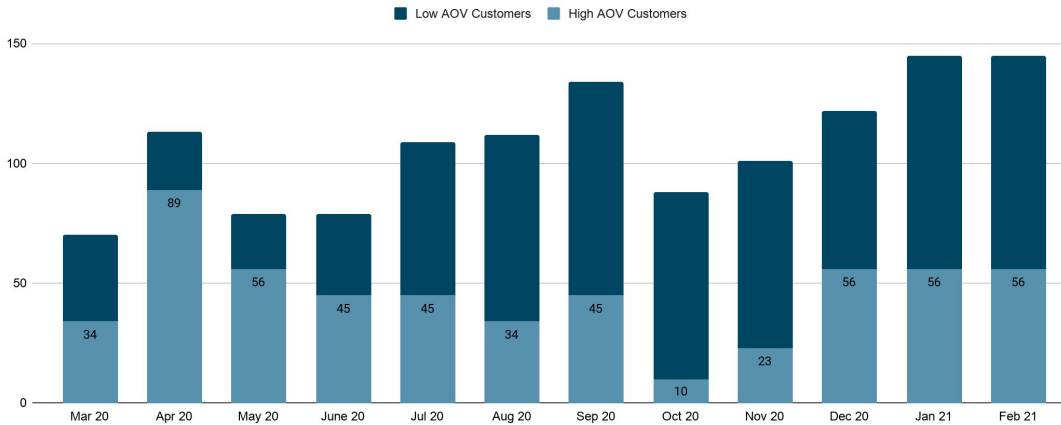


Who are my high AOV customers (top 25%)?

# High AOV Customers: Primary Persona



## Primary Persona

<b>Gender</b>	F (79%)	M (21%)
<b>Age</b>	25-34 (34%)	35-44 (19%)
<b>Education</b>	Bach Degree (35%)	Some College (24%)
<b>Home Ownership</b>	Home Owner (65%)	Renter (35%)
<b>Marital Status</b>	Married (78%)	Non-Trad (22%)
<b>Industry</b>	Medical (29%)	Mgmt (16%)
<b>Political Affiliation</b>	Democratic (42%)	Non-Partisan (31%)
<b>Religious Affiliation</b>	Christian (79%)	Jewish (13%)
<b>DMA</b>	New York (16%)	Los Angeles (7%)
<b>Interests</b>	Natural Foods	Soccer
<b>Preferred Outreach</b>	Email	Phone
Median Household Income	\$375,861	
Median Home Value	\$98,830	

## Top 5 Purchases

1. Purchase A (\$XXX)
2. Purchase B (\$XXX)
3. Purchase C (\$XXX)
4. Purchase D (\$XXX)
5. Purchase E (\$XXX)

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

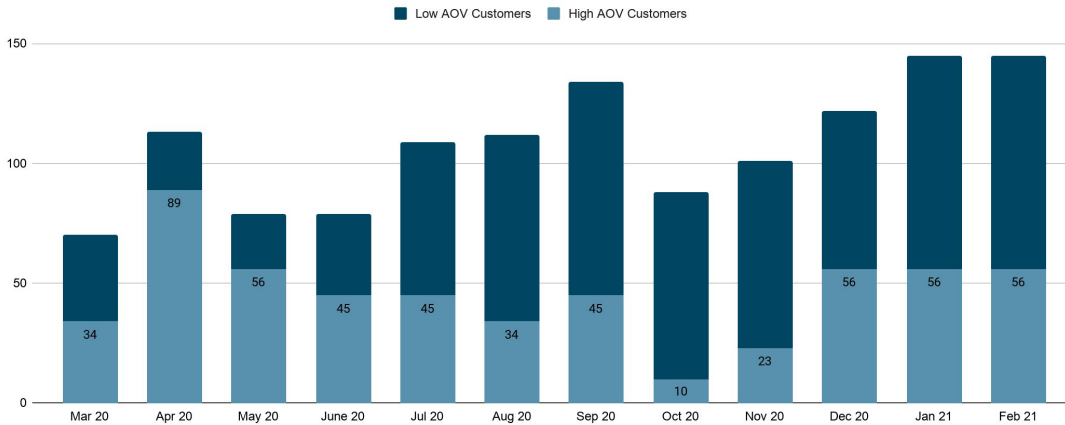
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

Who else are my high AOV customers (top 25%)?

