



2021 Q1 Sales

KPIs: Close Rate and Average Order Value

Mar 31, 2021

HEAR

Historicals Enriched Analytics Report

Powered by

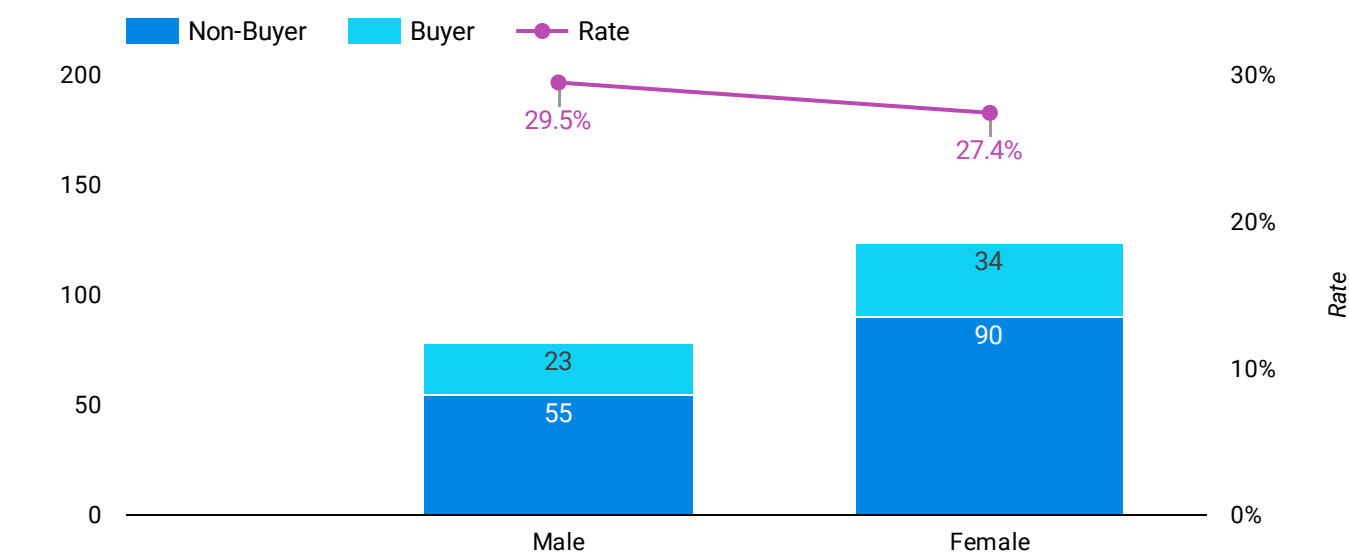


Total Records	43,434
Matched	42,121
Unmatched	1,313

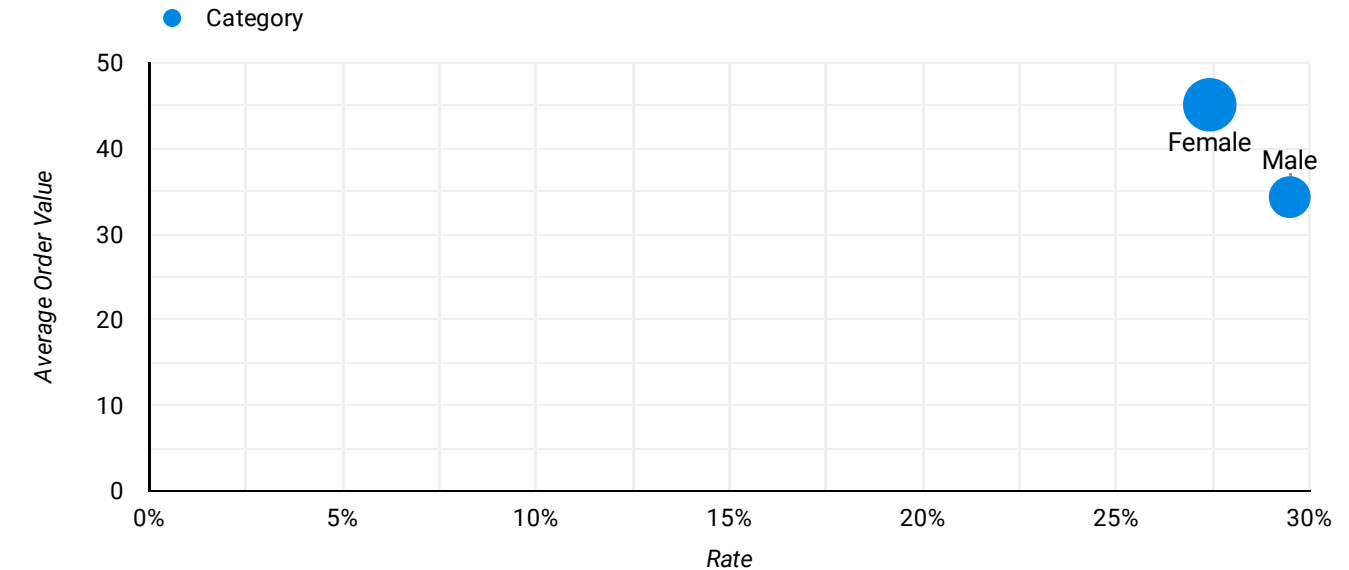
What is the Close Rate & Average Order Value across reported gender?

Reported Gender Results

Coverage 99%



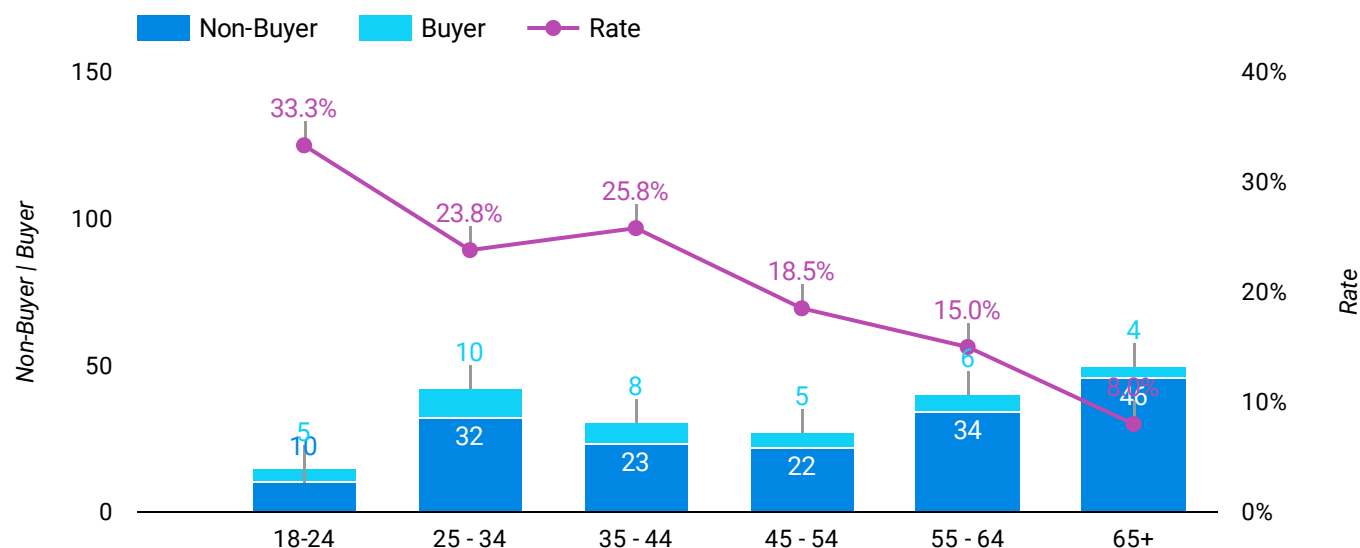
Category ▾	Non-Buyer	Buyer	Total	Rate	Average Order Value
Male	55	23	78	29.5%	\$34.33
Female	90	34	124	27.4%	\$45.12
Grand total	145	57	202	28.5%	\$39.72



What is the Close Rate & Average Order Value across age?

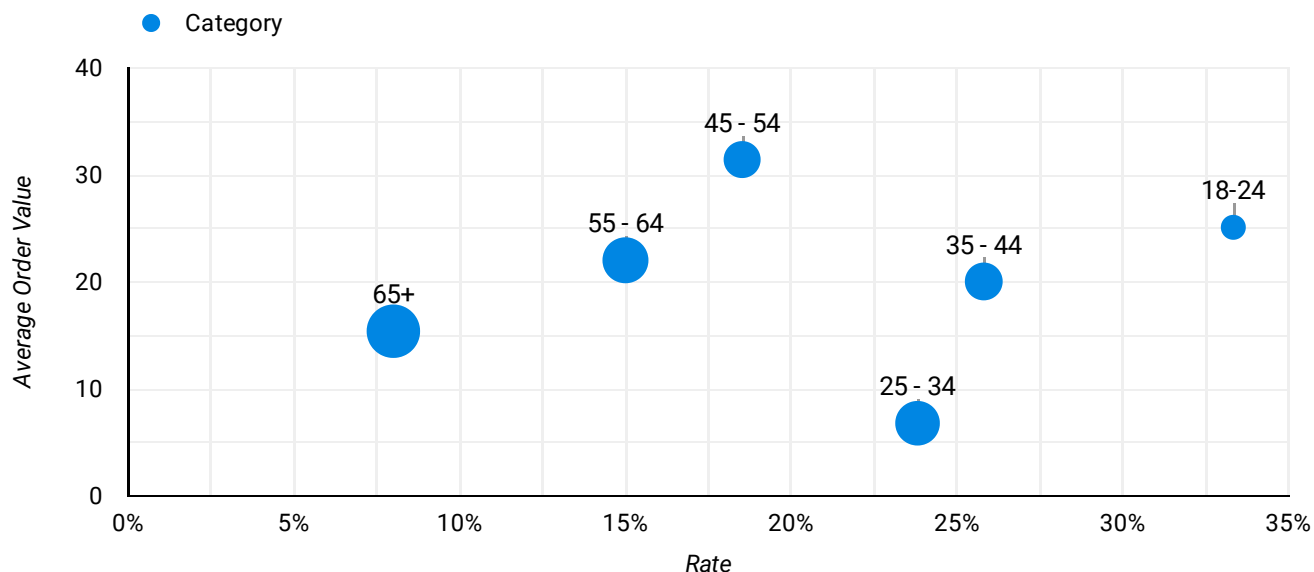
Reported Age Results

Coverage 98%



Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
18-24	10	5	15	33.3%	\$25.11 <div></div>
25 - 34	32	10	42	23.8%	\$6.80 <div></div>
35 - 44	23	8	31	25.8%	\$20.05 <div></div>
45 - 54	22	5	27	18.5%	\$31.44 <div></div>
55 - 64	34	6	40	15.0%	\$22.03 <div></div>
65+	46	4	50	8.0%	\$15.40 <div></div>

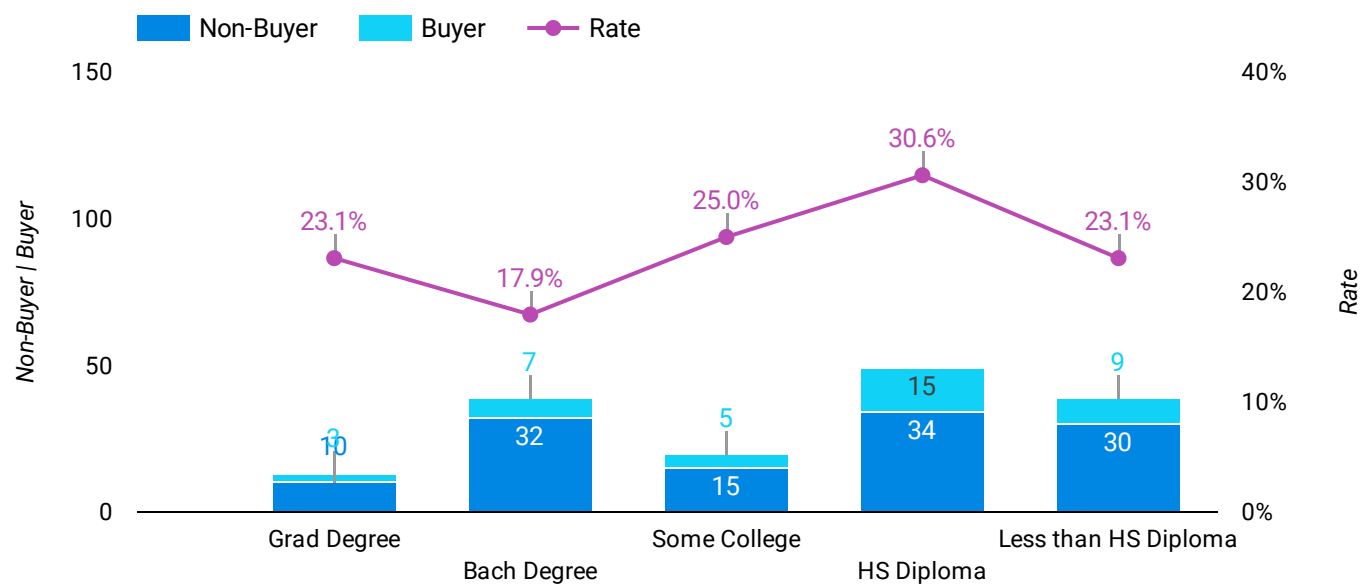
Grand total	167	38	205	20.7%	\$20.14
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What is the Close Rate & Average Order Value across reported education?

