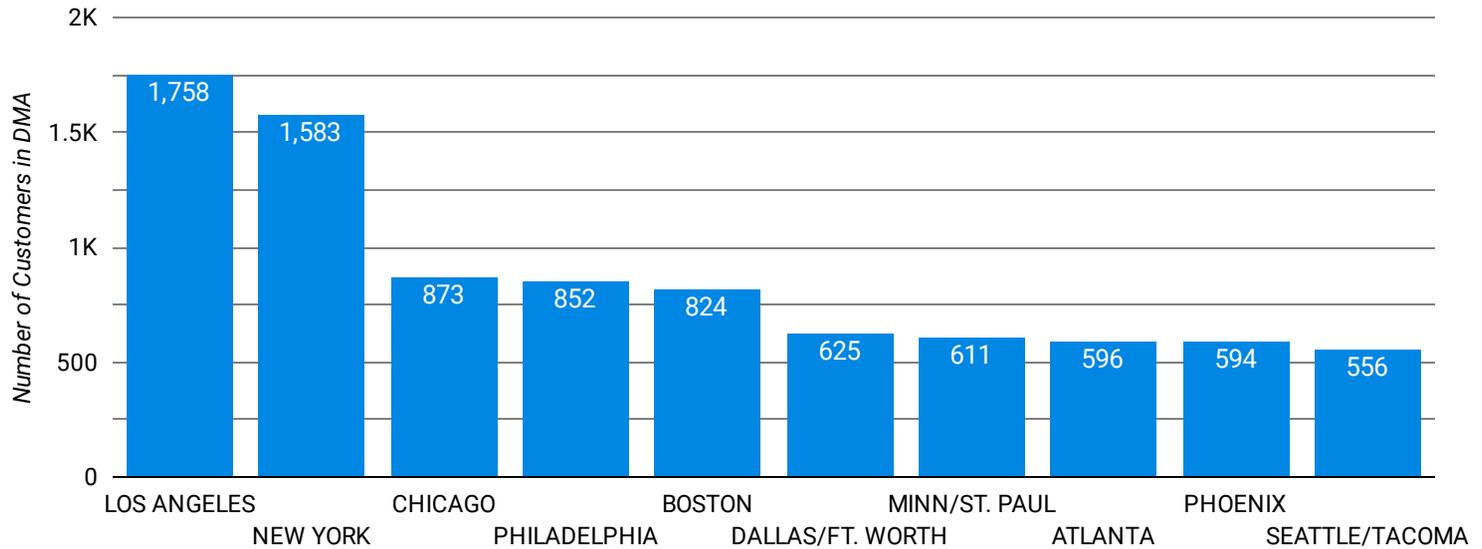


Where are my new customers?

New Customers: Top Location



Persona who lives in:

LOS ANGELES

Gender	F (88.9%)	M (10.8%)
Age	25-34 (28.0%)	35-44 (23.4%)
Education	Some College (16.2%)	Bach Degree (15.5%)
Ownership	Likely Homeowner (45.7%)	Likely Renter (41.0%)
Marital	Married (22.7%)	Non-Traditional (7.6%)
Industry	Medical (3.0%)	Management (2.3%)
Politics	Democrat (43.1%)	Non-Partisan (28.8%)
Religion	Christian (39.8%)	Jewish (2.7%)
DMA	LOS ANGELES (100.0%)	
Outreach	SMS (42.2%)	Email (32.5%)
Interest	Education_Online	Gaming_Casino
	Median Household Income	\$74,014
	Median Home Value	\$472,428
	Median Predicted Capacity	\$20,350

Top 5 Products

...	BoodleBot 12" Plush Toy	\$37,600.78
...	BoodleAI T-Shirt, Mens Medium	\$37,092.59
...	Long Sleeved Logo Tee, Womens Large	\$29,364.49
...	Bumper Sticker "Let's Booodle"	\$7,429.21
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$180.54

