LOGOTEXT
SLOGANHERE

What are my new customers purchasing?

New Customers: Top Product

Quantity Purchased

- BoodleBot Plush Toy 12" — 35,684
- BoodleAI Long Sleeved T-Shirt, Womens Medium — 30,633
- Bumper Sticker "Let's Boodle" — 28,589
- Coffee Mug, Gray with Logo "Let's Boodle" — 6,430
- Bumper Sticker "Let's Boodle" , — 115
- BoodleBot Plush Toy 12" , — 109
- Bumper Sticker "Let's Boodle" — 106
- BoodleAI Long Sleeved T-Shirt, Womens Medium — 103
- BoodleAI Long Sleeved T-Shirt, Womens Medium , — 97
- BoodleBot Plush Toy 12" — 92
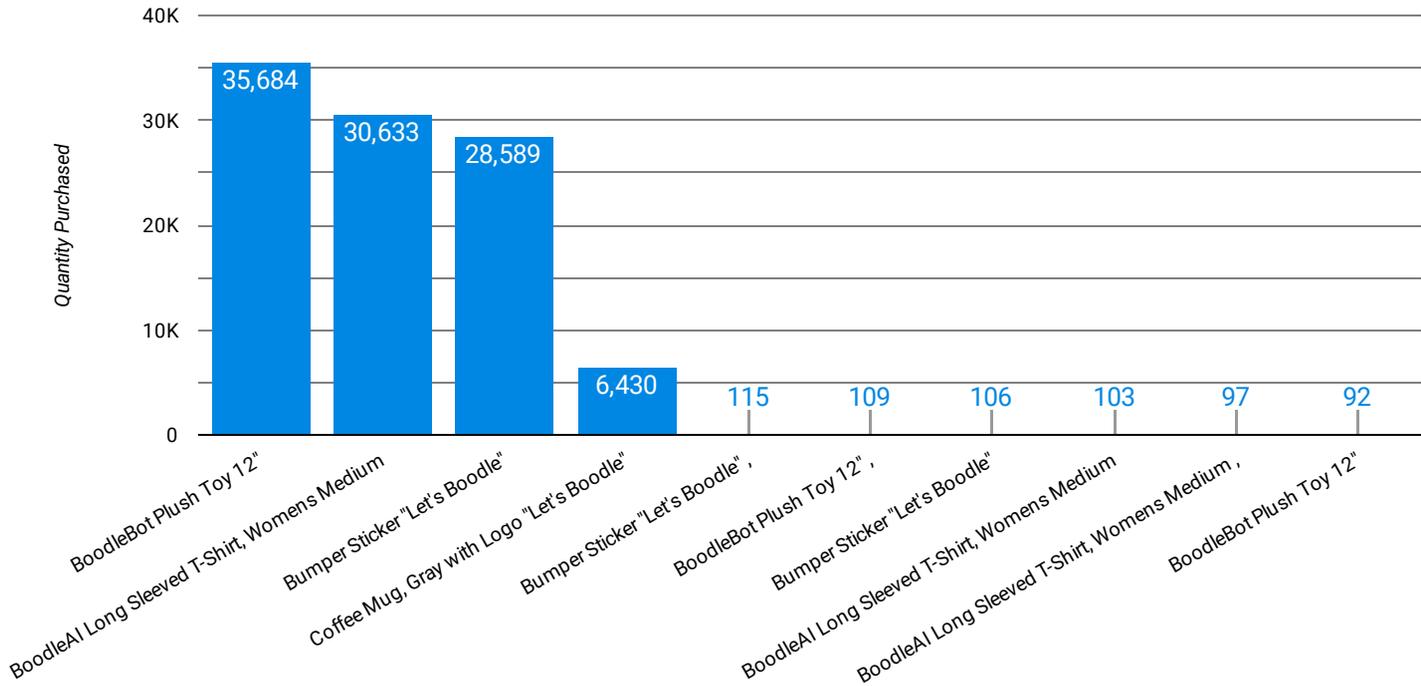
Persona who Purchased: BoodleBot Plush Toy 12"

Gender	F (86.4%)	M (7.4%)
Age	35-44 (23.2%)	25-34 (22.8%)
Education	Bach Degree (17.2%)	Some College (16.8%)
Ownership	Likely Homeowner (51.8%)	Likely Renter (25.5%)
Marital	Married (31.3%)	Non-Traditional (6.7%)
Industry	Medical (5.2%)	Other_occupation (3.3%)
Politics	Democrat (33.2%)	Republican (29.5%)
Religion	Christian (37.6%)	Jewish (3.3%)
DMA	LOS ANGELES (5.0%)	NEW YORK (4.6%)
Outreach	SMS (40.2%)	Email (34.9%)
Interest	Sports	Hunting
Median Household Income		$74,441
Median Home Value		$207,438
Median Predicted Capacity		$11,650