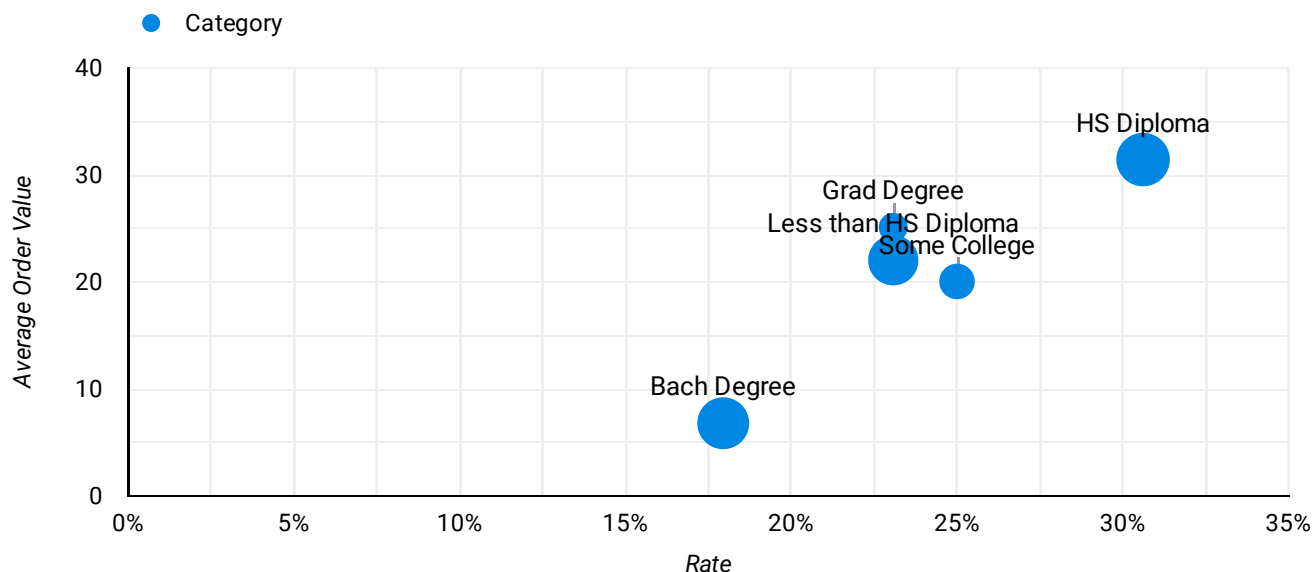
Reported Education Results

Coverage 56%



Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Grad Degree	10	3	13	23.1%	\$25.11
Bach Degree	32	7	39	17.9%	\$6.80
Some College	15	5	20	25.0%	\$20.05
HS Diploma	34	15	49	30.6%	\$31.44
Less than HS Diploma	30	9	39	23.1%	\$22.03

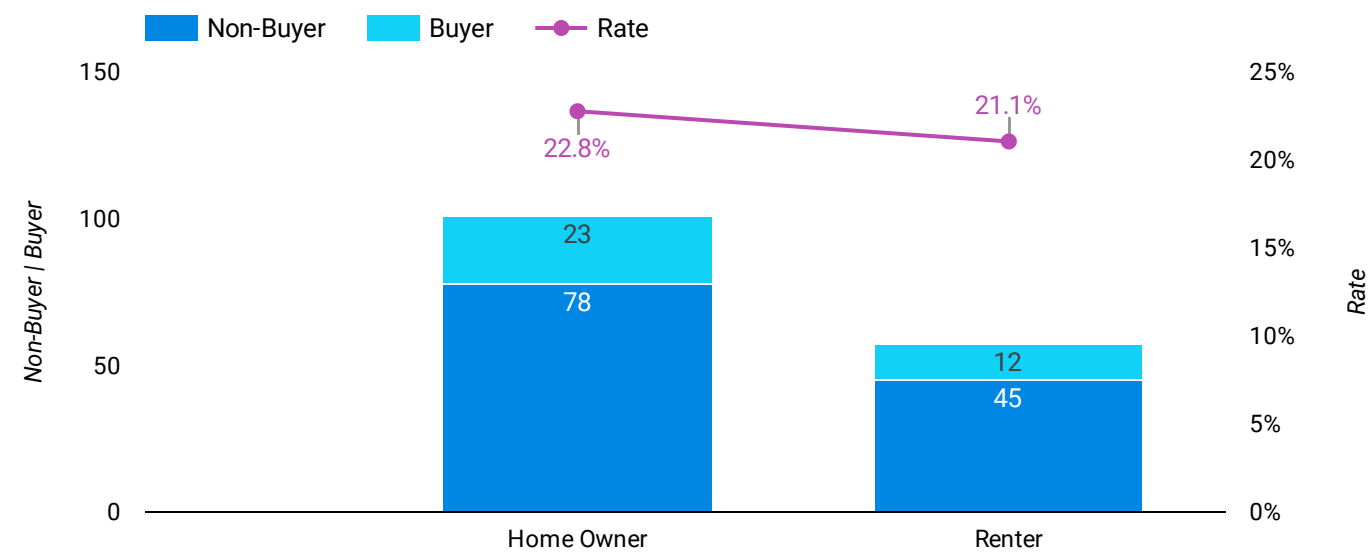
Grand total **121** **39** **160** **23.9%** **\$105.43**



What is the Close Rate & Average Order Value across home ownership?

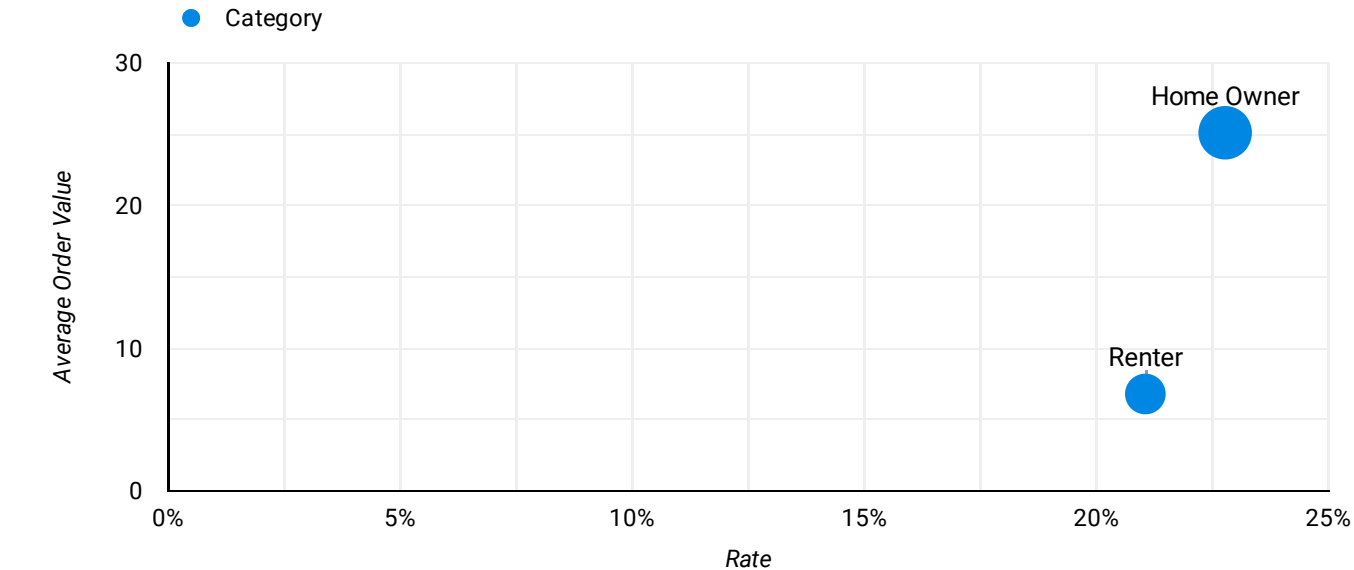
Reported Home Ownership Results

Coverage 89%



Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Home Owner	78	23	101	22.8%	\$25.11
Renter	45	12	57	21.1%	\$6.80

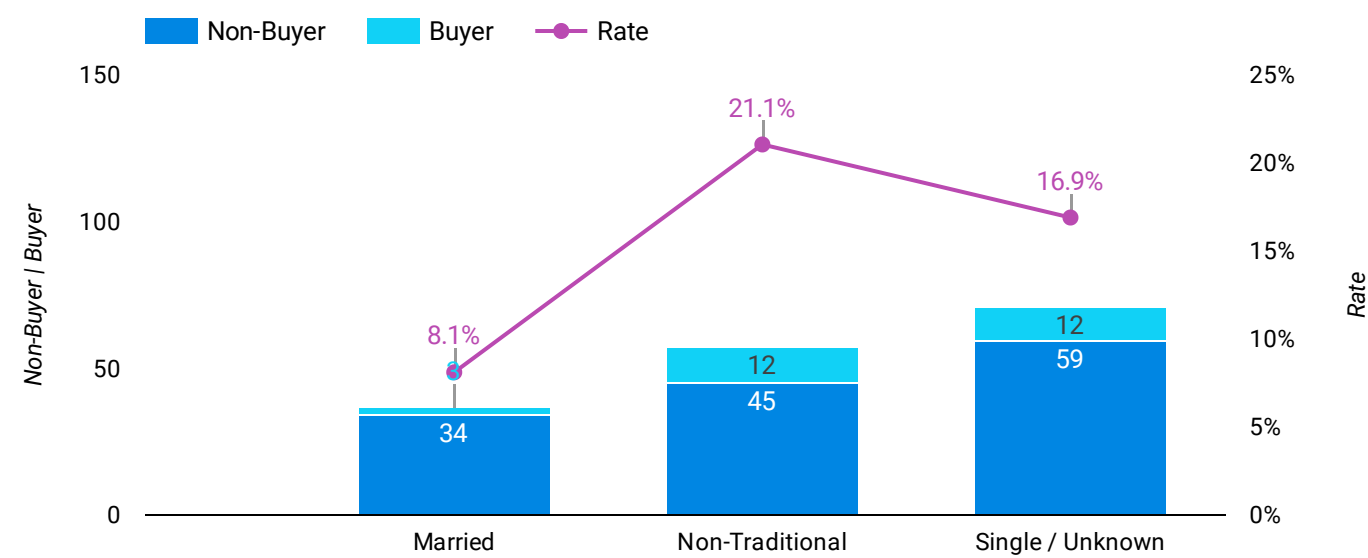
Grand total 123 35 158 21.9% \$31.91



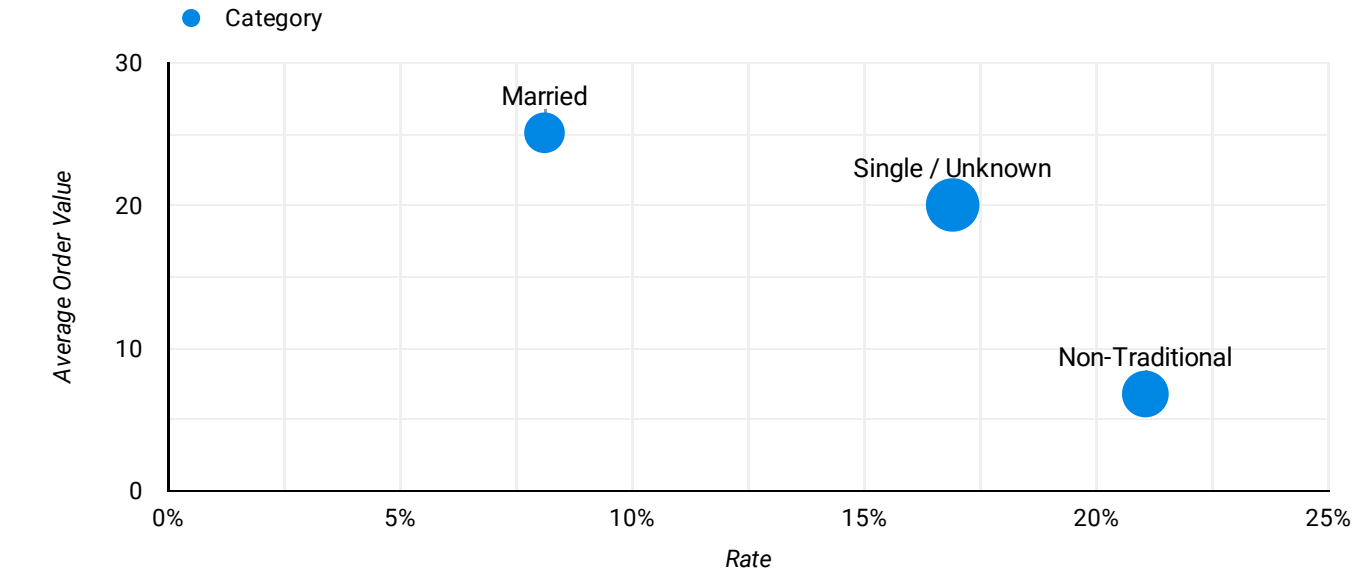
What is the Close Rate & Average Order Value across marital status?

