



LOGOTEXT
SLOGANHERE
Sales Data

Apr 29, 2021

NEW CUSTOMER SEAR

Sales Enriched Analytics Report

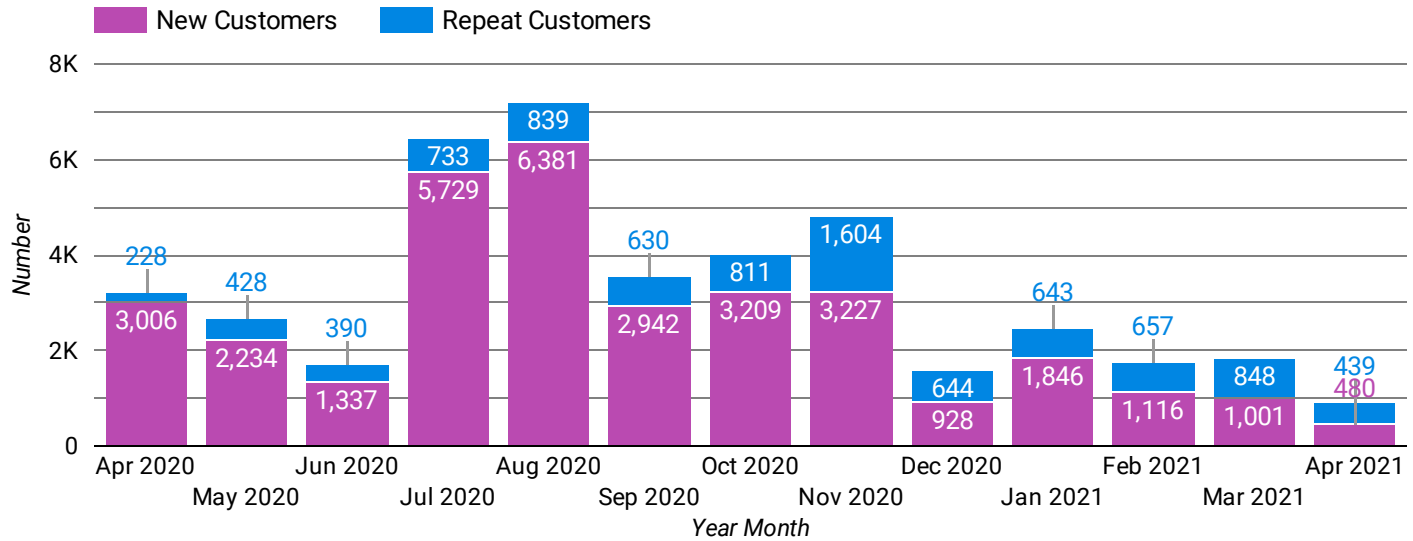
Powered by



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

Who are my new customers?

New Customers: Overall Persona



Persona

| | | |
|-----------|---------------------------|-------------------------|
| Gender | F (86.3%) | M (7.6%) |
| Age | 35-44 (23.1%) | 25-34 (22.8%) |
| Education | Bach Degree (17.4%) | Some College (16.8%) |
| Ownership | Likely Homeowner (51.8%) | Likely Renter (25.7%) |
| Marital | Married (31.5%) | Non-Traditional (6.7%) |
| Industry | Medical (5.0%) | Other_occupation (3.3%) |
| Politics | Democrat (33.3%) | Republican (29.4%) |
| Religion | Christian (37.6%) | Jewish (3.2%) |
| DMA | LOS ANGELES (5.3%) | NEW YORK (4.7%) |
| Outreach | SMS (40.0%) | Email (35.1%) |
| Interest | Sports | Food |
| | Median Household Income | \$74,249 |
| | Median Home Value | \$209,332 |
| | Median Predicted Capacity | \$11,799 |