Top 5 Methods of Acquisition

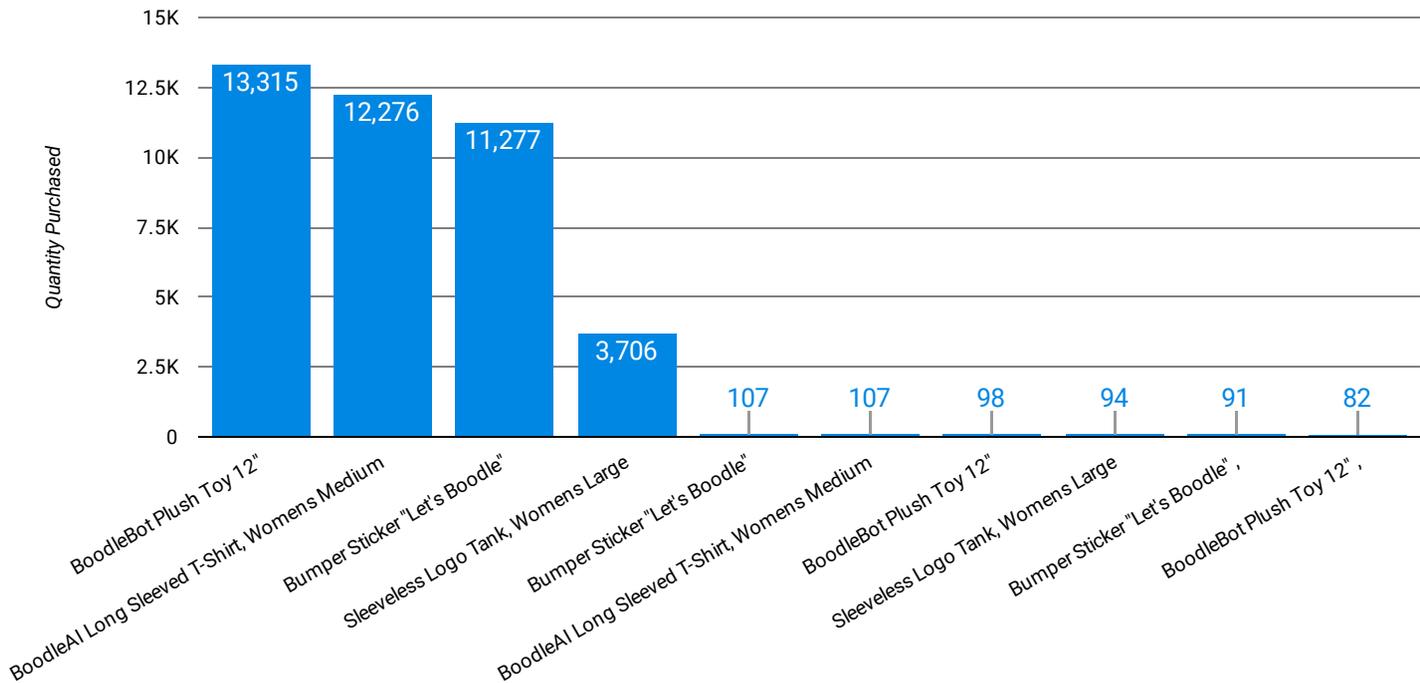|		
…	Let's Boodle Ad Campaign - Twitter	97.8%
…	Organic Site Traffic	
…	Direct Mail Offering - Spring '21	
…	Spring Ad Campaign - Facebook	
…	Email Newsletter	

Top 5 Lookalike DMAs

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

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

SEAR

Powered by boodleAI

LOGOTEXT
SLOGANHERE

What are my repeat customers purchasing?

Repeat Customers: Top Product

Bar chart: Quantity Purchased

Product	Quantity
BoodleBot Plush Toy 12"	13,315
BoodleAI Long Sleeved T-Shirt, Womens Medium	12,276
Bumper Sticker "Let's Boodle"	11,277
Sleeveless Logo Tank, Womens Large	3,706
Bumper Sticker "Let's Boodle"	107
BoodleAI Long Sleeved T-Shirt, Womens Medium	107
BoodleBot Plush Toy 12"	98
Sleeveless Logo Tank, Womens Large	94
Bumper Sticker "Let's Boodle" ,	91
BoodleBot Plush Toy 12" ,	82

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
Matched	37,992
Unmatched	2,284

SEAR   Powered by boodleAI

LOGOTEXT
SLOGANHERE

What are my high value customers purchasing?