Reported Marital Status Results

Coverage 89%



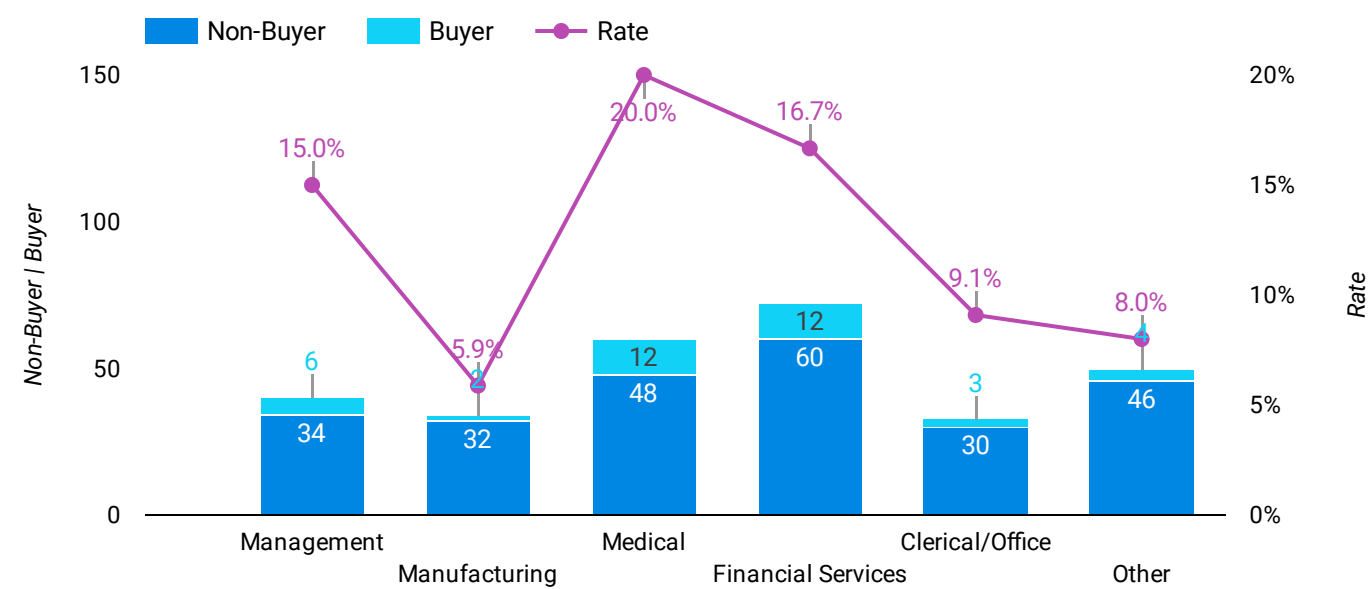
Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Married	34	3	37	8.1%	\$25.11
Non-Traditional	45	12	57	21.1%	\$6.80
Single / Unknown	59	12	71	16.9%	\$20.05
Grand total	138	27	165	15.4%	\$17.32



What is the Close Rate & Average Order Value across industry?

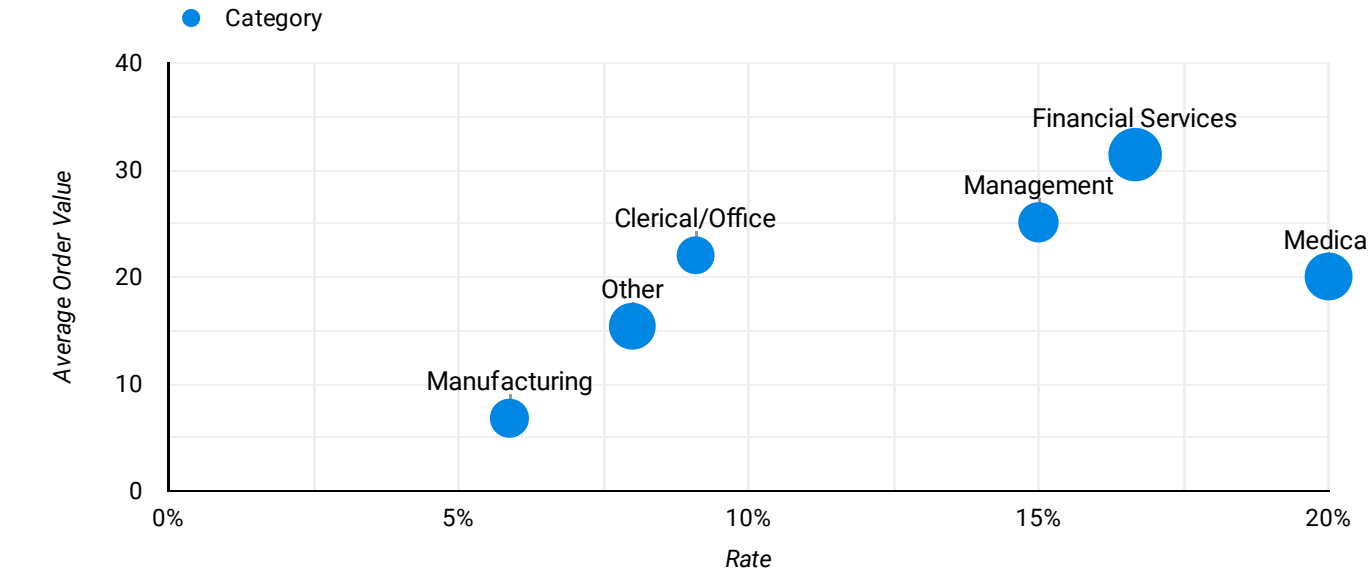
Reported Industry Results

Coverage 76%



Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Management	34	6	40	15.0%	\$25.11
Manufacturing	32	2	34	5.9%	\$6.80
Medical	48	12	60	20.0%	\$20.05
Financial Services	60	12	72	16.7%	\$31.44
Clerical/Office	30	3	33	9.1%	\$22.03
Other	46	4	50	8.0%	\$15.40

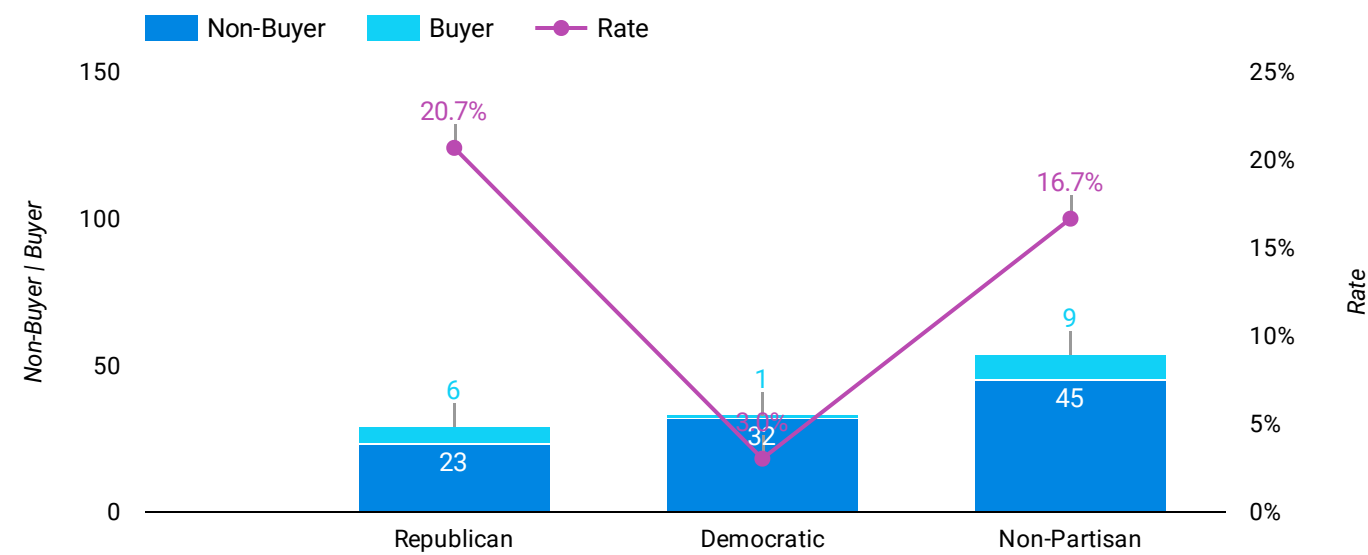
Grand total 250 39 289 12.4% \$20.14



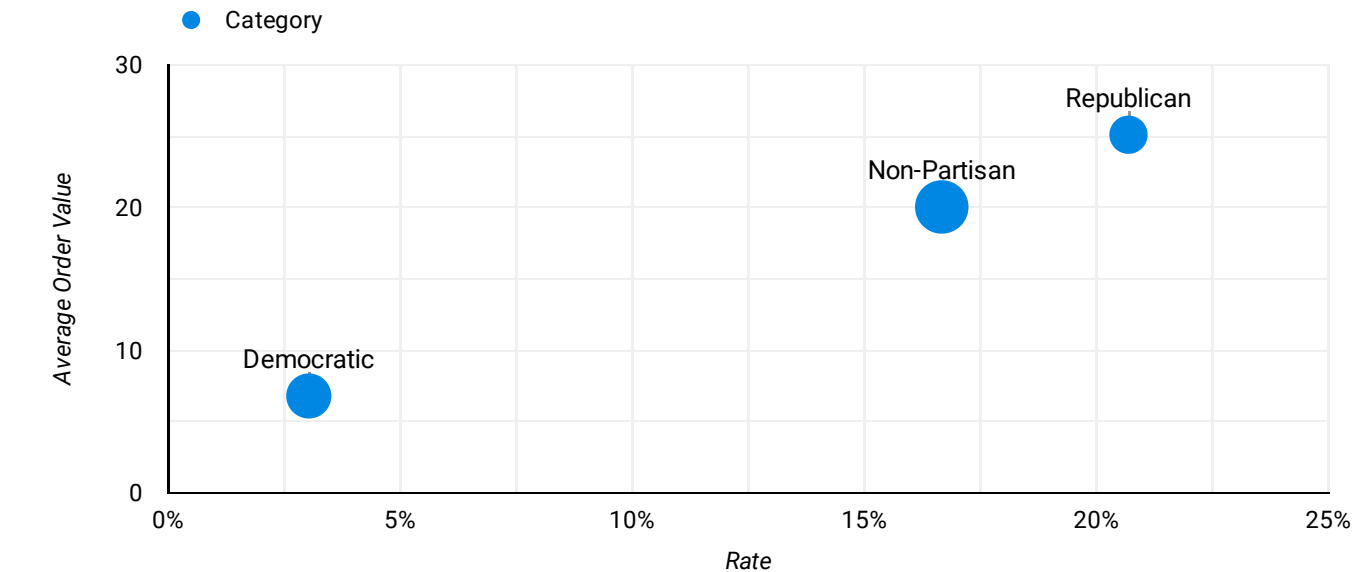
What is the Close Rate & Average Order Value across political affiliation?

