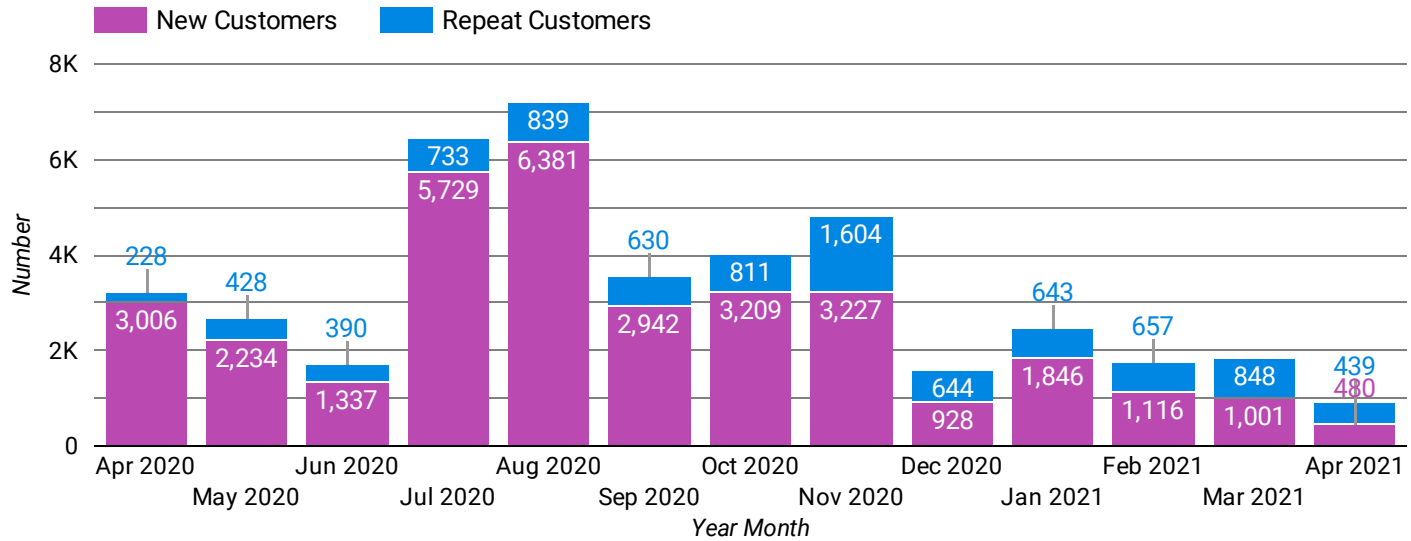


Who are my new customers?

New Customers: Secondary Persona



Persona

Gender	F (100.0%)	
Age	45-54 (30.5%)	35-44 (25.3%)
Education	Bach Degree (100.0%)	
Ownership	Likely Homeowner (77.2%)	Likely Renter (12.4%)
Marital	Married (47.8%)	Non-Traditional (4.1%)
Industry	Medical (100.0%)	
Politics	Republican (40.4%)	Democrat (33.1%)
Religion	Christian (64.0%)	Jewish (3.7%)
DMA	NEW YORK (4.2%)	LOS ANGELES (3.0%)
Outreach	Email (45.6%)	Direct Mail (25.5%)
Interest	Sports	Hunting
Median Household Income	\$81,000	
Median Home Value	\$207,040	
Median Predicted Capacity	\$12,500	

Top 5 Methods of Acquisition

1.	Let's Booodle Ad Campaign - Twitter	100%
2.	Organic Site Traffic	
3.	Direct Mail Offering - Spring '21	
4.	Spring Ad Campaign - Facebook	
5.	Email Newsletter	

Top 5 Purchases

...	BooodleAI T-Shirt, Mens Medium	\$24,654.42
...	BooodleBot 12" Plush Toy	\$20,256.39
...	Long Sleeved Logo Tee, Womens Large	\$19,387.83
...	Bumper Sticker "Let's Booodle"	\$4,055.91
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$91.08