Top 5 Methods of Acquisition

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

Top 5 Purchases

| | | |
|-----|--|-----------|
| ... | BoodleBot 12" Plush Toy | \$780,882 |
| ... | BoodleAI T-Shirt, Mens Medium | \$659,904 |
| ... | Long Sleeved Logo Tee, Womens Large | \$617,963 |
| ... | Bumper Sticker "Let's Booodle" | \$136,968 |
| ... | Coffee Mug, Gray with Logo "Let's Booodle" | \$2,547 |

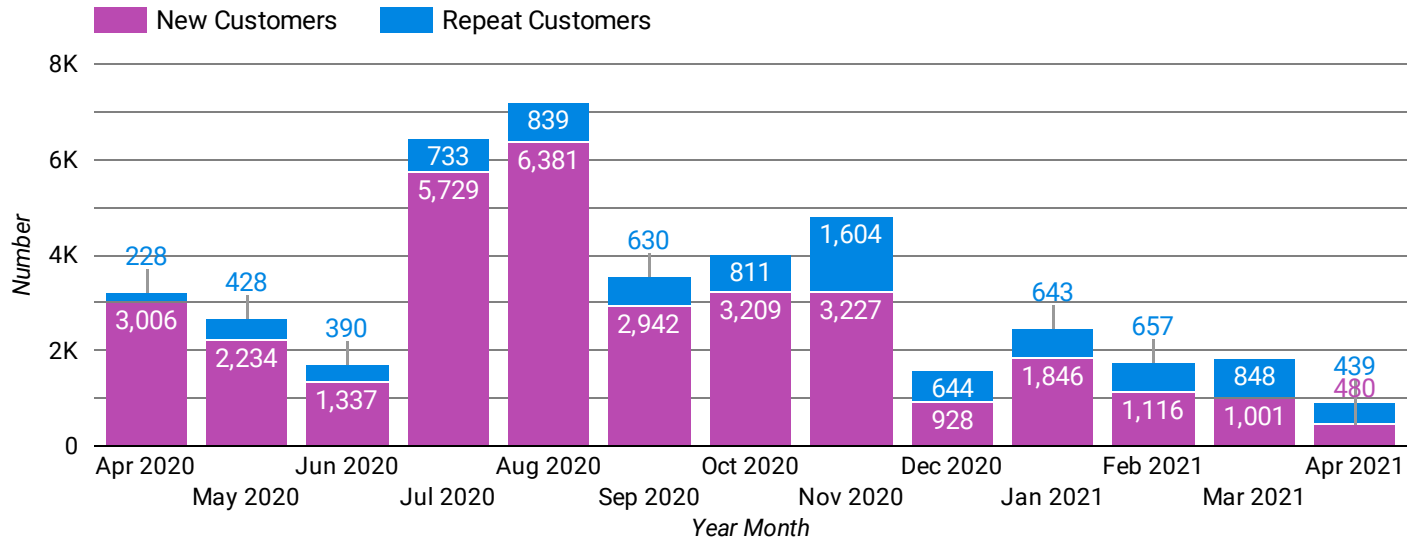
Top 5 Lookalike DMAs

| | |
|----|-----------------|
| 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 |

Who are my new customers?

New Customers: Primary Persona



Persona

| | | |
|---------------------------|--------------------------|------------------------|
| Gender | F (93.6%) | M (6.4%) |
| Age | 35-44 (100.0%) | |
| Education | Bach Degree (27.0%) | Some College (20.1%) |
| Ownership | Likely Homeowner (69.3%) | Likely Renter (10.6%) |
| Marital | Married (100.0%) | |
| Industry | Medical (8.7%) | Clerical/Office (3.1%) |
| Politics | Non-Partisan (100.0%) | |
| Religion | Christian (38.2%) | Jewish (3.3%) |
| DMA | CHICAGO (5.0%) | BOSTON (4.9%) |
| Outreach | Email (49.7%) | SMS (42.9%) |
| Interest | Hunting | Sports |
| Median Household Income | \$82,000 | |
| Median Home Value | \$212,748.5 | |
| Median Predicted Capacity | \$12,500 | |