Reported Political Affiliation Results

Coverage 89%



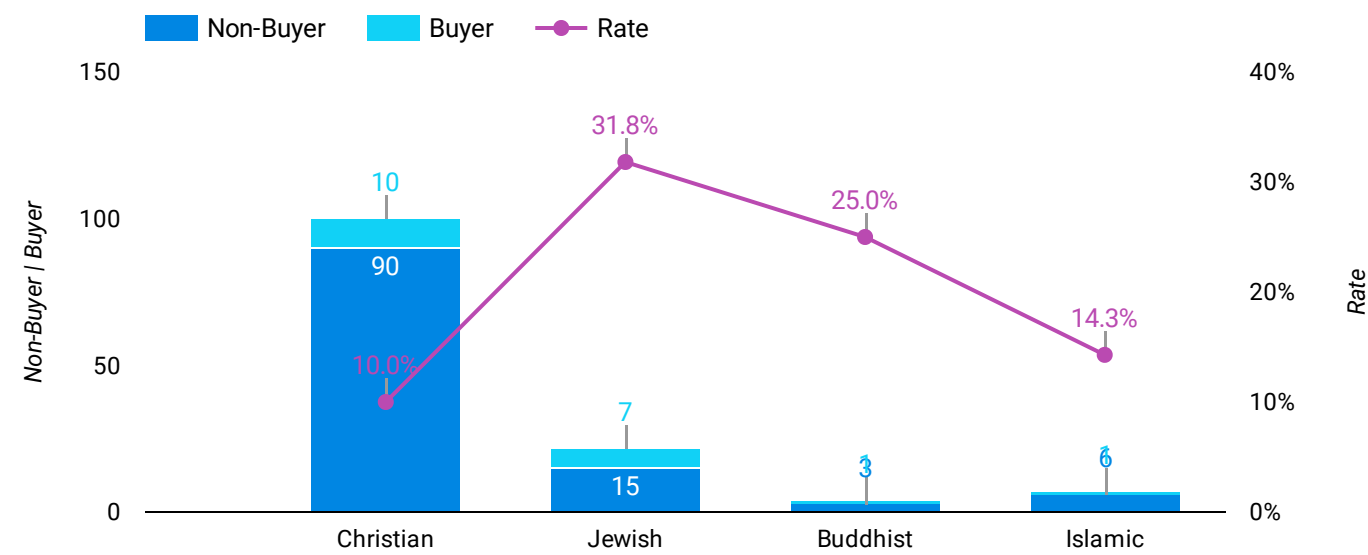
Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Republican	23	6	29	20.7%	\$25.11
Democratic	32	1	33	3.0%	\$6.80
Non-Partisan	45	9	54	16.7%	\$20.05
Grand total	100	16	116	13.5%	\$17.32



What is the Close Rate & Average Order Value across religious affiliation?

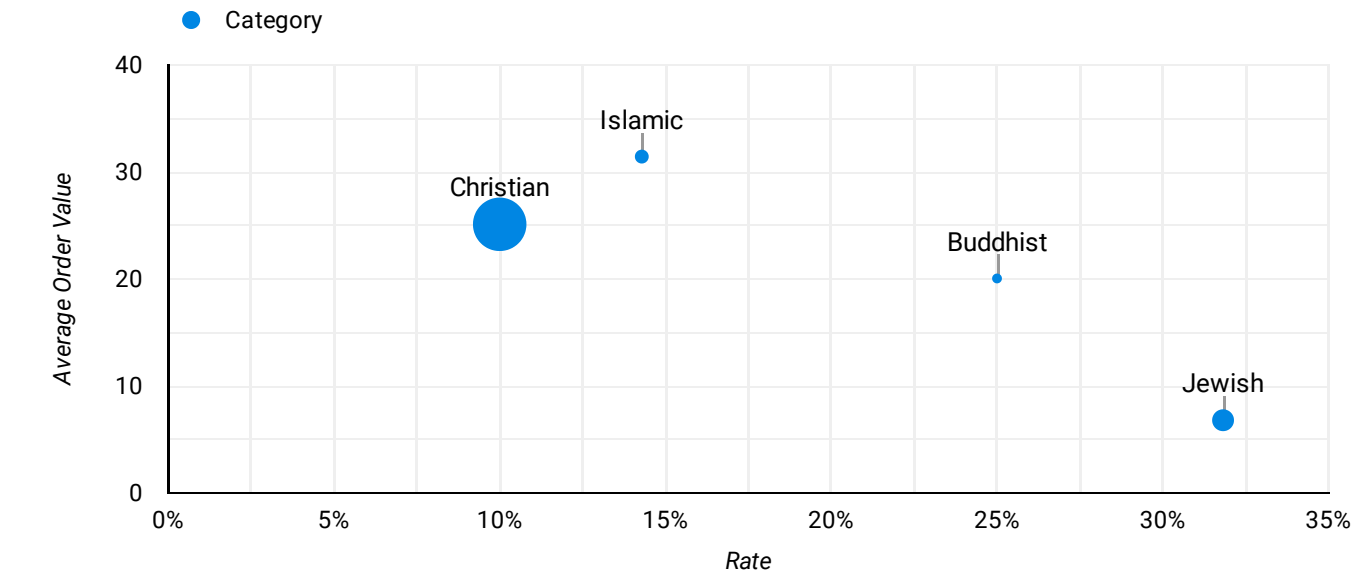
Reported Religious Affiliation Results

Coverage 98%



Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Christian	90	10	100	10.0%	\$25.11
Jewish	15	7	22	31.8%	\$6.80
Buddhist	3	1	4	25.0%	\$20.05
Islamic	6	1	7	14.3%	\$31.44

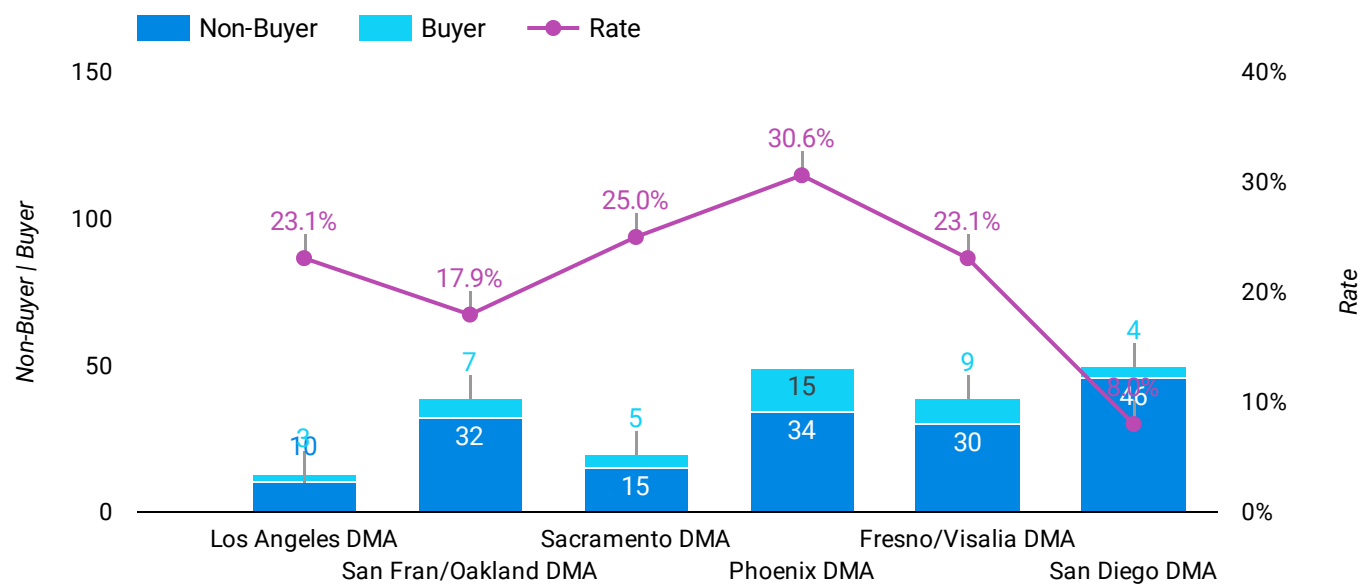
Grand total 114 19 133 20.3% \$20.85



What is the Close Rate & Average Order Value across DMAs?

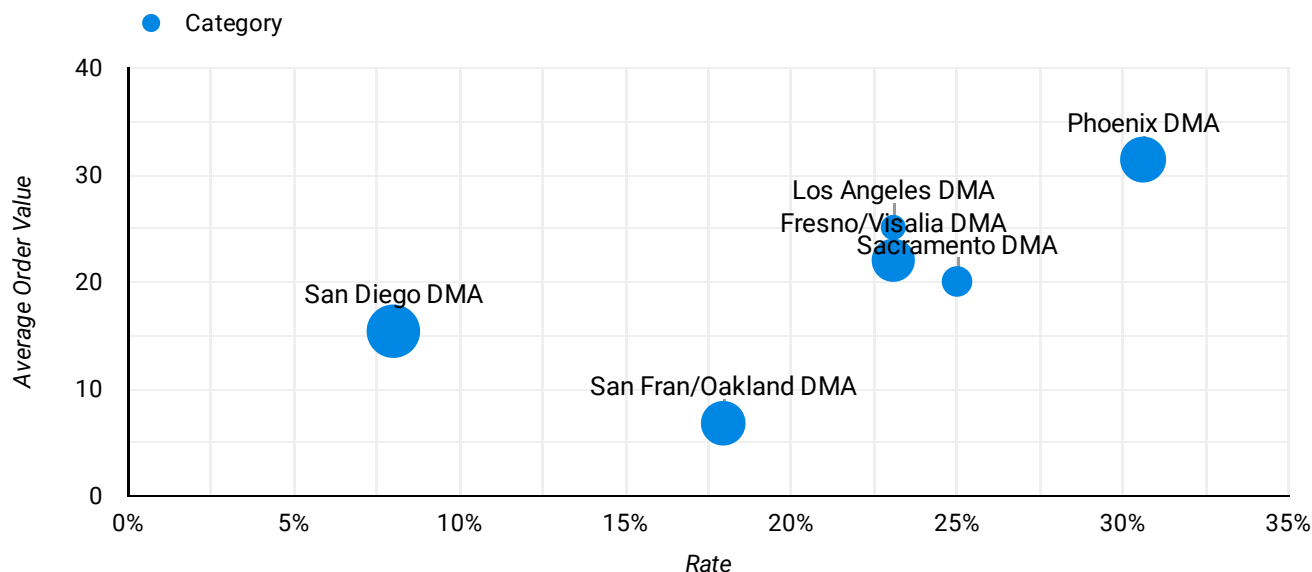
Reported Location by DMA Results

Coverage 90%



Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Los Angeles DMA	10	3	13	23.1%	\$25.11
San Fran/Oakland DMA	32	7	39	17.9%	\$6.80
Sacramento DMA	15	5	20	25.0%	\$20.05
Phoenix DMA	34	15	49	30.6%	\$31.44
Fresno/Visalia DMA	30	9	39	23.1%	\$22.03
San Diego DMA	46	4	50	8.0%	\$15.40

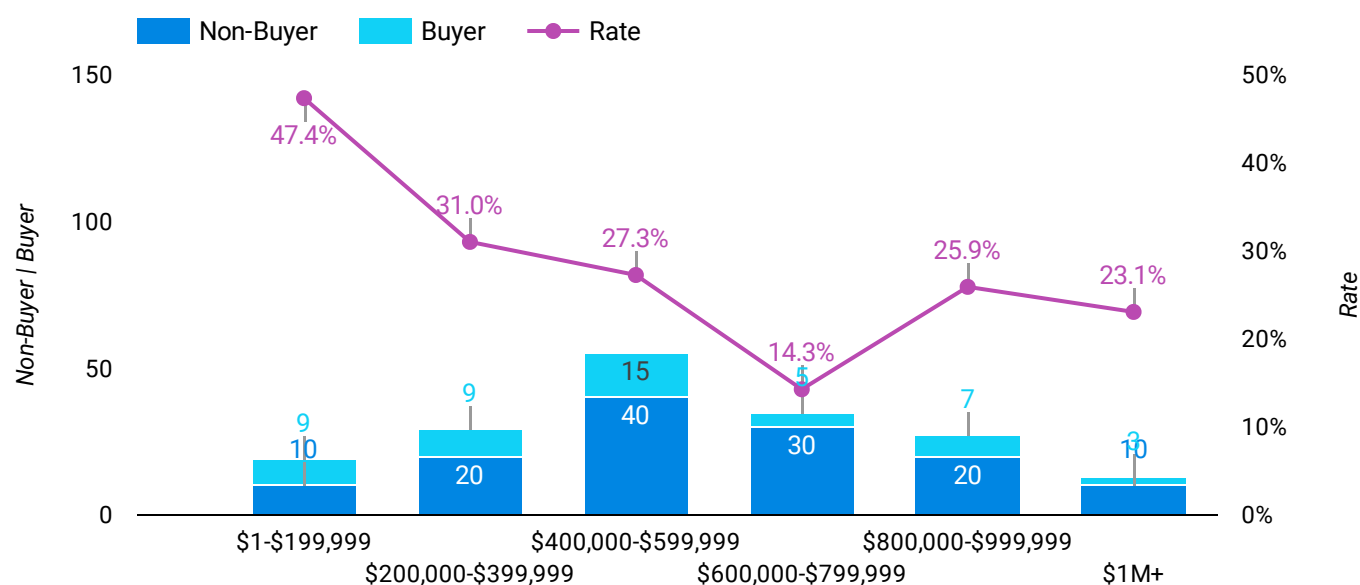
Grand total **167** **43** **210** **21.3%** **\$20.14**



What is the Close Rate & Average Order Value across home value?