High Value Customers: Top Product
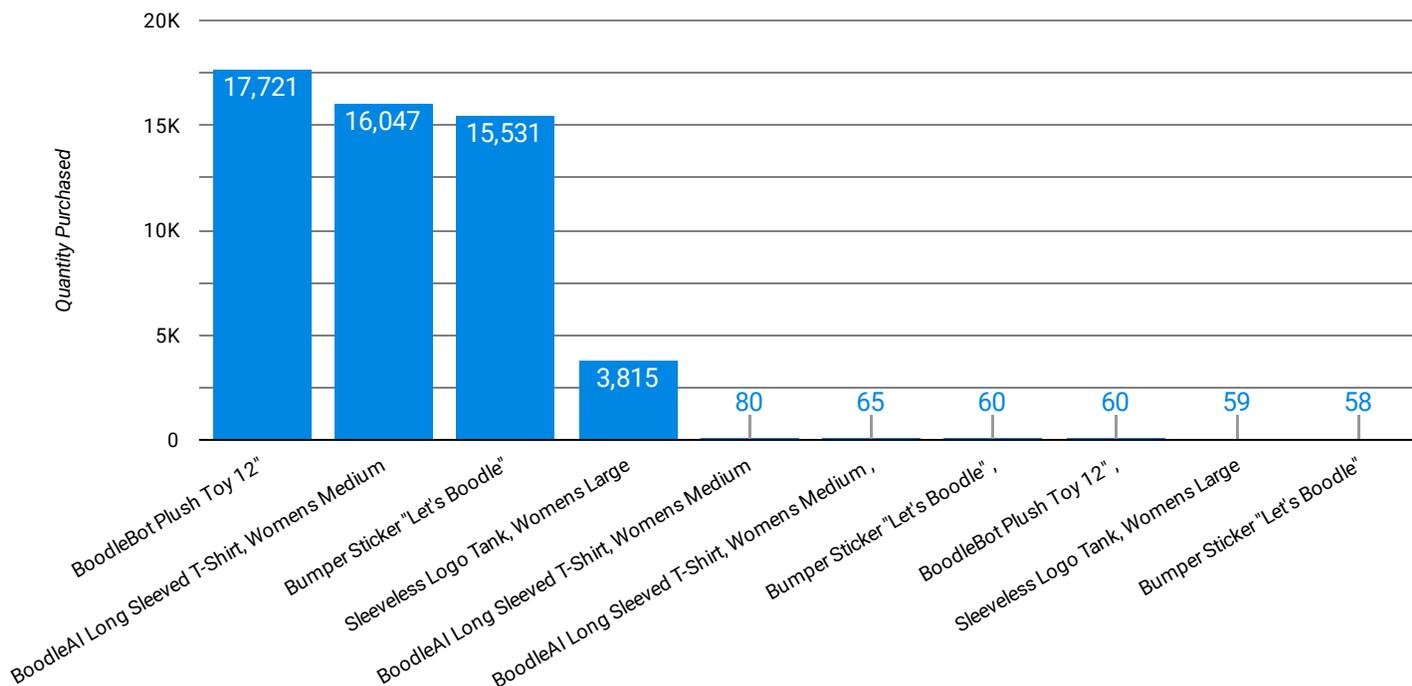
Persona who Purchased:　　　BoodleBot Plush Toy 12"

Gender	F (84.1%)	M (9.6%)
Age	35-44 (20.9%)	45-54 (20.8%)
Education	Bach Degree (17.9%)	Some College (16.5%)
Ownership	Likely Homeowner (53.1%)	Likely Renter (25.1%)
Marital	Married (32.4%)	Non-Traditional (6.3%)
Industry	Medical (5.3%)	Other_occupation (4.0%)
Politics	Democrat (31.9%)	Republican (31.2%)
Religion	Christian (39.8%)	Jewish (3.5%)
DMA	LOS ANGELES (5.1%)	NEW YORK (4.5%)
Outreach	Email (36.1%)	SMS (33.5%)
Interest	Sports	Food
Median Household Income		$73,617
Median Home Value		$205,497
Median Predicted Capacity		$11,734