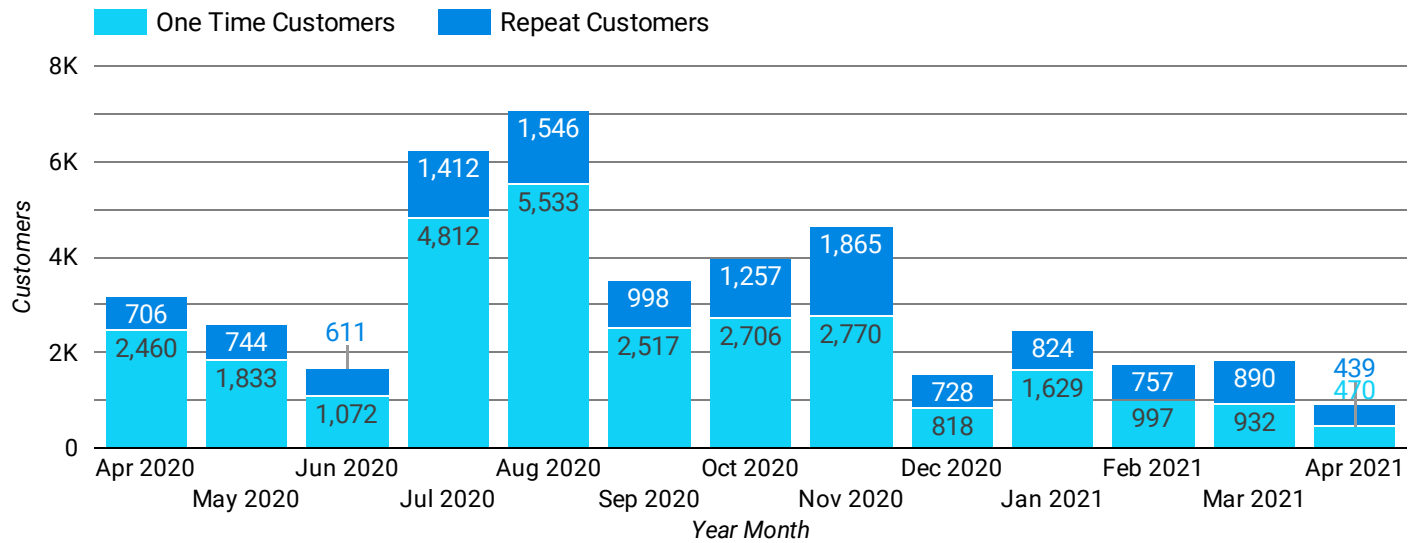
Top 5 Lookalike DMAs

1.	LAKE CHARLES DMA
2.	LAFAYETTE LA DMA
3.	RICHMOND DMA
4.	BATON ROUGE DMA
5.	ALEXANDRIA LA 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

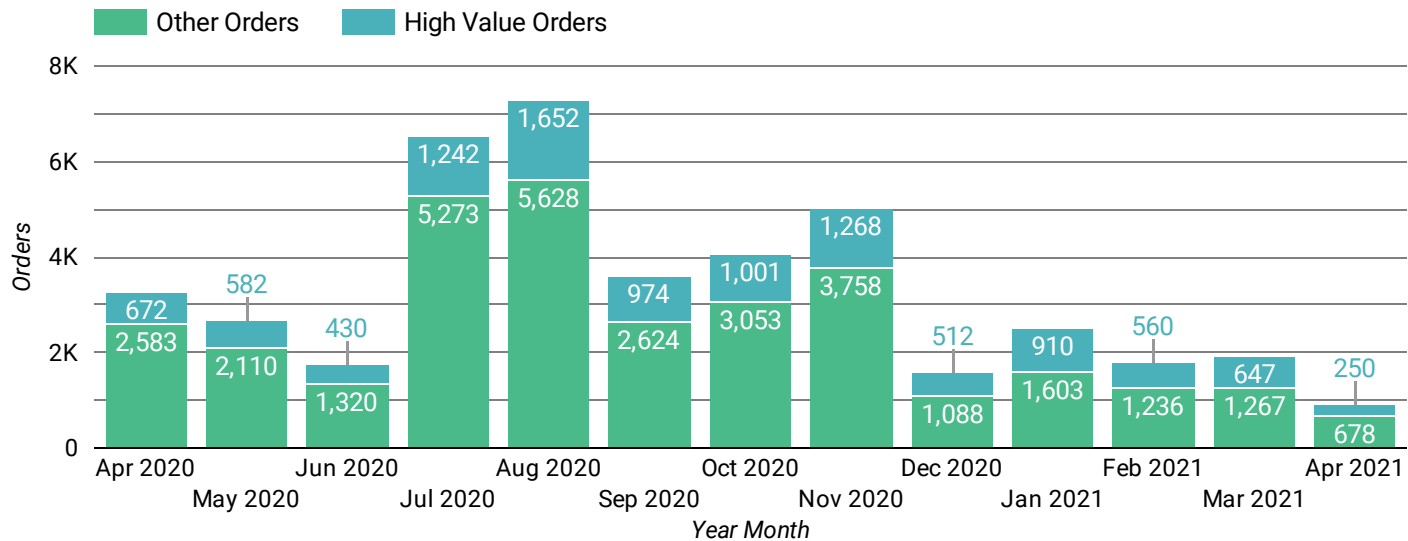
Top 5 Lookalike DMAs

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 high value customers?