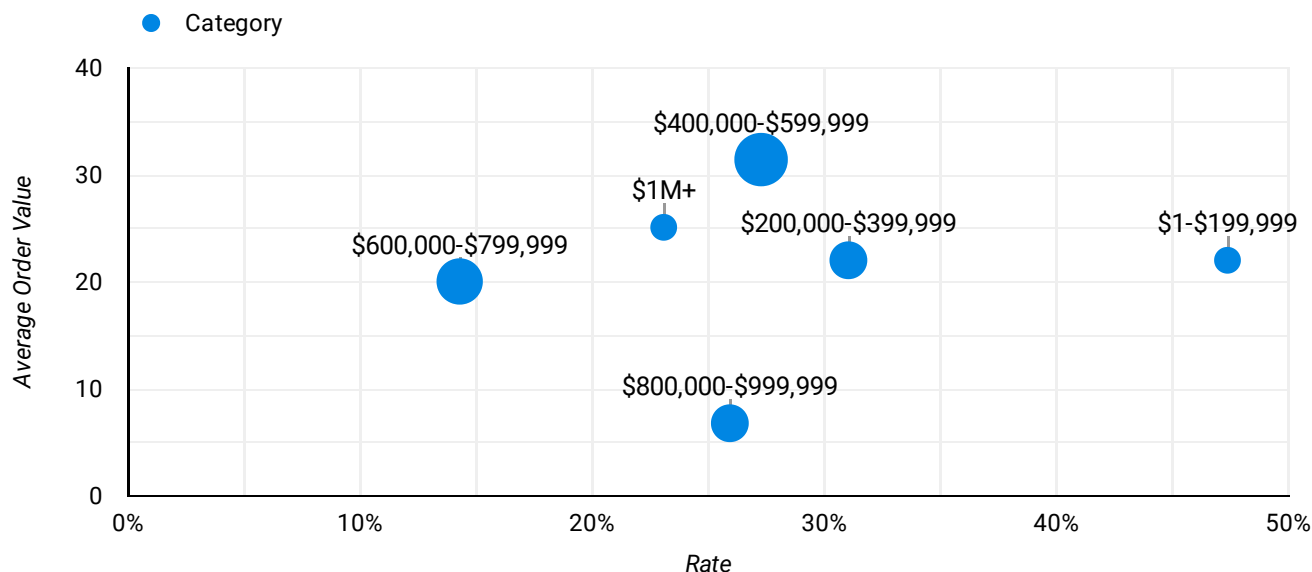
Reported Home Value Results

Coverage 90%



Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
\$1M+	10	3	13	23.1%	\$25.11
\$800,000-\$999,999	20	7	27	25.9%	\$6.80
\$600,000-\$799,999	30	5	35	14.3%	\$20.05
\$400,000-\$599,999	40	15	55	27.3%	\$31.44
\$200,000-\$399,999	20	9	29	31.0%	\$22.03
\$1-\$199,999	10	9	19	47.4%	\$22.03

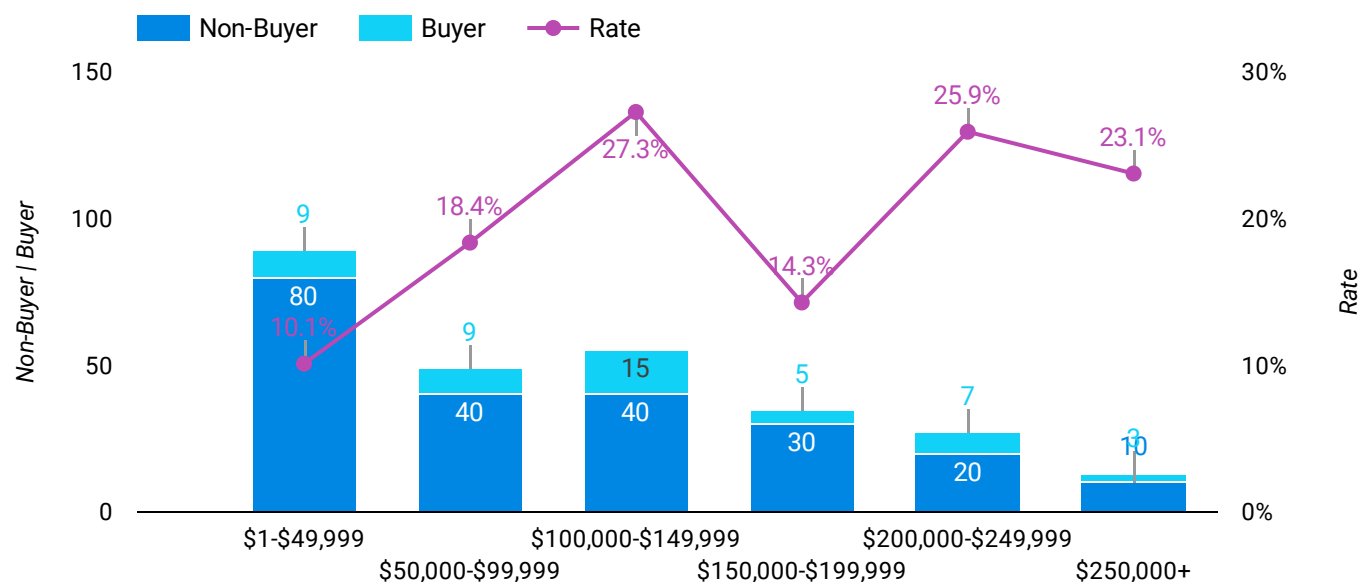
Grand total **130** **48** **178** **28.2%** **\$21.24**



What is the Close Rate & Average Order Value across household income?

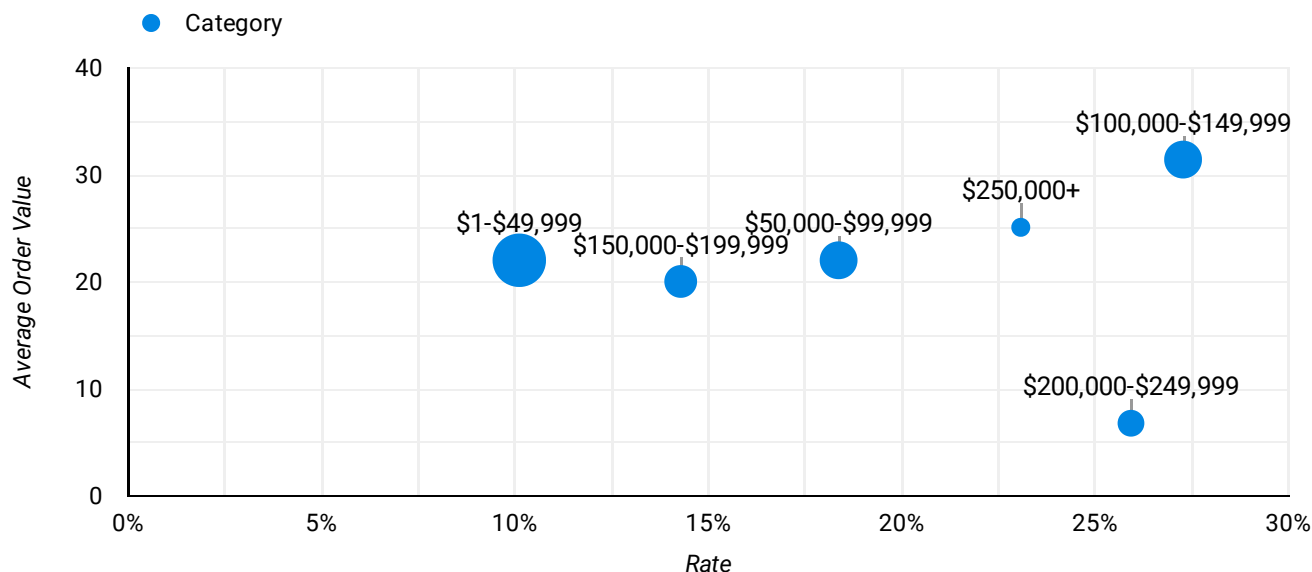
Reported Household Income Results

Coverage 90%



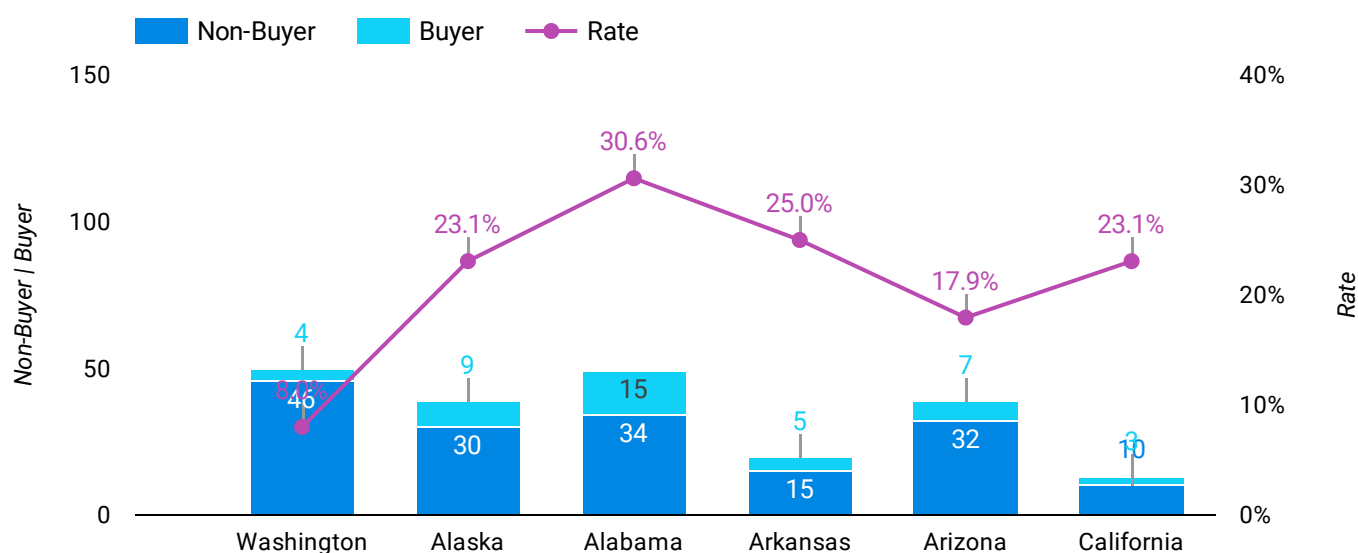
Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
\$250,000+	10	3	13	23.1%	\$25.11
\$200,000-\$249,999	20	7	27	25.9%	\$6.80
\$150,000-\$199,999	30	5	35	14.3%	\$20.05
\$100,000-\$149,999	40	15	55	27.3%	\$31.44
\$50,000-\$99,999	40	9	49	18.4%	\$22.03
\$1-\$49,999	80	9	89	10.1%	\$22.03