Top 5 Methods of Acquisition

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

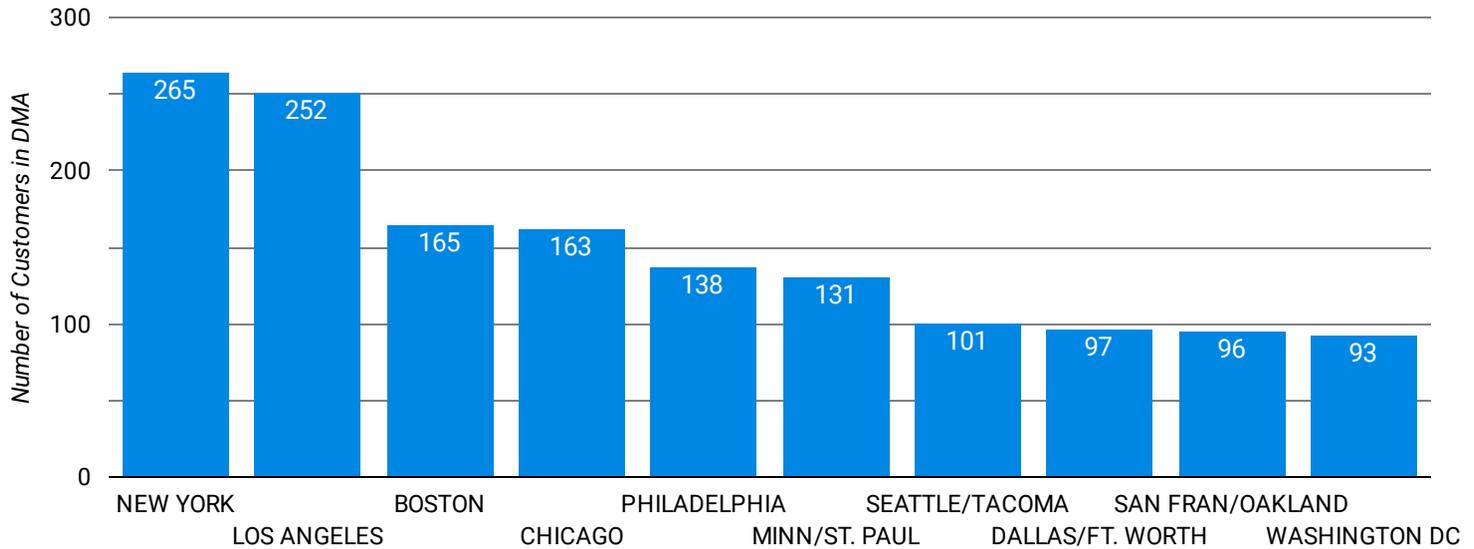
Top 5 Lookalike DMAs

1.	BAKERSFIELD DMA
2.	LOS ANGELES DMA
3.	MONTEREY/SALINAS DMA
4.	FRESNO/VISALIA DMA
5.	SAN DIEGO DMA

Total Transactions	50,807
Total Contacts	40,276
Matched	37,992
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	

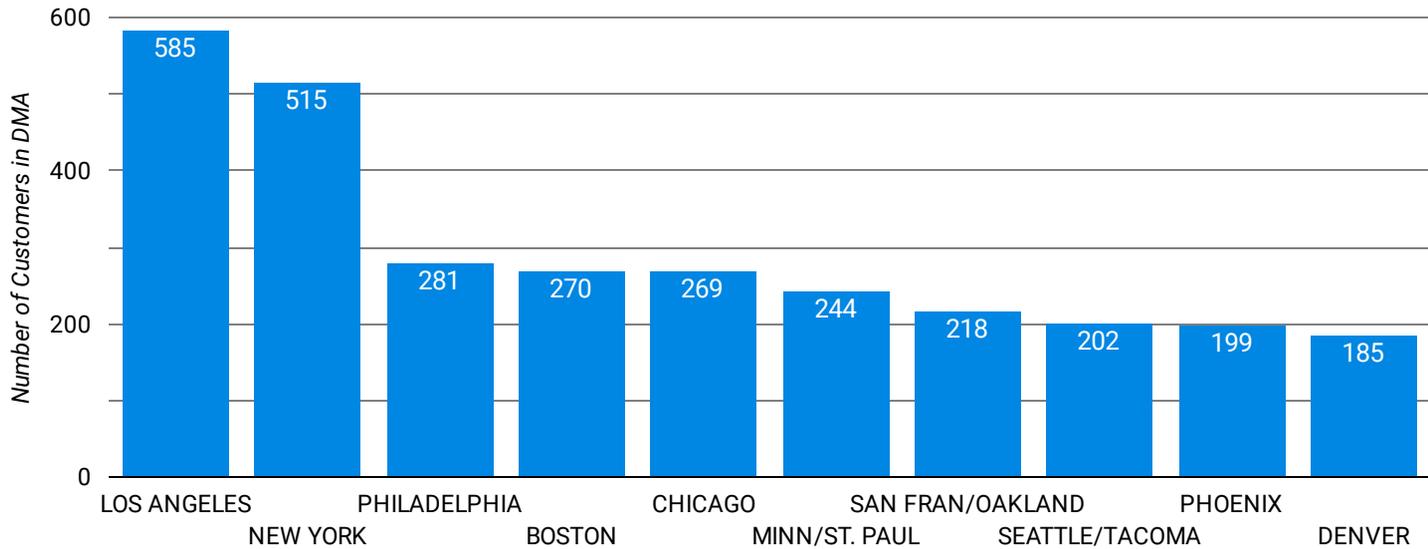
Top 5 Lookalike DMAs

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

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

Where are my high value customers?

