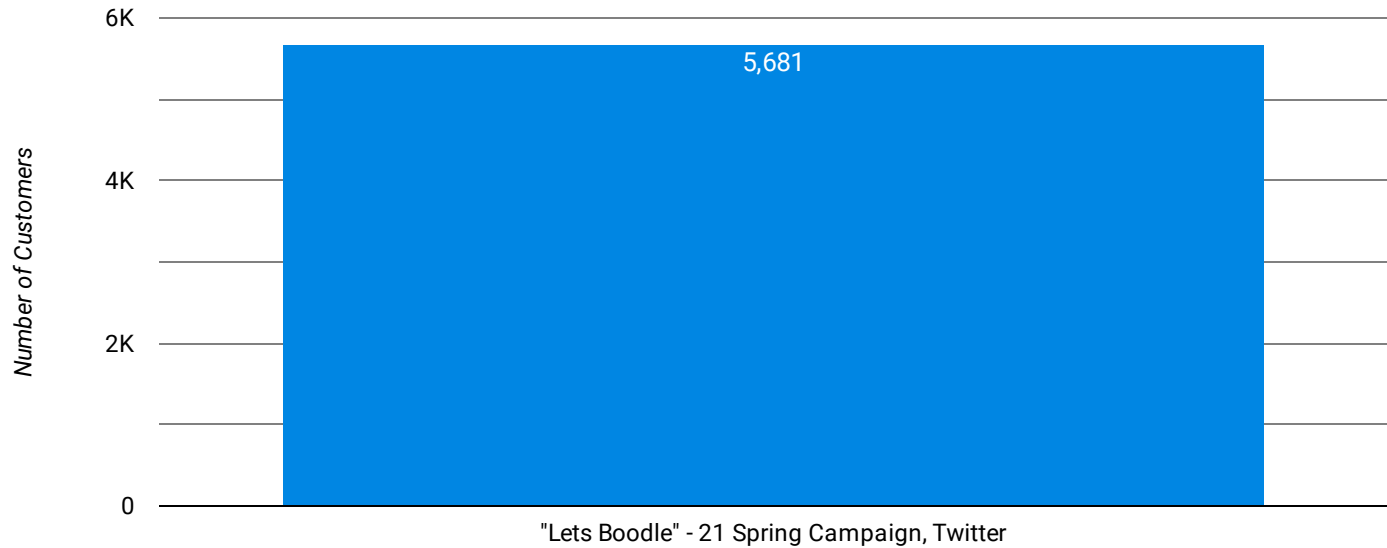
Top 5 Lookalike DMAs

1.	NORFOLK DMA
2.	SEATTLE/TACOMA DMA
3.	NEW ORLEANS DMA
4.	MEMPHIS DMA
5.	BALTIMORE DMA

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How am I acquiring repeat customers?

Repeat Customers: Top Acquisition Method



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

Gender	F (87.7%)	M (6.6%)
Age	45-54 (22.7%)	35-44 (21.9%)
Education	Bach Degree (19.5%)	HS Diploma (16.0%)
Ownership	Likely Homeowner (55.2%)	Likely Renter (23.8%)
Marital	Married (34.9%)	Non-Traditional (7.0%)
Industry	Medical (5.2%)	Other_occupation (4.5%)
Politics	Democrat (31.8%)	Republican (31.6%)
Religion	Christian (42.6%)	Jewish (3.8%)
DMA	NEW YORK (4.7%)	LOS ANGELES (4.4%)
Outreach	Email (37.8%)	SMS (30.9%)
Interest	BoardGames_Puzzles	Food
	Median Household Income	\$74,666
	Median Home Value	\$206,095
	Median Predicted Capacity	\$12,200

Top 5 Products

...	BooodleAI T-Shirt, Womens Medium	\$287,230
...	BooodleBot 12" Plush Toy	\$261,031
...	Long Sleeved Logo Tee, Womens Large	\$241,864
...	Bumper Sticker "Let's Booodle"	\$76,336
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$2,419

Top 5 Lookalike DMAs

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2.	NORFOLK DMA
3.	NASHVILLE DMA
4.	BIRMINGHAM DMA
5.	PEORIA/BLOOMNGTN DMA

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