# High AOV Customers: Secondary Persona



## Secondary Persona

<b>Gender</b>	F (79%)	M (21%)
<b>Age</b>	25-34 (34%)	35-44 (19%)
<b>Education</b>	Bach Degree (35%)	Some College (24%)
<b>Home Ownership</b>	Home Owner (65%)	Renter (35%)
<b>Marital Status</b>	Married (78%)	Non-Trad (22%)
<b>Industry</b>	Medical (29%)	Mgmt (16%)
<b>Political Affiliation</b>	Democratic (42%)	Non-Partisan (31%)
<b>Religious Affiliation</b>	Christian (79%)	Jewish (13%)
<b>DMA</b>	New York (16%)	Los Angeles (7%)
<b>Interests</b>	Natural Foods	Soccer
<b>Preferred Outreach</b>	Email	Phone
<b>Median Household Income</b>	\$375,861	
<b>Median Home Value</b>	\$98,830	

## Top 5 Purchases

1. Purchase A (\$XXX)
2. Purchase B (\$XXX)
3. Purchase C (\$XXX)
4. Purchase D (\$XXX)
5. Purchase E (\$XXX)

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

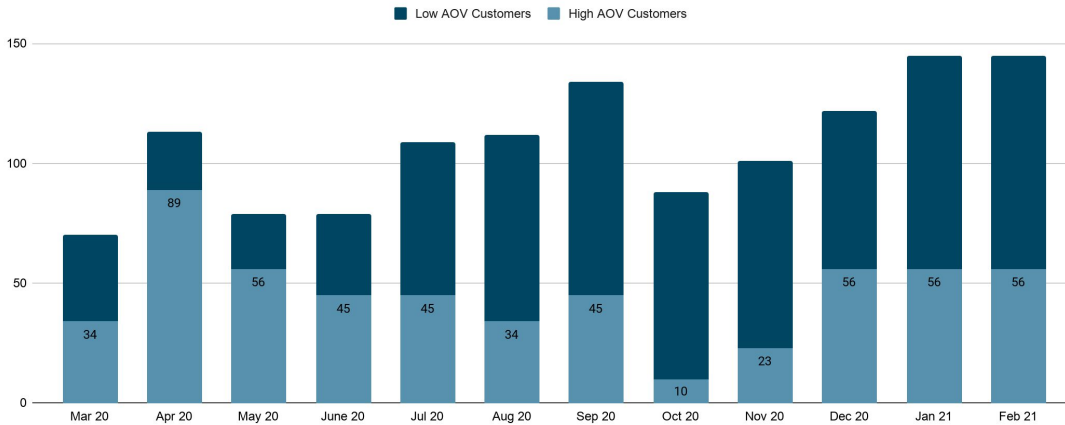
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

Who are my emerging high AOV customers (top 25%)?

# High AOV Customers: Emerging Persona



## Emerging Persona

<b>Gender</b>	F (79%)	M (21%)
<b>Age</b>	25-34 (34%)	35-44 (19%)
<b>Education</b>	Bach Degree (35%)	Some College (24%)
<b>Home Ownership</b>	Home Owner (65%)	Renter (35%)
<b>Marital Status</b>	Married (78%)	Non-Trad (22%)
<b>Industry</b>	Medical (29%)	Mgmt (16%)
<b>Political Affiliation</b>	Democratic (42%)	Non-Partisan (31%)
<b>Religious Affiliation</b>	Christian (79%)	Jewish (13%)
<b>DMA</b>	New York (16%)	Los Angeles (7%)
<b>Interests</b>	Natural Foods	Soccer
<b>Preferred Outreach</b>	Email	Phone
<b>Median Household Income</b>	\$375,861	
<b>Median Home Value</b>	\$98,830	

