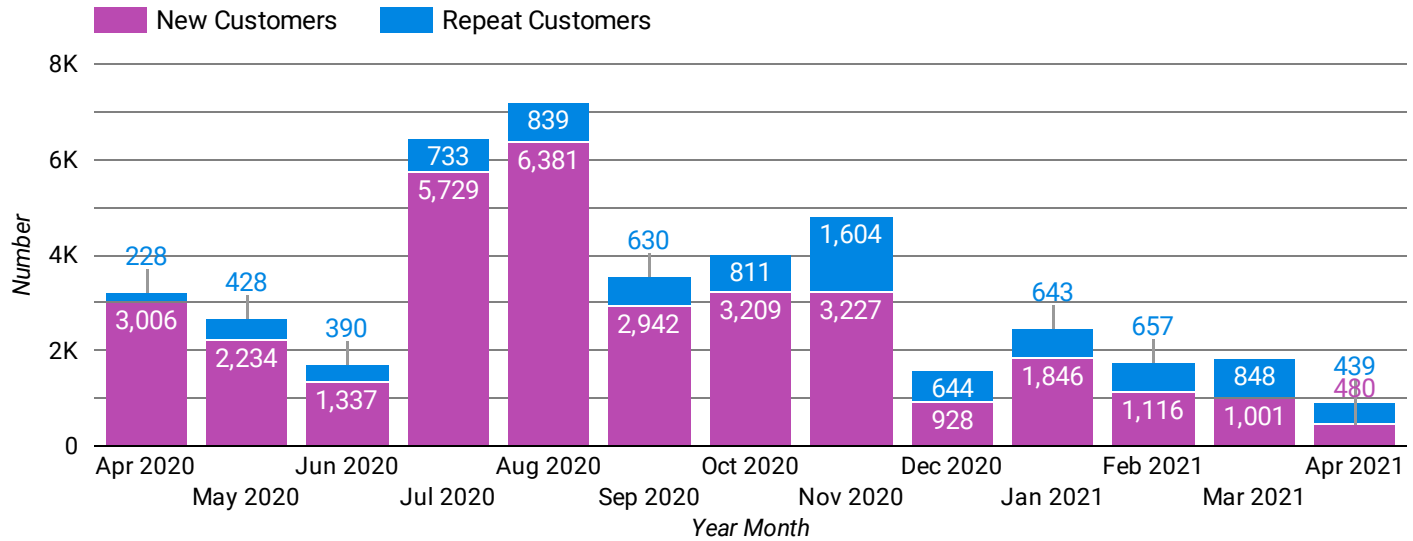


Who are my new customers?

New Customers: Emerging Persona



Persona

Gender	F (85.7%)	M (7.8%)
Age	25-34 (23.7%)	35-44 (20.9%)
Education	Some College (17.2%)	HS Diploma (15.6%)
Ownership	Likely Homeowner (50.5%)	Likely Renter (26.5%)
Marital	Married (29.1%)	Non-Traditional (6.9%)
Industry	Other_occupation (3.4%)	Clerical/Office (3.1%)
Politics	Democrat (34.3%)	Republican (29.8%)
Religion	Christian (36.7%)	Jewish (3.2%)
DMA	LOS ANGELES (5.4%)	NEW YORK (4.8%)
Outreach	SMS (40.5%)	Email (34.3%)
Interest	Sports	Food
Median Household Income	\$74,000	
Median Home Value	\$209,300	
Median Predicted Capacity	\$11,625	

Top 5 Methods of Acquisition

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

Top 5 Purchases

...	Long Sleeved Logo Tee, Womens Large	\$737,271.43
...	Bumper Sticker "Let's Booodle"	\$623,691.49
...	Coffee Mug, Gray with Logo "Let's Booodle"	\$582,872.96
...	Long Sleeved Logo Tee, Womens Medium	\$128,782.86
...	Coffee Mug, Navy with BooodleBot	\$2,396.53