Top 5 Methods of Acquisition

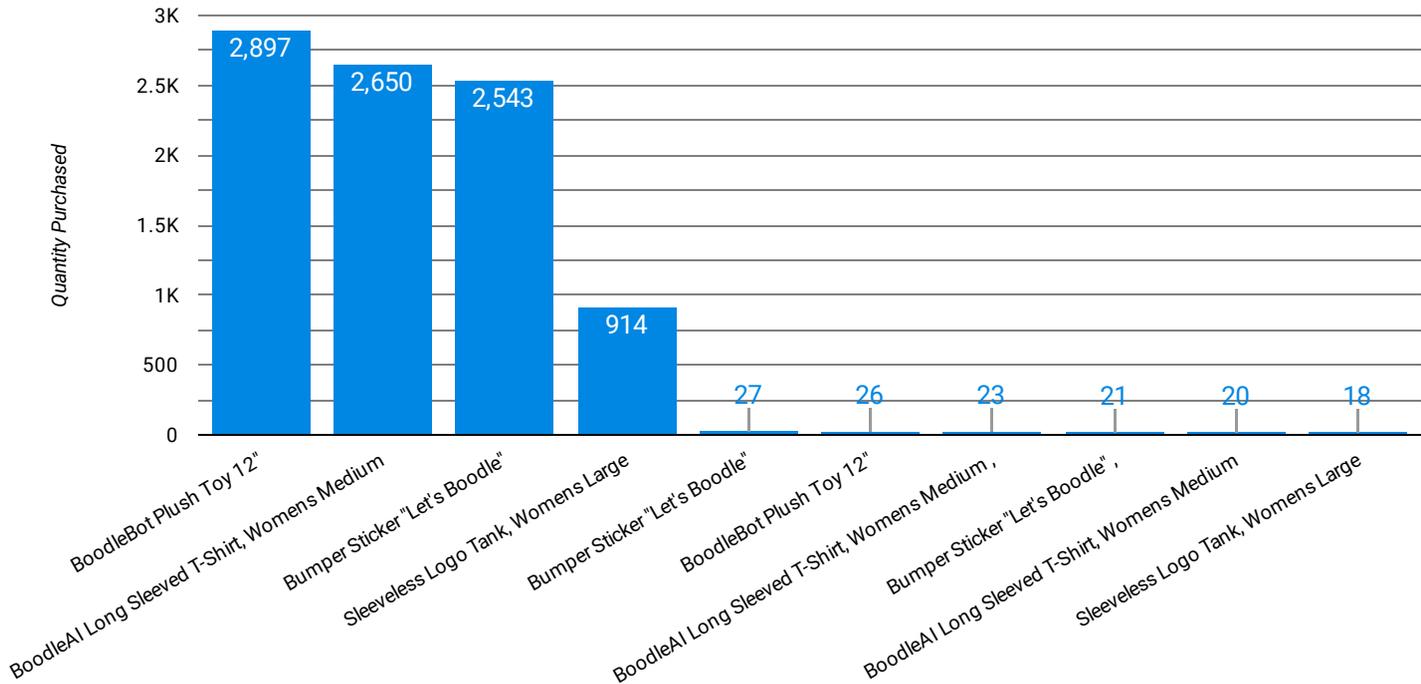|		
...	Let's Boodle Ad Campaign - Twitter	97.6%
...	Organic Site Traffic	
...	Direct Mail Offering - Spring '21	
...	Spring Ad Campaign - Facebook	
...	Email Newsletter	

Top 5 Lookalike DMAs

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

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

SEAR　　　　　　　Powered by boodleAI

LOGOTEXT
SLOGANHERE

What are my fastest repeat customers purchasing?

Fastest Repeat Customers: Top Product

Bar chart — Quantity Purchased:

- BoodleBot Plush Toy 12": 2,897
- BoodleAI Long Sleeved T-Shirt, Womens Medium: 2,650
- Bumper Sticker "Let's Boodle": 2,543
- Sleeveless Logo Tank, Womens Large: 914
- Bumper Sticker "Let's Boodle": 27
- BoodleBot Plush Toy 12": 26
- BoodleAI Long Sleeved T-Shirt, Womens Medium ,: 23
- Bumper Sticker "Let's Boodle" ,: 21
- BoodleAI Long Sleeved T-Shirt, Womens Medium: 20
- Sleeveless Logo Tank, Womens Large: 18

Persona who Purchased: BoodleBot Plush Toy 12"

Gender	F (88.1%)	M (6.9%)
Age	45-54 (22.5%)	35-44 (22.5%)
Education	Bach Degree (19.9%)	HS Diploma (16.3%)
Ownership	Likely Homeowner (57.6%)	Likely Renter (22.4%)
Marital	Married (34.7%)	Non-Traditional (6.5%)
Industry	Medical (5.2%)	Other_occupation (4.8%)
Politics	Republican (31.6%)	Democrat (30.8%)
Religion	Christian (45.2%)	Jewish (4.2%)
DMA	NEW YORK (4.7%)	LOS ANGELES (4.2%)
Outreach	Email (37.4%)	SMS (29.2%)
Interest	BoardGames_Puzzles	Tennis
	Median Household Income	$74,000
	Median Home Value	$202,726
	Median Predicted Capacity	$12,003

Top 5 Methods of Acquisition

...	Let's Boodle Ad Campaign - Twitter	90.9%
...	Organic Site Traffic	
...	Direct Mail Offering - Spring '21	
...	Spring Ad Campaign - Facebook	
...	Email Newsletter	

Top 5 Lookalike DMAs

1. MEMPHIS DMA
2. CINCINNATI DMA
3. NASHVILLE DMA
4. COLUMBUS OH DMA
5. ST. LOUIS DMA

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

SEAR

Powered by boodleAI