## Top 5 Purchases

1. Purchase A (\$XXX)
2. Purchase B (\$XXX)
3. Purchase C (\$XXX)
4. Purchase D (\$XXX)
5. Purchase E (\$XXX)

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

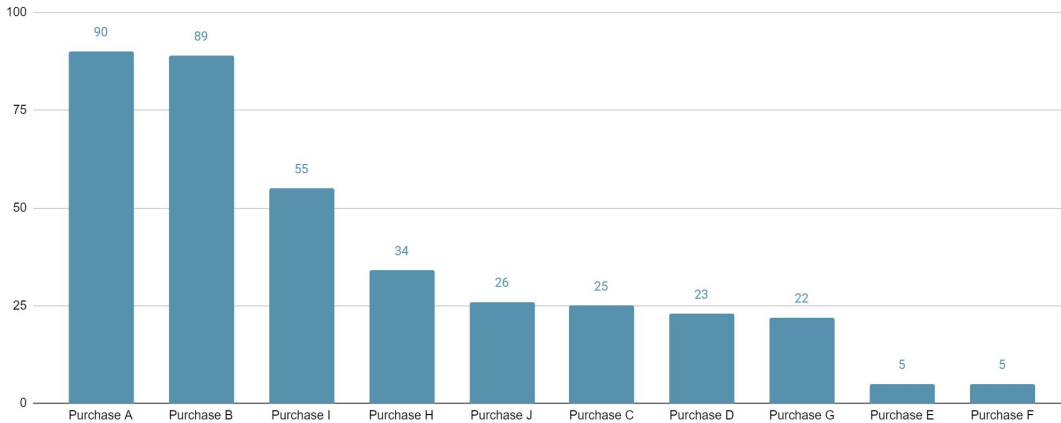
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

What are my high AOV customers (top 25%) purchasing?

# High AOV Customers: Top Purchases



## Persona of [Purchase] Purchaser

<b>Gender</b>	F (79%)	M (21%)
<b>Age</b>	25-34 (34%)	35-44 (19%)
<b>Education</b>	Bach Degree (35%)	Some College (24%)
<b>Home Ownership</b>	Home Owner (65%)	Renter (35%)
<b>Marital Status</b>	Married (78%)	Non-Trad (22%)
<b>Industry</b>	Medical (29%)	Mgmt (16%)
<b>Political Affiliation</b>	Democratic (42%)	Non-Partisan (31%)
<b>Religious Affiliation</b>	Christian (79%)	Jewish (13%)
<b>DMA</b>	New York (16%)	Los Angeles (7%)
<b>Interests</b>	Natural Foods	Soccer
<b>Preferred Outreach</b>	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