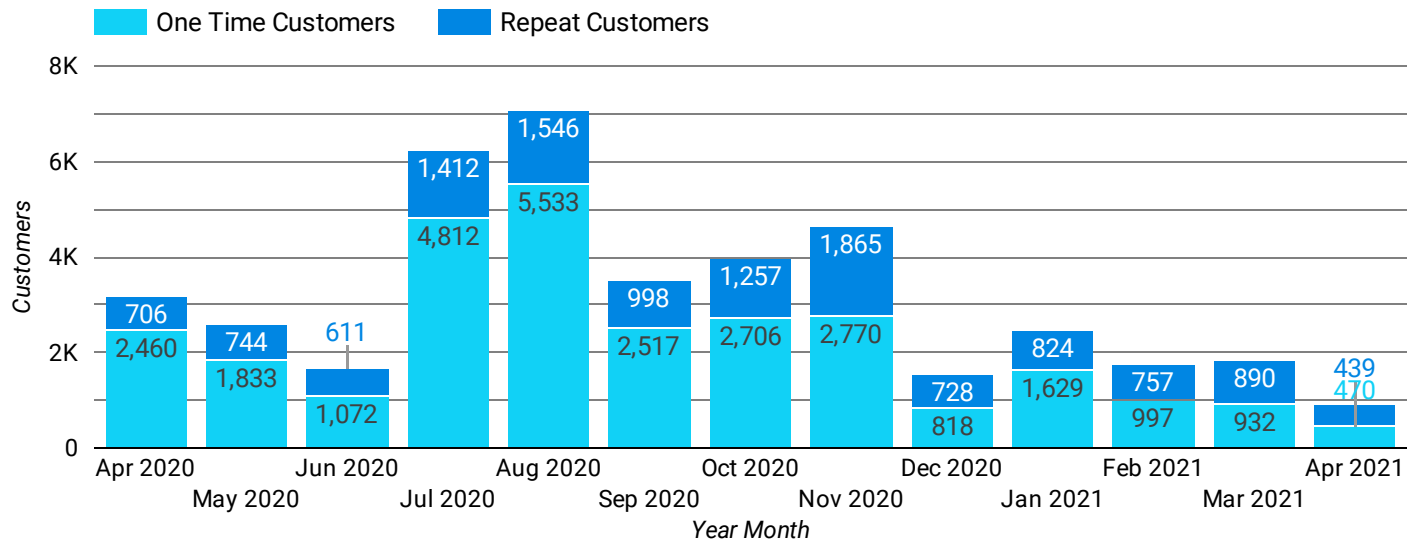
Top 5 Lookalike DMAs

1.	BATON ROUGE DMA
2.	MEMPHIS DMA
3.	CHARLOTTE DMA
4.	COLUMBIA SC DMA
5.	RALEIGH/DURHAM 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

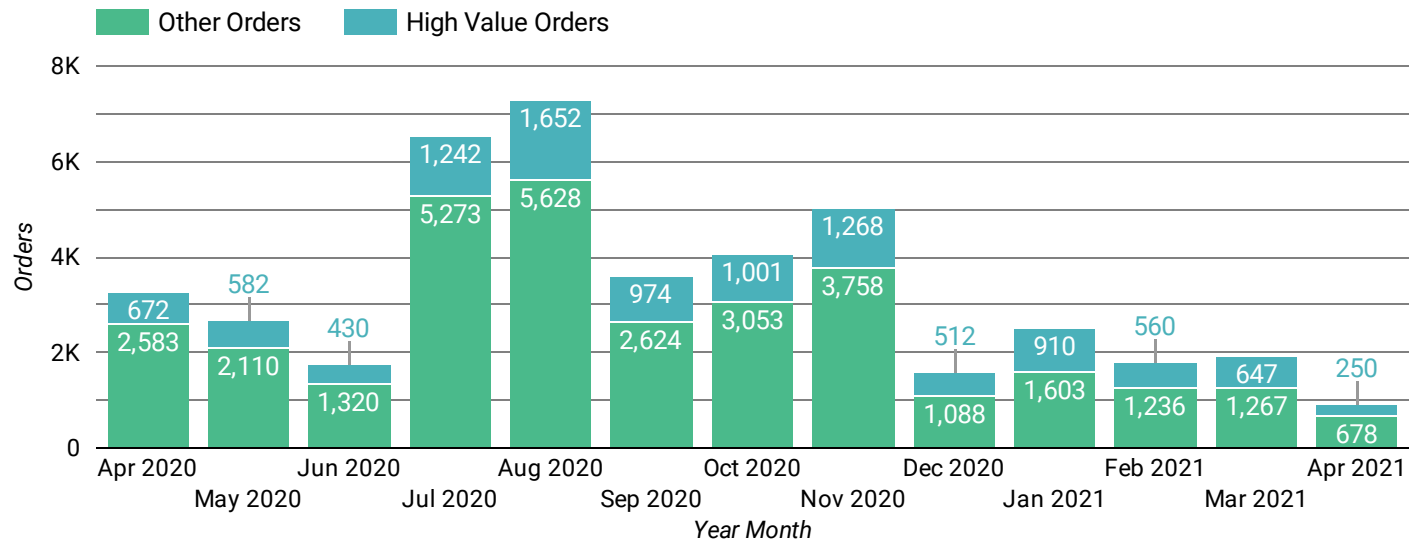
Top 5 Lookalike DMAs

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

Who are my high value customers?