High Value Customers: Secondary Persona



Persona

Gender	F (100.0%)	
Age	45-54 (29.0%)	55-64 (25.3%)
Education	Bach Degree (28.4%)	HS Diploma (27.2%)
Ownership	Likely Homeowner (100.0%)	
Marital	Married (50.0%)	Non-Traditional (5.3%)
Industry	Other_occupation (9.7%)	Clerical/Office (8.1%)
Politics	Republican (43.7%)	Democrat (31.8%)
Religion	Christian (100.0%)	
DMA	LOS ANGELES (4.8%)	NEW YORK (3.7%)
Outreach	Email (42.4%)	Direct Mail (34.4%)
Interest	Food	Sports
	Median Household Income	\$76,000
	Median Home Value	\$201,695
	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	\$105,843
...	BooodleBot 12" Plush Toy	\$94,346
...	Long Sleeved Logo Tee, Womens Large	\$93,262
...	Bumper Sticker "Let's Booodle"	\$21,514
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$394

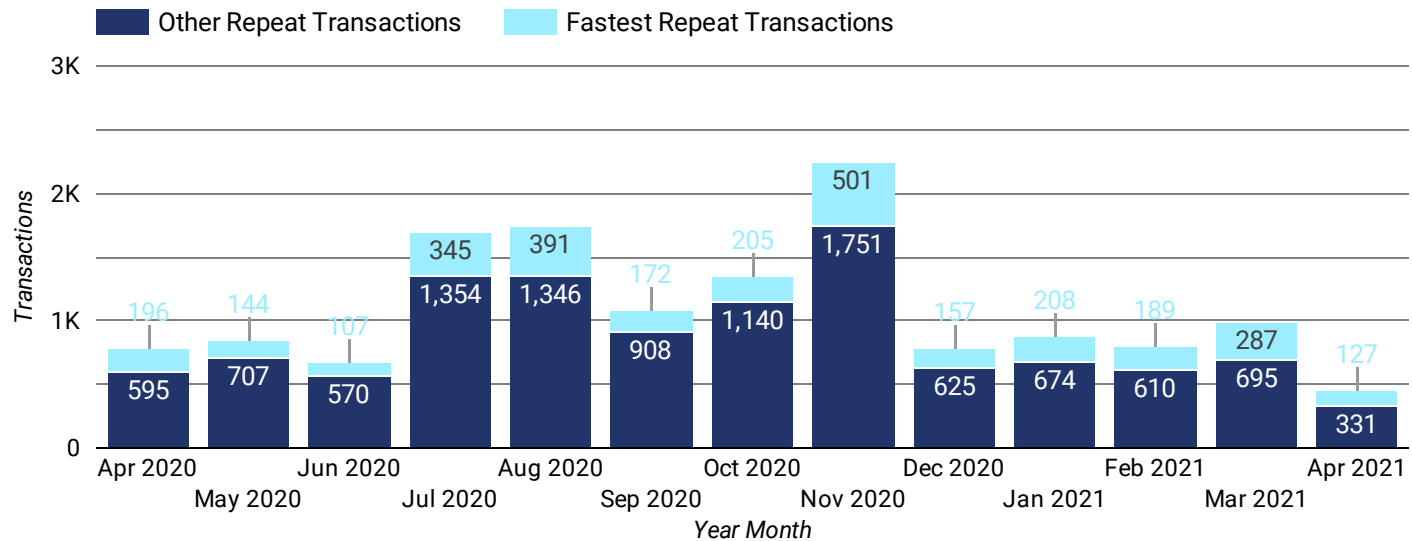
Top 5 Lookalike DMAs

1.	YOUNGSTOWN DMA
2.	LIMA DMA
3.	ELMIRA DMA
4.	ERIE DMA
5.	DAYTON DMA

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

Who are my fastest repeat customers?

Fastest Repeat Customers: Secondary Persona



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 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	\$4,703
...	BooodleBot 12" Plush Toy	\$4,193
...	Long Sleeved Logo Tee, Womens Large	\$4,108
...	Bumper Sticker "Let's Booodle"	\$1,225
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$126

Top 5 Lookalike DMAs

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

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