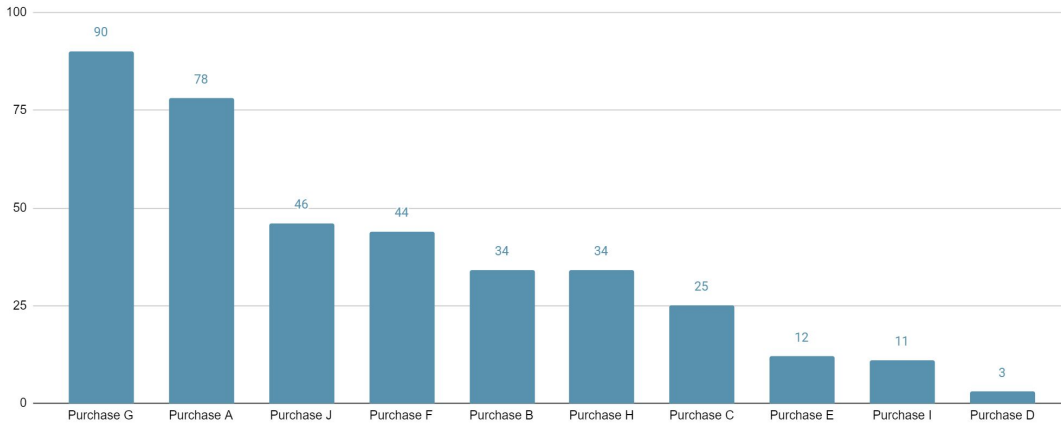
## Top 5 Lookalike DMAs

1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

# What are my high AOV customers (top 25%) starting to purchase more of? High AOV Customers: Emerging Purchases



## Persona of [Purchase] Purchaser

<b>Gender</b>	F (79%)	M (21%)
<b>Age</b>	25-34 (34%)	35-44 (19%)
<b>Education</b>	Bach Degree (35%)	Some College (24%)
<b>Home Ownership</b>	Home Owner (65%)	Renter (35%)
<b>Marital Status</b>	Married (78%)	Non-Trad (22%)
<b>Industry</b>	Medical (29%)	Mgmt (16%)
<b>Political Affiliation</b>	Democratic (42%)	Non-Partisan (31%)
<b>Religious Affiliation</b>	Christian (79%)	Jewish (13%)
<b>DMA</b>	New York (16%)	Los Angeles (7%)
<b>Interests</b>	Natural Foods	Soccer
<b>Preferred Outreach</b>	Email	Phone
Median Household Income	\$375,861	
Median Home Value	\$98,830	

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

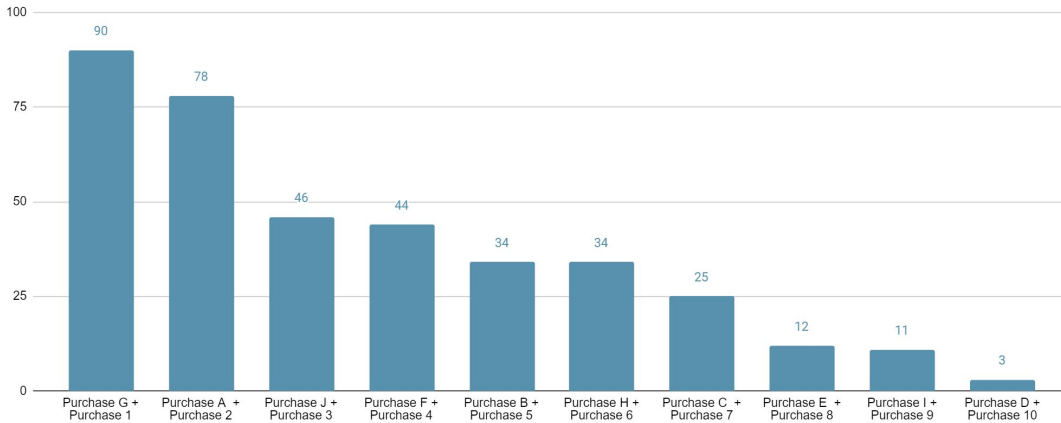
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

What are my high AOV customers (top 25%) purchasing together?

# High AOV Customers: Purchase Combos



## Persona of [Purchase Combo] Purchaser

<b>Gender</b>	F (79%)	M (21%)
<b>Age</b>	25-34 (34%)	35-44 (19%)
<b>Education</b>	Bach Degree (35%)	Some College (24%)
<b>Home Ownership</b>	Home Owner (65%)	Renter (35%)
<b>Marital Status</b>	Married (78%)	Non-Trad (22%)
<b>Industry</b>	Medical (29%)	Mgmt (16%)
<b>Political Affiliation</b>	Democratic (42%)	Non-Partisan (31%)
<b>Religious Affiliation</b>	Christian (79%)	Jewish (13%)
<b>DMA</b>	New York (16%)	Los Angeles (7%)
<b>Interests</b>	Natural Foods	Soccer
<b>Preferred Outreach</b>	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