Top 5 Methods of Acquisition

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

Top 5 Purchases

| | | |
|-----|--|-------------|
| ... | BooodleAI T-Shirt, Mens Medium | \$18,956.37 |
| ... | BooodleBot 12" Plush Toy | \$15,956.37 |
| ... | Long Sleeved Logo Tee, Womens Large | \$15,702.51 |
| ... | Bumper Sticker "Let's Booodle" | \$4,129.67 |
| ... | Coffee Mug, Gray with Logo "Let's Booodle" | \$173.19 |

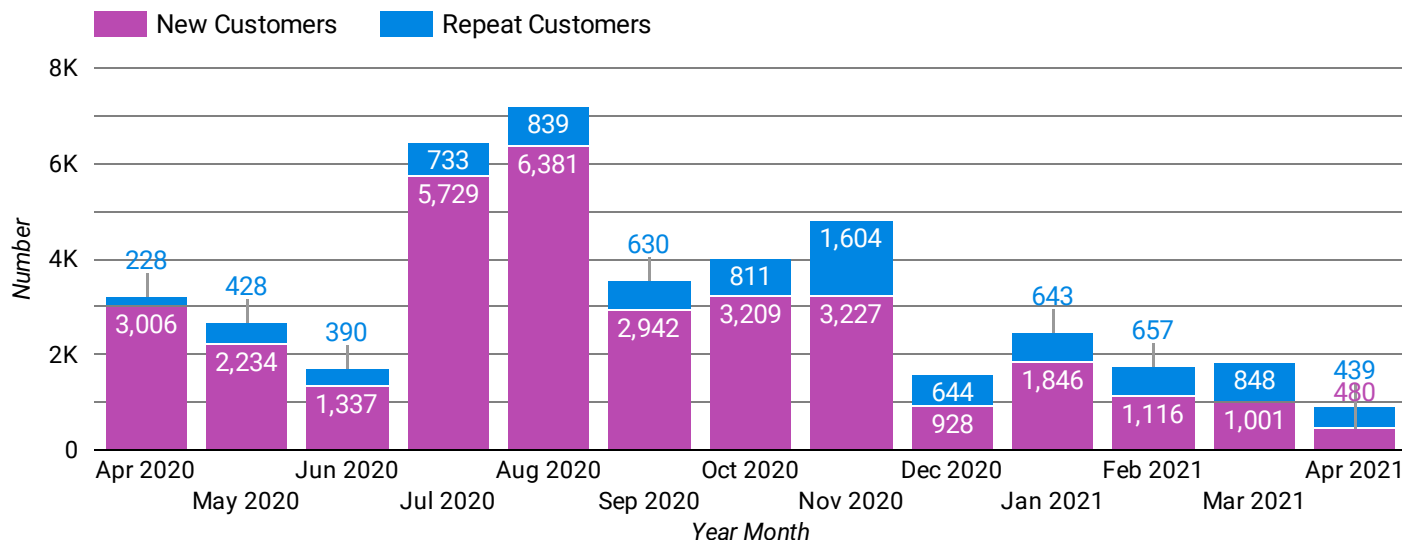
Top 5 Lookalike DMAs

| | |
|----|-------------------|
| 1. | NASHVILLE DMA |
| 2. | MEMPHIS DMA |
| 3. | SAVANNAH DMA |
| 4. | CHARLESTON SC DMA |
| 5. | ATLANTA DMA |

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

Who are my new customers?

New Customers: Secondary Persona



Persona

| | | |
|---------------------------|--------------------------|------------------------|
| Gender | F (100.0%) | |
| Age | 45-54 (30.5%) | 35-44 (25.3%) |
| Education | Bach Degree (100.0%) | |
| Ownership | Likely Homeowner (77.2%) | Likely Renter (12.4%) |
| Marital | Married (47.8%) | Non-Traditional (4.1%) |
| Industry | Medical (100.0%) | |
| Politics | Republican (40.4%) | Democrat (33.1%) |
| Religion | Christian (64.0%) | Jewish (3.7%) |
| DMA | NEW YORK (4.2%) | LOS ANGELES (3.0%) |
| Outreach | Email (45.6%) | Direct Mail (25.5%) |
| Interest | Sports | Hunting |
| Median Household Income | \$81,000 | |
| Median Home Value | \$207,040 | |
| Median Predicted Capacity | \$12,500 | |