Grand total **220** **48** **268** **19.8%** **\$21.24**



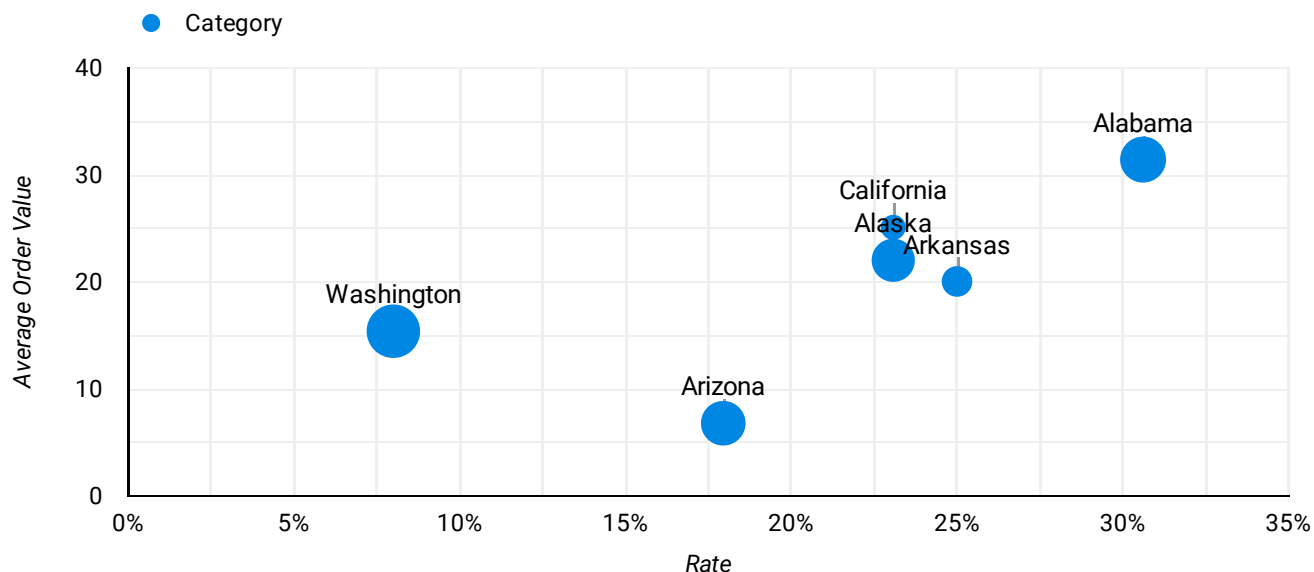
What is the Close Rate & Average Order Value across States of High Affinity?

Predicted State of Affinity Results



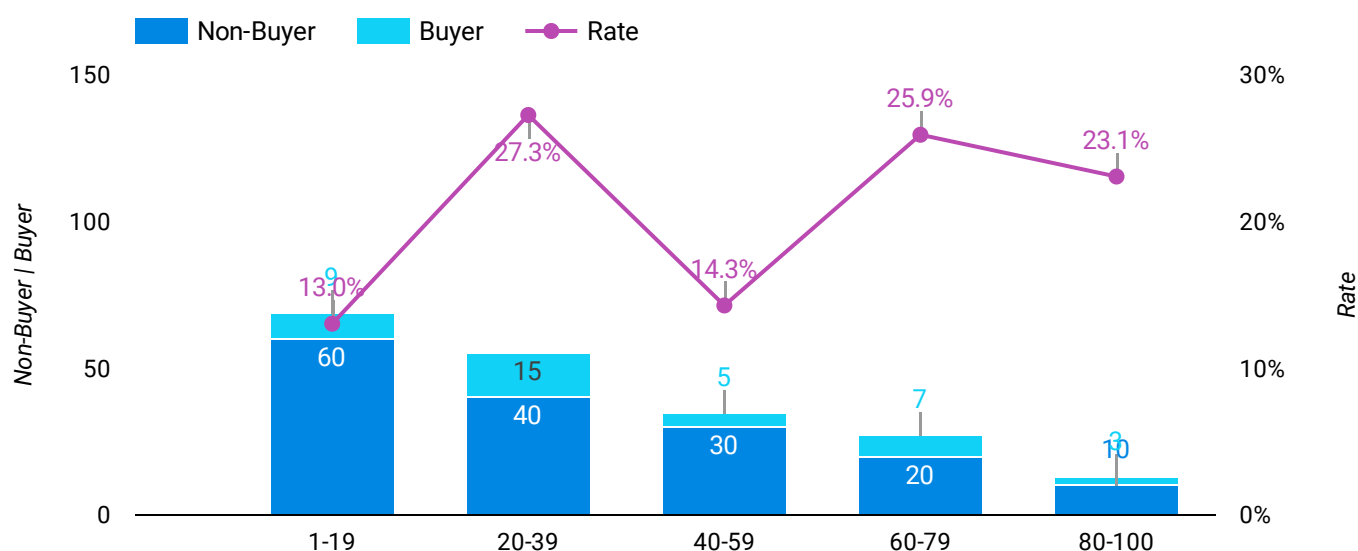
Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
California	10	3	13	23.1%	\$25.11
Arizona	32	7	39	17.9%	\$6.80
Arkansas	15	5	20	25.0%	\$20.05
Alabama	34	15	49	30.6%	\$31.44
Alaska	30	9	39	23.1%	\$22.03
Washington	46	4	50	8.0%	\$15.40

Grand total **167** **43** **210** **21.3%** **\$20.14**



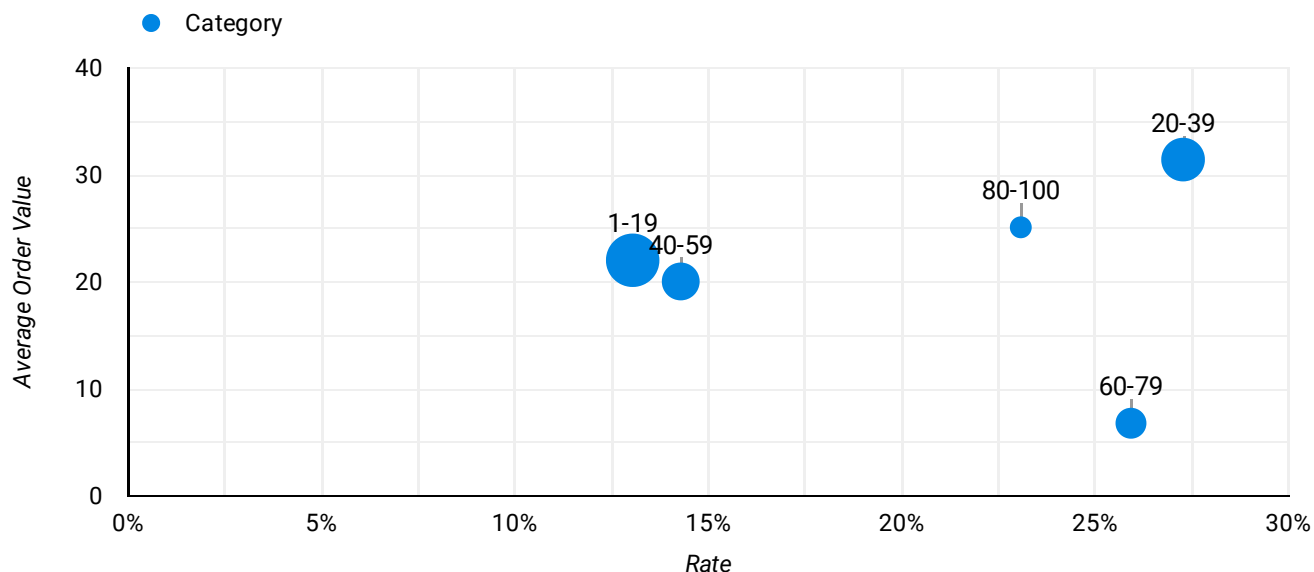
What is the Close Rate & Average Order Value across wealth rating?

Predicted Wealth Rating Results



Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
80-100	10	3	13	23.1%	\$25.11
60-79	20	7	27	25.9%	\$6.80
40-59	30	5	35	14.3%	\$20.05
20-39	40	15	55	27.3%	\$31.44
1-19	60	9	69	13.0%	\$22.03

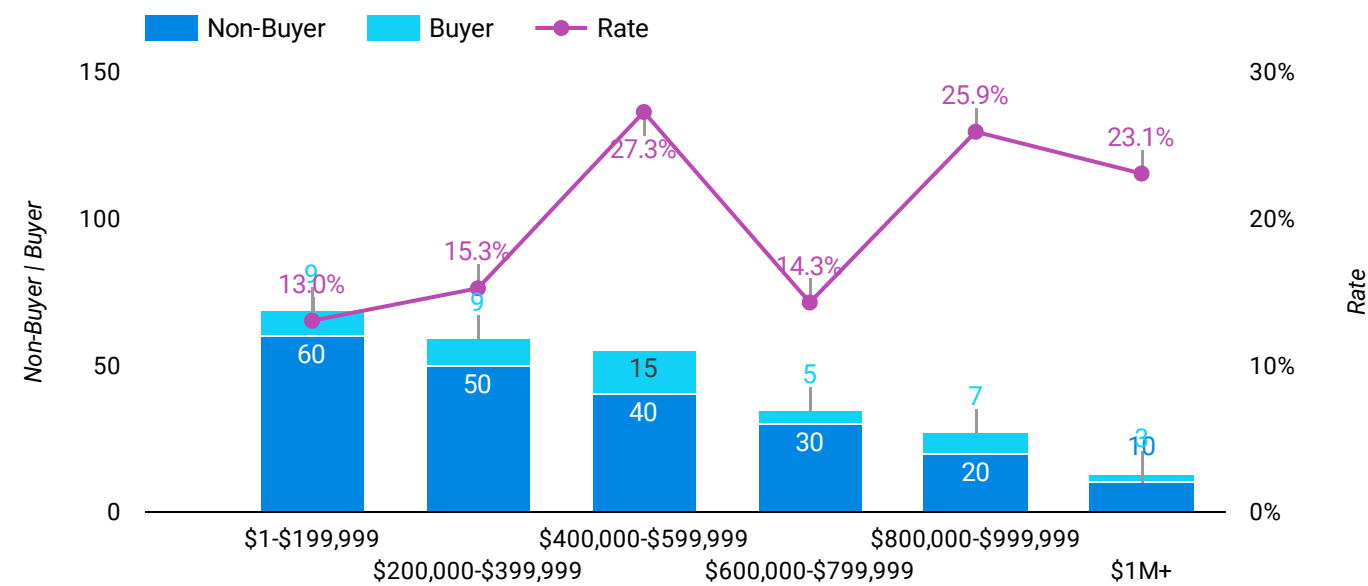
Grand total **160** **39** **199** **20.7%** **\$21.09**



What is the Close Rate & Average Order Value across capacity?

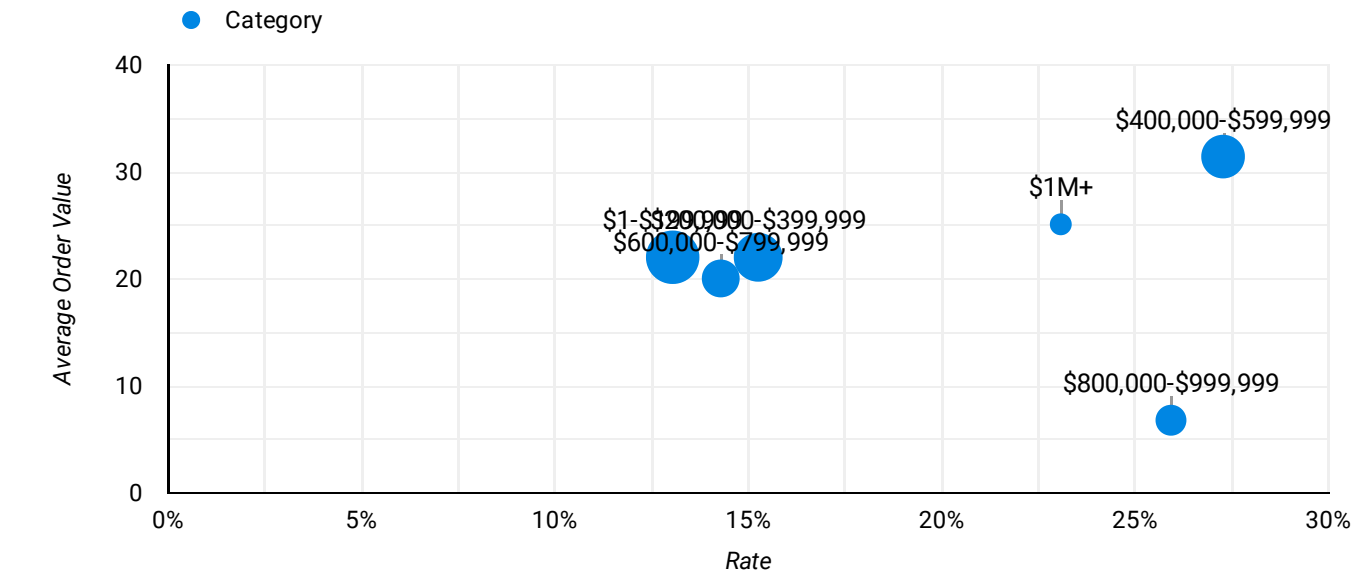
Predicted Giving/Spending Capacity (5 years) Results