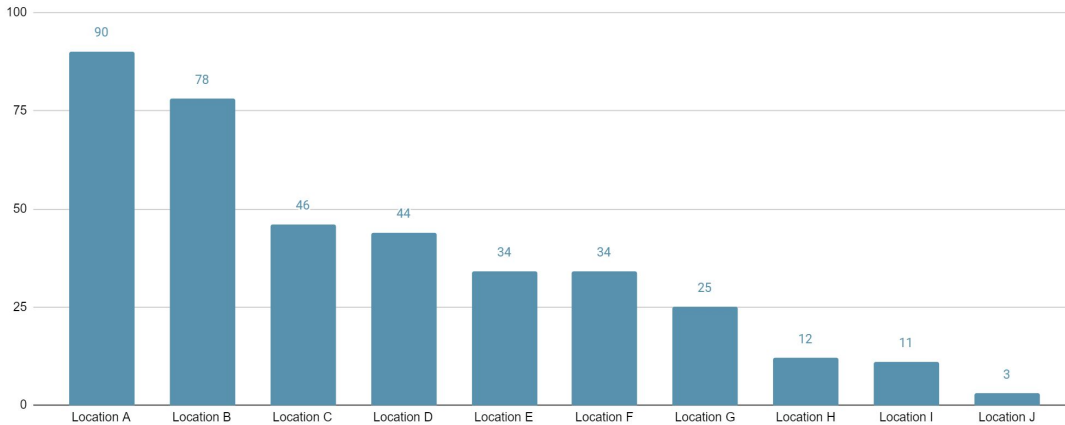
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

Where are my high AOV customers (top 25%)?

# High AOV Customers: Top Locations



## Persona of Customer in [Location]

<b>Gender</b>	F (79%)	M (21%)
<b>Age</b>	25-34 (34%)	35-44 (19%)
<b>Education</b>	Bach Degree (35%)	Some College (24%)
<b>Home Ownership</b>	Home Owner (65%)	Renter (35%)
<b>Marital Status</b>	Married (78%)	Non-Trad (22%)
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<b>Preferred Outreach</b>	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830

## Top 5 Purchases

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2. Purchase B (\$XXX)
3. Purchase C (\$XXX)
4. Purchase D (\$XXX)
5. Purchase E (\$XXX)

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

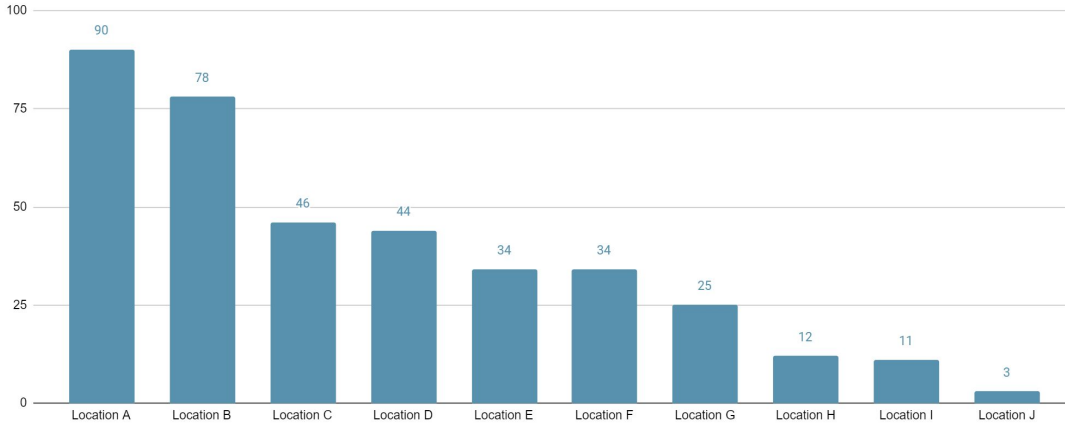
1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code

Where are my high AOV customers (top 25%) emerging?