Top 5 Methods of Acquisition

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

Top 5 Purchases

| | | |
|-----|--|-------------|
| ... | BooodleAI T-Shirt, Mens Medium | \$24,654.42 |
| ... | BooodleBot 12" Plush Toy | \$20,256.39 |
| ... | Long Sleeved Logo Tee, Womens Large | \$19,387.83 |
| ... | Bumper Sticker "Let's Booodle" | \$4,055.91 |
| ... | Coffee Mug, Gray with Logo "Let's Booodle" | \$91.08 |

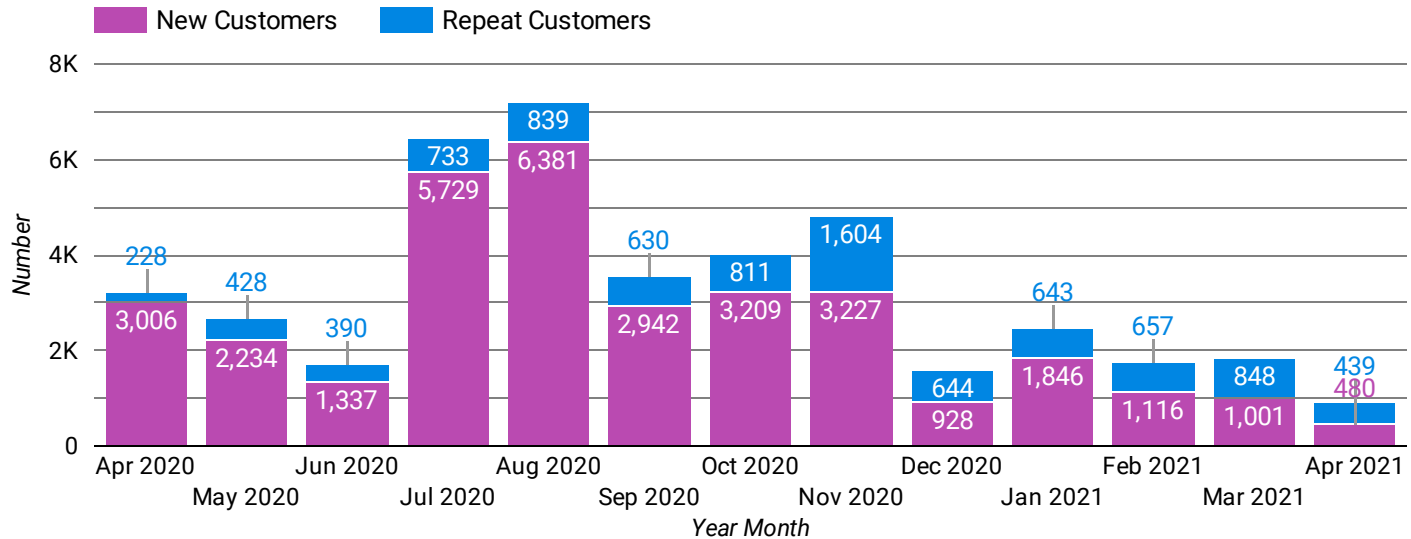
Top 5 Lookalike DMAs

| | |
|----|-------------------|
| 1. | LAKE CHARLES DMA |
| 2. | LAFAYETTE LA DMA |
| 3. | RICHMOND DMA |
| 4. | BATON ROUGE DMA |
| 5. | ALEXANDRIA LA DMA |