Washington 8%



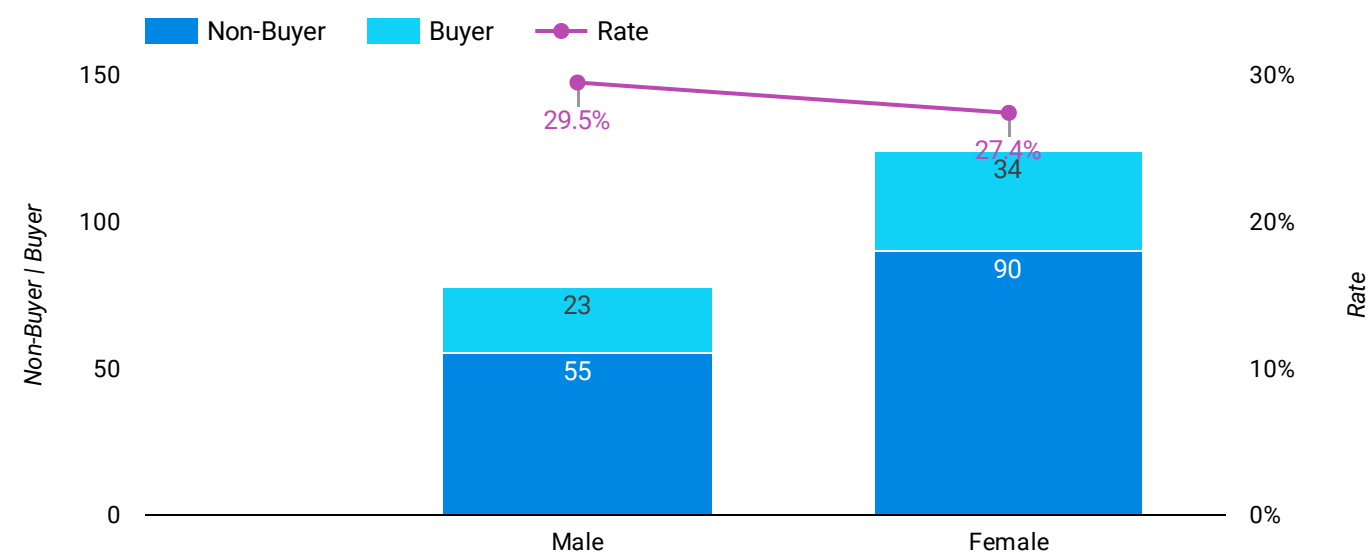
Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
\$1M+	10	3	13	23.1%	\$25.11
\$800,000-\$999,999	20	7	27	25.9%	\$6.80
\$600,000-\$799,999	30	5	35	14.3%	\$20.05
\$400,000-\$599,999	40	15	55	27.3%	\$31.44
\$200,000-\$399,999	50	9	59	15.3%	\$22.03
\$1-\$199,999	60	9	69	13.0%	\$22.03

Grand total 210 48 258 19.8% \$21.24

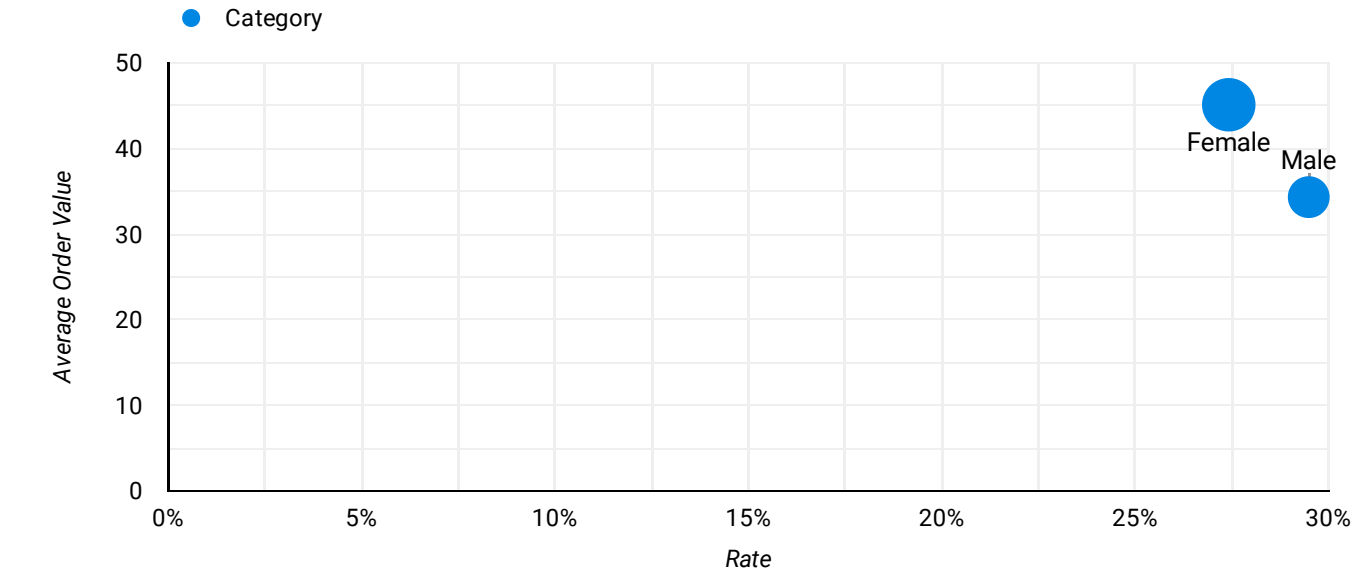


What is the Close Rate & Average Order Value across predicted gender?

Predicted Gender Results

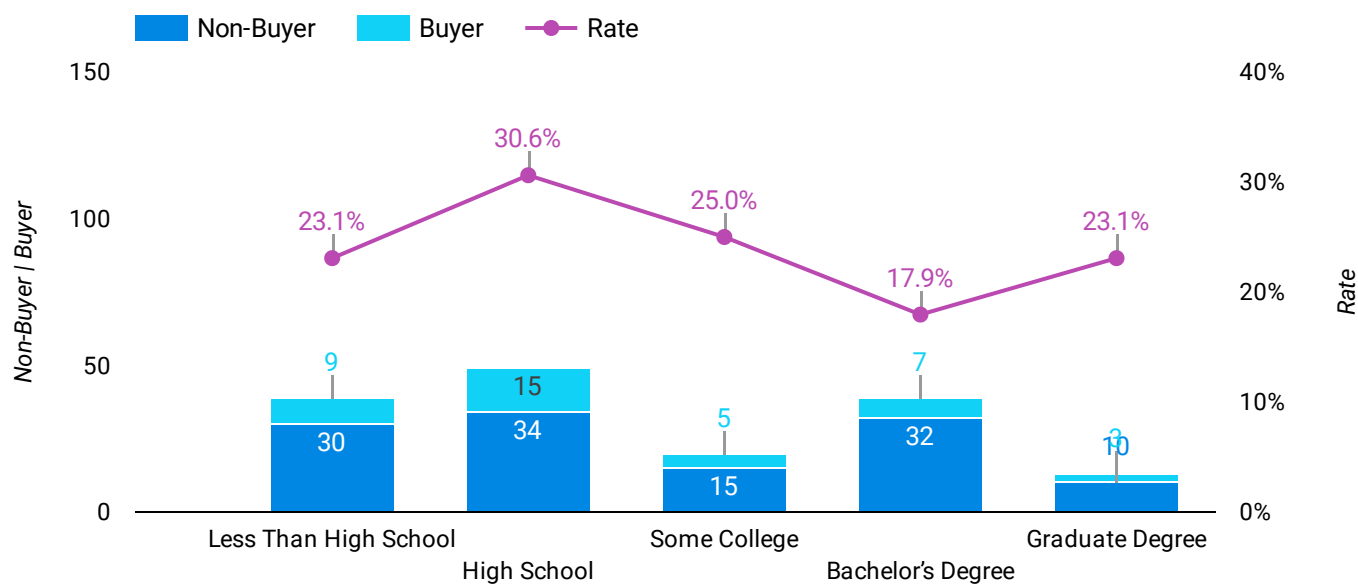


Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Female	90	34	124	27.4%	\$45.12
Male	55	23	78	29.5%	\$34.33
Grand total	145	57	202	28.5%	\$39.72

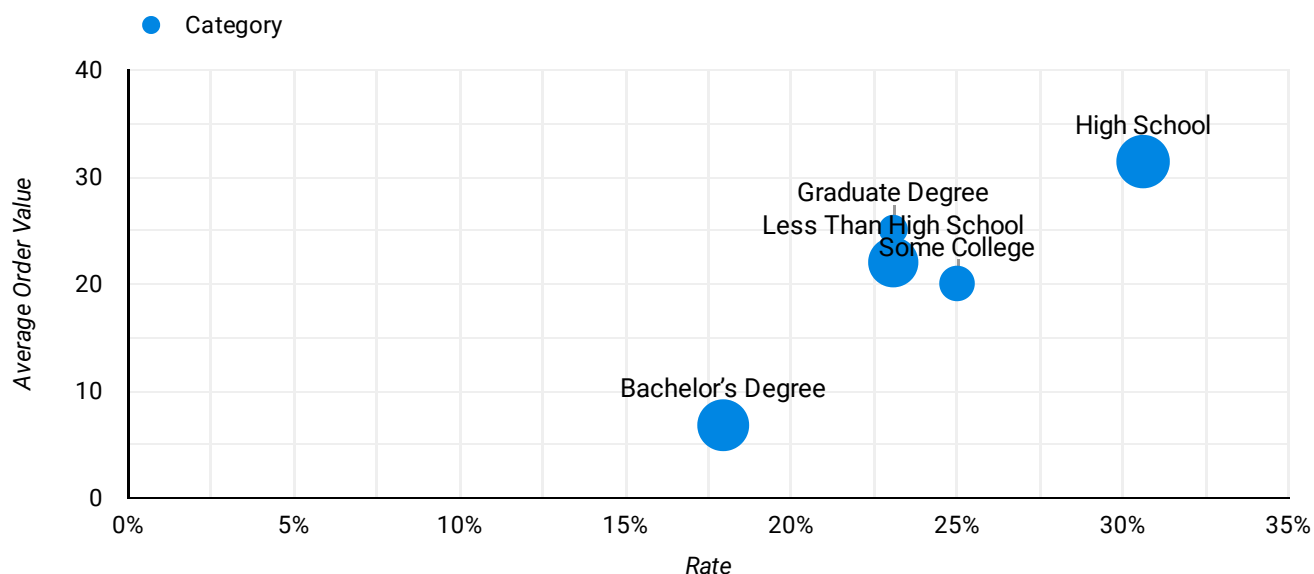


What is the Close Rate & Average Order Value across predicted education?