High Value Customers: Top Location



Persona who lives in:

LOS ANGELES

Gender	F (84.6%)	M (15.2%)
Age	25-34 (27.4%)	35-44 (22.2%)
Education	Bach Degree (19.5%)	HS Diploma (14.0%)
Ownership	Likely Homeowner (48.7%)	Likely Renter (40.5%)
Marital	Married (24.3%)	Non-Traditional (8.9%)
Industry	Medical (3.4%)	Other_occupation (2.4%)
Politics	Democrat (41.0%)	Non-Partisan (28.2%)
Religion	Christian (40.5%)	Jewish (3.2%)
DMA	LOS ANGELES (100.0%)	
Outreach	SMS (38.6%)	Email (32.3%)
Interest	BoardGames_Puzzles	Science_Space
	Median Household Income	\$75,000
	Median Home Value	\$487,499
	Median Predicted Capacity	\$20,061

Top 5 Products

...	BoodleAI T-Shirt, Womens Medium	\$19,043
...	BoodleBot 12" Plush Toy	\$18,259
...	Long Sleeved Logo Tee, Womens Large	\$15,890
...	Bumper Sticker "Let's Booodle"	\$4,193
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$175

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	

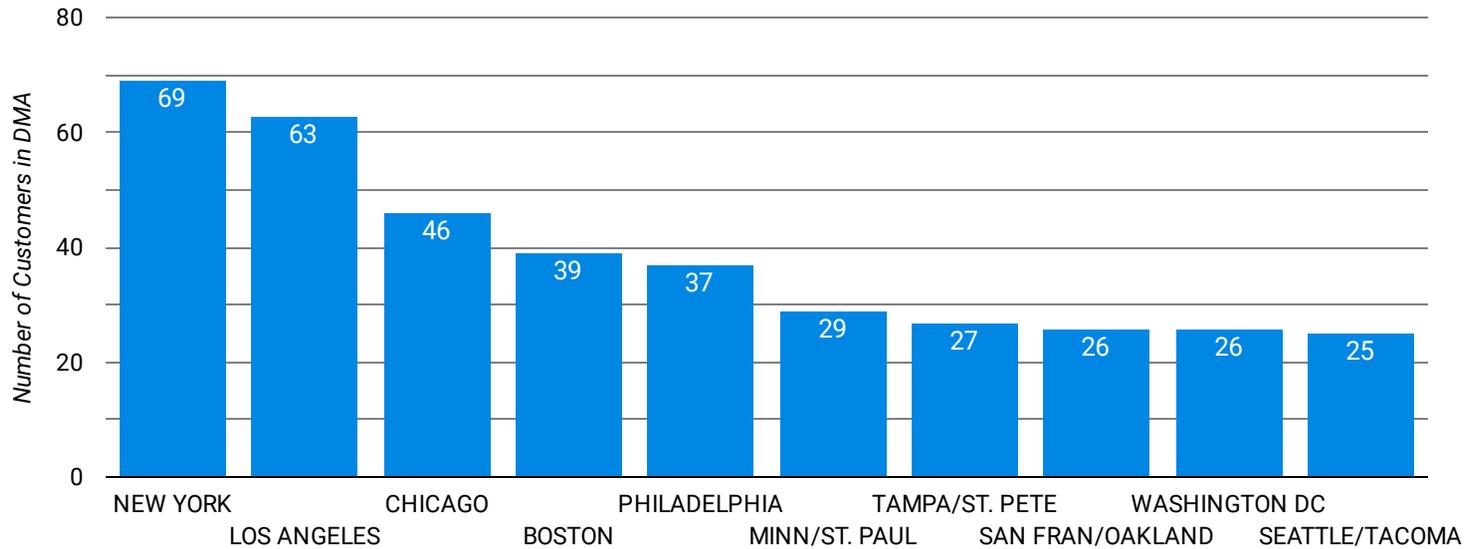
Top 5 Lookalike DMAs

1.	LOS ANGELES DMA
2.	MONTEREY/SALINAS DMA
3.	BAKERSFIELD DMA
4.	SEATTLE/TACOMA DMA
5.	SAN DIEGO DMA

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

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 Booodle"	\$821
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$56

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.	BALTIMORE DMA
3.	CHARLOTTESVILLE DMA
4.	PHILADELPHIA DMA
5.	NEW YORK DMA

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