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

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 |

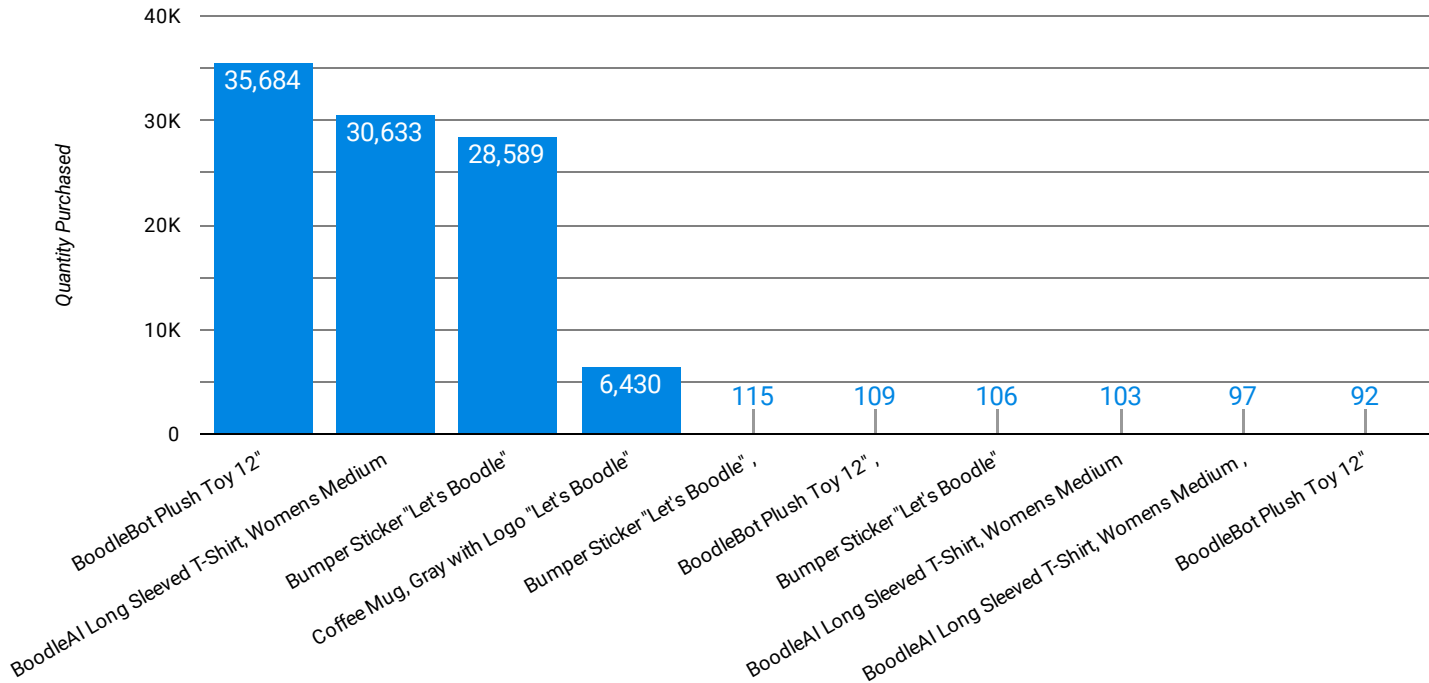
Top 5 Lookalike DMAs

| | |
|----|--------------------|
| 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 |

What are my new customers purchasing?