Predicted Education Level Results

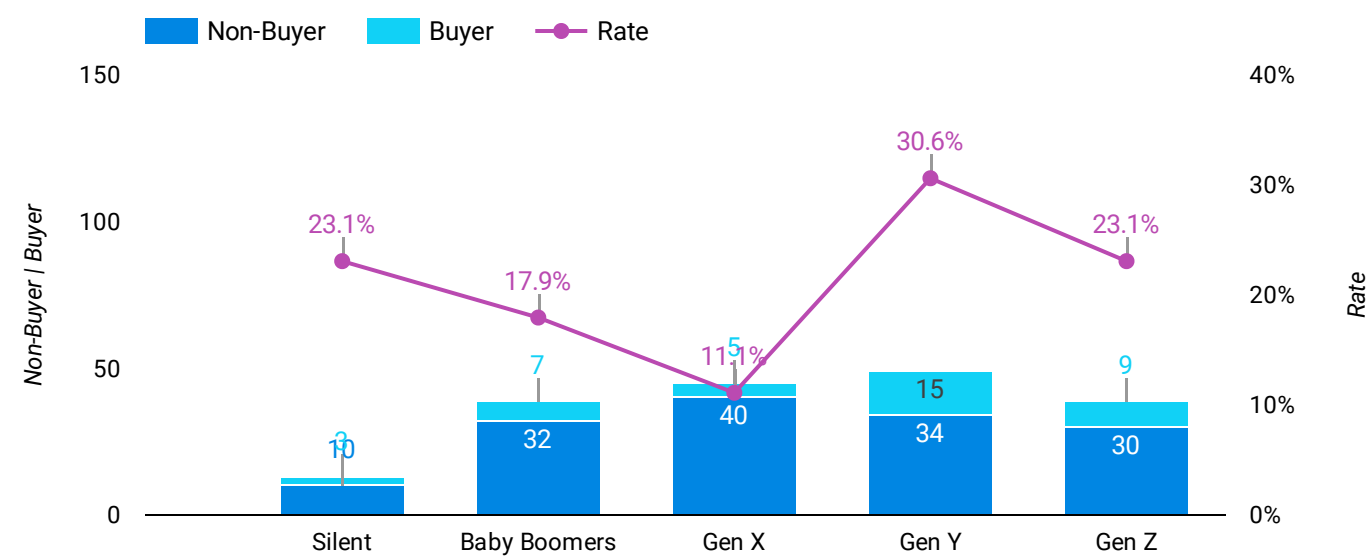


Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Graduate Degree	10	3	13	23.1%	\$25.11
Bachelor's Degree	32	7	39	17.9%	\$6.80
Some College	15	5	20	25.0%	\$20.05
High School	34	15	49	30.6%	\$31.44
Less Than High School	30	9	39	23.1%	\$22.03
Grand total	121	39	160	23.9%	\$21.09



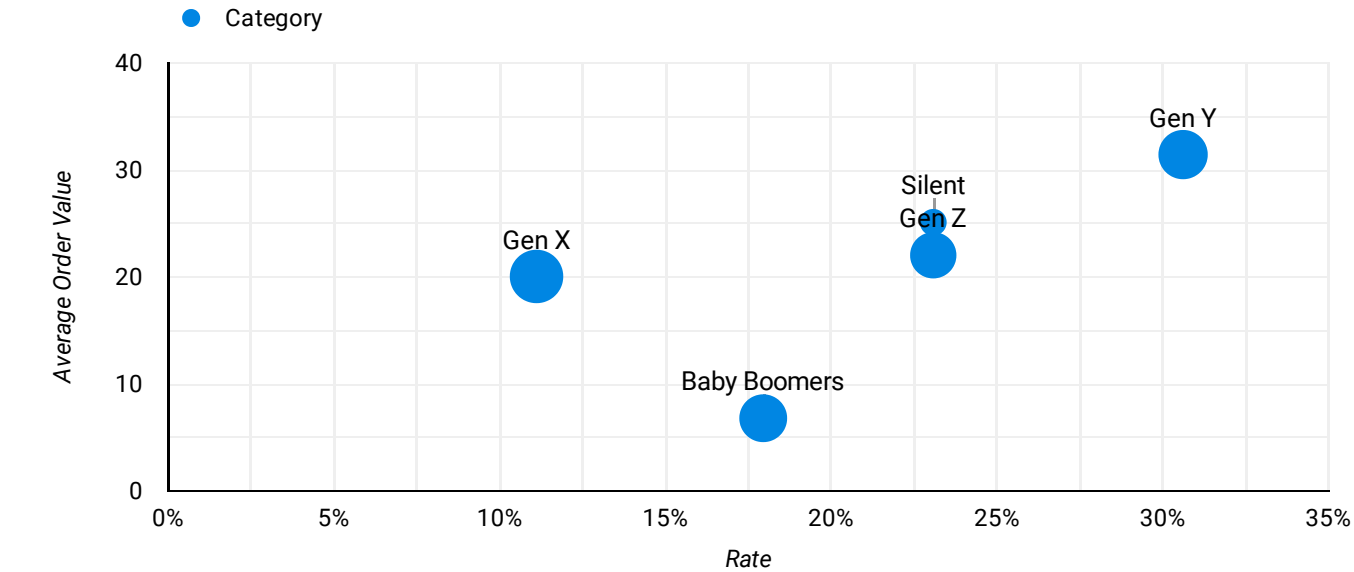
What is the Close Rate & Average Order Value across predicted generation?

Predicted Generation Results



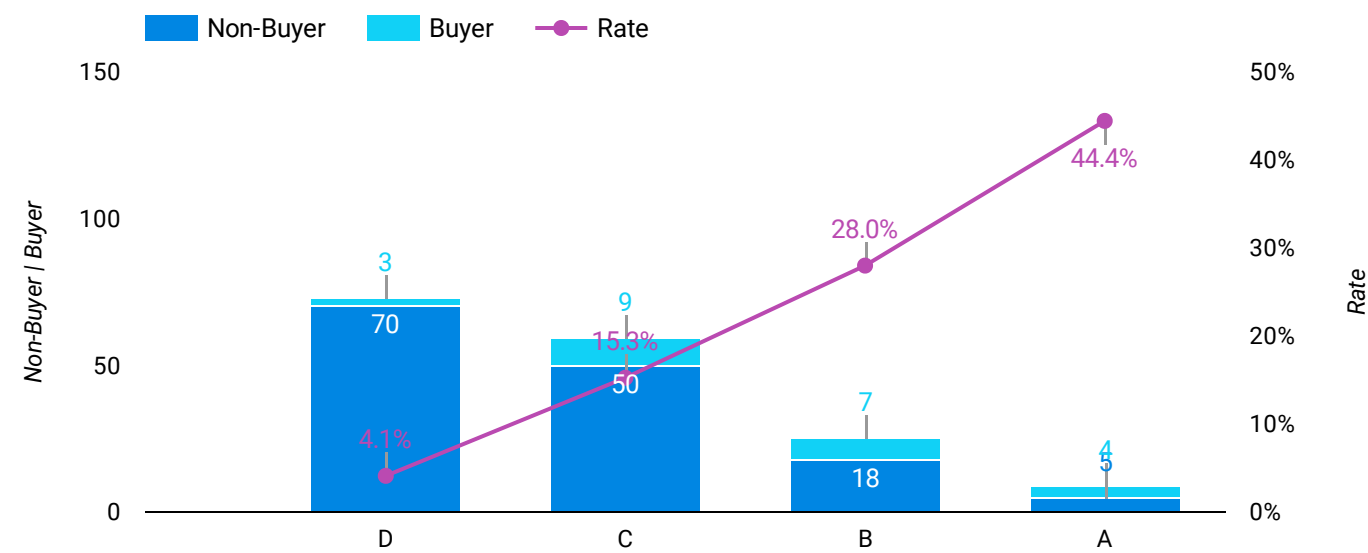
Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Silent	10	3	13	23.1%	\$25.11
Baby Boomers	32	7	39	17.9%	\$6.80
Gen X	40	5	45	11.1%	\$20.05
Gen Y	34	15	49	30.6%	\$31.44
Gen Z	30	9	39	23.1%	\$22.03

Grand total 146 39 185 21.2% \$21.09

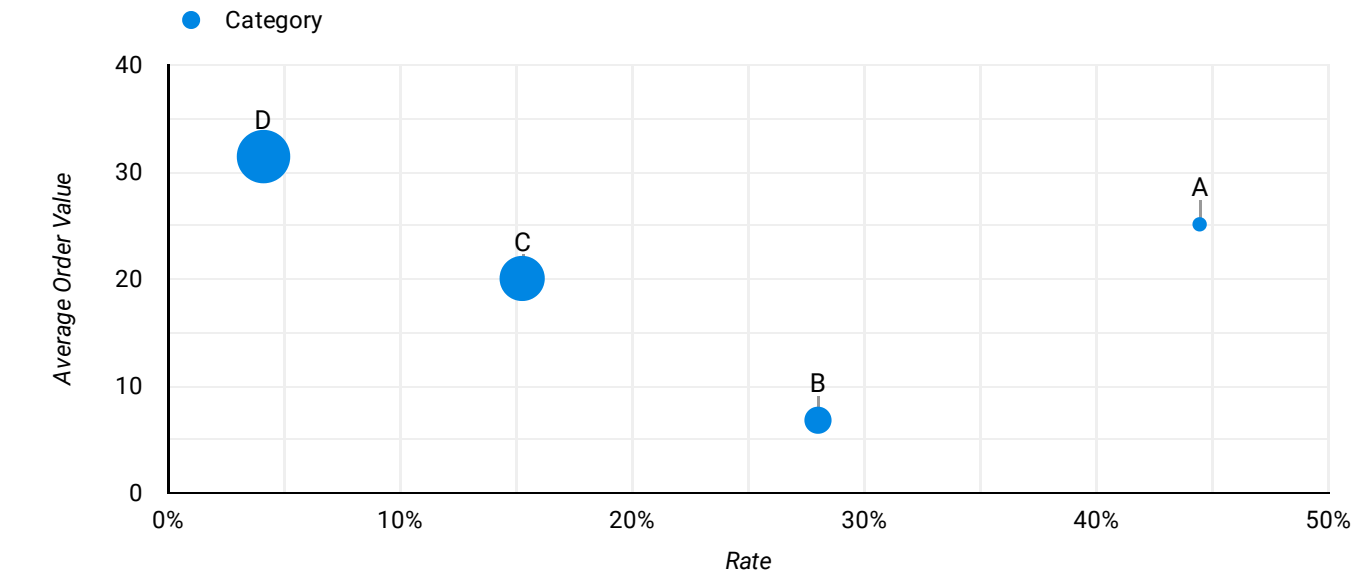


What is the Close Rate & Average Order Value across [Custom Guidon]?

[Custom Guidon 1] Results

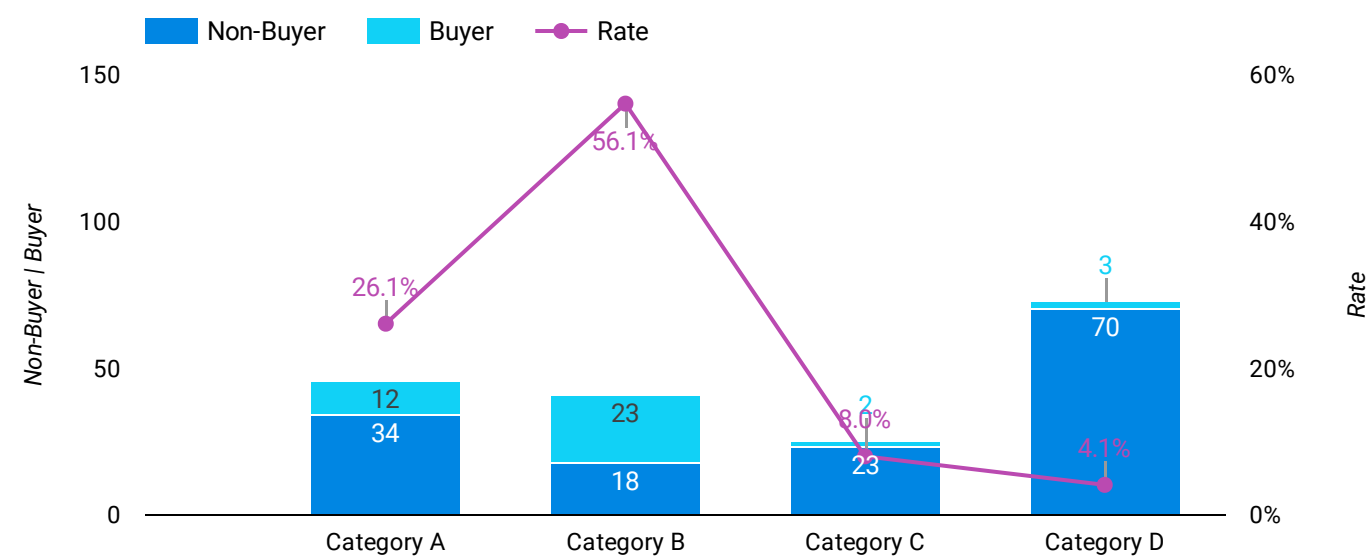


Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
A	5	4	9	44.4%	\$25.11
B	18	7	25	28.0%	\$6.80
C	50	9	59	15.3%	\$20.05
D	70	3	73	4.1%	\$31.44
Grand total	143	23	166	23.0%	\$20.85



What is the Close Rate & Average Order Value across [Org Data]?

[Org Data 1] Results



Category	Non-Buyer	Buyer	Total	Rate	Average Order Value
Category A	34	12	46	26.1%	\$25.11
Category B	18	23	41	56.1%	\$6.80
Category C	23	2	25	8.0%	\$20.05
Category D	70	3	73	4.1%	\$31.44

Grand total	145	40	185	23.6%	\$20.85
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