# High AOV Customers: Emerging Locations



## Persona of Customer in [Location]

<b>Gender</b>	F (79%)	M (21%)
<b>Age</b>	25-34 (34%)	35-44 (19%)
<b>Education</b>	Bach Degree (35%)	Some College (24%)
<b>Home Ownership</b>	Home Owner (65%)	Renter (35%)
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<b>Interests</b>	Natural Foods	Soccer
<b>Preferred Outreach</b>	Email	Phone
Median Household Income		\$375,861
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## Top 5 Purchases

1. Purchase A (\$XXX)
2. Purchase B (\$XXX)
3. Purchase C (\$XXX)
4. Purchase D (\$XXX)
5. Purchase E (\$XXX)

## Top 5 Methods of Acquisition

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

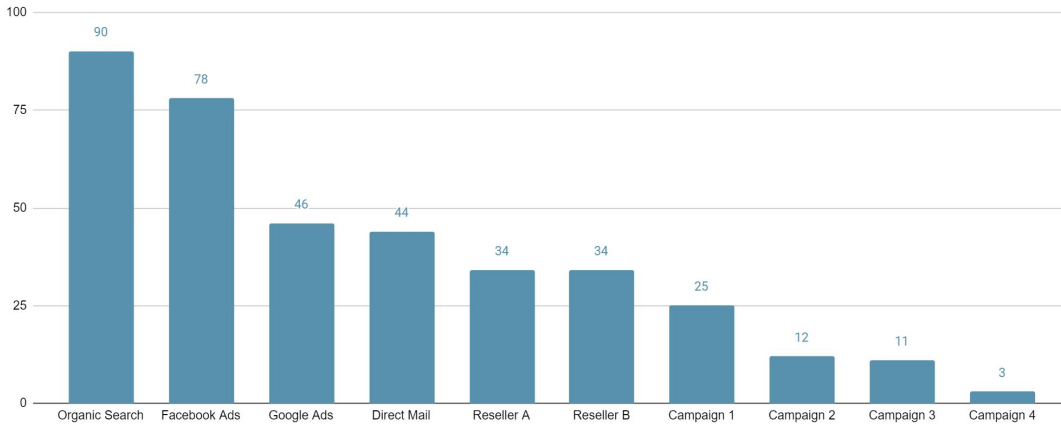
## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code



How am I acquiring high AOV customers (top 25%)?

# High AOV Customers: Acquisition Method



## Persona of Customer Acquired by [Method]

<b>Gender</b>	F (79%)	M (21%)
<b>Age</b>	25-34 (34%)	35-44 (19%)
<b>Education</b>	Bach Degree (35%)	Some College (24%)
<b>Home Ownership</b>	Home Owner (65%)	Renter (35%)
<b>Marital Status</b>	Married (78%)	Non-Trad (22%)
<b>Industry</b>	Medical (29%)	Mgmt (16%)
<b>Political Affiliation</b>	Democratic (42%)	Non-Partisan (31%)
<b>Religious Affiliation</b>	Christian (79%)	Jewish (13%)
<b>DMA</b>	New York (16%)	Los Angeles (7%)
<b>Interests</b>	Natural Foods	Soccer
<b>Preferred Outreach</b>	Email	Phone
Median Household Income		\$375,861
Median Home Value		\$98,830

## Top 5 Purchases

1. Method A (XX%)
2. Method B (XX%)
3. Method C (XX%)
4. Method D (XX%)
5. Method E (XX%)

## Top 5 Lookalike DMAs

1. DMA
2. DMA
3. DMA
4. DMA
5. DMA

## Top 5 Lookalike Zip Codes

1. Zip Code
2. Zip Code
3. Zip Code
4. Zip Code
5. Zip Code