High Value Customers: Emerging Persona



Persona

Gender	F (77.6%)	M (13.7%)
Age	25-34 (23.5%)	35-44 (22.0%)
Education	Some College (16.4%)	HS Diploma (12.5%)
Ownership	Likely Homeowner (35.5%)	Likely Renter (34.3%)
Marital	Married (25.6%)	Non-Traditional (6.8%)
Industry	Other_occupation (2.2%)	Management (1.9%)
Politics	Democrat (31.6%)	Non-Partisan (30.5%)
Religion	Christian (17.4%)	Jewish (4.7%)
DMA	LOS ANGELES (5.4%)	NEW YORK (4.8%)
Outreach	SMS (39.7%)	Email (33.6%)
Interest	Sports	Food
Median Household Income	\$72,000	
Median Home Value	\$209,300	
Median Predicted Capacity	\$10,557	

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	\$277,419
...	BooodleBot 12" Plush Toy	\$250,781
...	Long Sleeved Logo Tee, Womens Large	\$242,692
...	Bumper Sticker "Let's Booodle"	\$57,026
...	Coffee Mug, Gray with Logo "Let's Boo..."	\$1,535

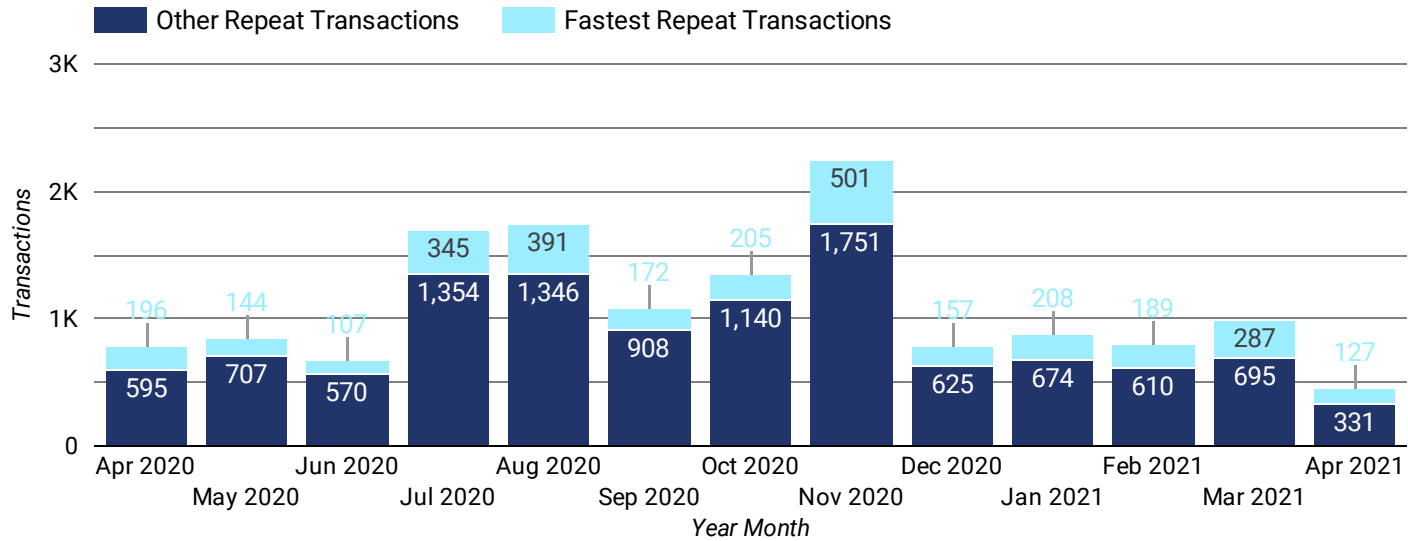
Top 5 Lookalike DMAs

1.	COLUMBUS GA DMA
2.	BATON ROUGE DMA
3.	NEW ORLEANS DMA
4.	ATLANTA DMA
5.	SAVANNAH DMA

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

Who are my fastest repeat customers?

Fastest Repeat Customers: Emerging Persona



Persona

Gender		
Age	35-44 (2.8%)	65+ (1.4%)
Education	Some College (1.4%)	Bach Degree (1.4%)
Ownership	Likely Homeowner (4.2%)	Likely Renter (1.4%)
Marital		
Industry	Clerical/Office (1.4%)	
Politics	Republican (2.8%)	Non-Partisan (2.8%)
Religion	Christian (1.4%)	
DMA	ORLANDO/DAYT BCH (1.4%)	JOHNSTWN/ALTOONA (1.4%)
Outreach	Email (30.6%)	SMS (26.4%)
Interest	Smoking	Sewing_Knitting
Median Household Income		\$71,702
Median Home Value		\$144,709
Median Predicted Capacity		\$8,750

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 Long Sleeved T-Shirt, Wome...	\$3,163
...	BooodleBot 18" Plush Toy	\$2,960
...	Sleeveless Logo Tank, Womens Large	\$2,597
...	Bumper Sticker "Let's Booodle"	\$1,174
...	Coffee Mug, Gray with Logo "Let's Boo...	\$27

Top 5 Lookalike DMAs

1.	GRSBRO/WNSAL/HPT DMA
2.	CHARLOTTE DMA
3.	COLUMBUS/TUPELO DMA
4.	LUBBOCK DMA
5.	CHATTANOOGA DMA

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