New Customers: Top Product



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 | |

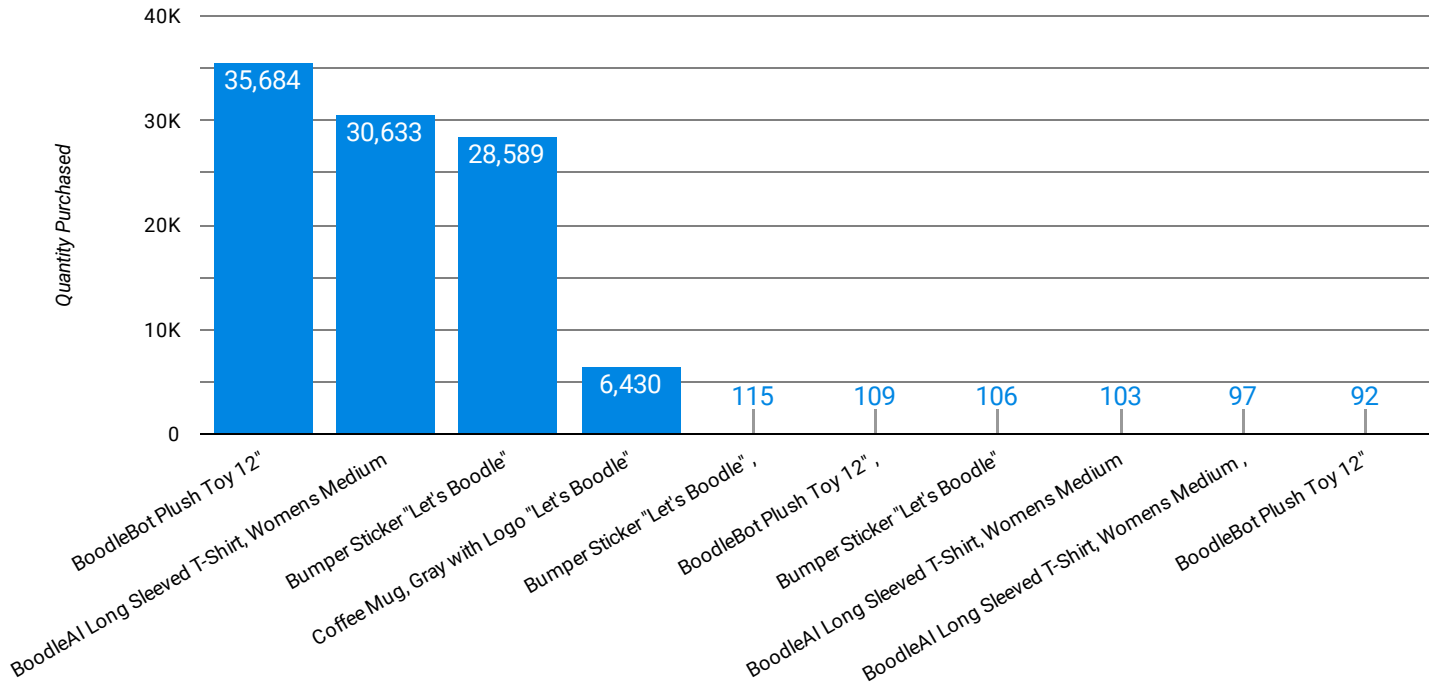
Top 5 Lookalike DMAs

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

| | |
|--------------------|--------|
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| Matched | 37,992 |
| Unmatched | 2,284 |

What are my new customers purchasing?

New Customers: Emerging Purchases



Coffee Mug, Gray with Logo "Let's Boodle"

Persona who Purchased:

Bumper Sticker "Let's Boodle"

BoodleAI Long Sleeved T-Shirt, Womens Medium

| Gender | F (86.2%) | M (7.7%) |
|-----------|---------------------------|-------------------------|
| Age | 35-44 (23.3%) | 25-34 (22.4%) |
| Education | Bach Degree (17.6%) | Some College (16.8%) |
| Ownership | Likely Homeowner (52.0%) | Likely Renter (25.6%) |
| Marital | Married (31.7%) | Non-Traditional (6.7%) |
| Industry | Medical (5.1%) | Other_occupation (3.3%) |
| Politics | Democrat (33.3%) | Republican (29.5%) |
| Religion | Christian (38.0%) | Jewish (3.2%) |
| DMA | LOS ANGELES (5.4%) | NEW YORK (4.7%) |
| Outreach | SMS (39.3%) | Email (35.4%) |
| Interest | Sports | Food |
| | Median Household Income | \$74,249 |
| | Median Home Value | \$210,400 |
| | Median Predicted Capacity | \$11,875 |

Top 5 Methods of Acquisition

| | | |
|-----|------------------------------------|-------|
| ... | Let's Boodle Ad Campaign - Twitter | 98.1% |
| ... | Organic Site Traffic | |
| ... | Direct Mail Offering - Spring '21 | |
| ... | Spring Ad Campaign - Facebook | |
| ... | Email Newsletter | |

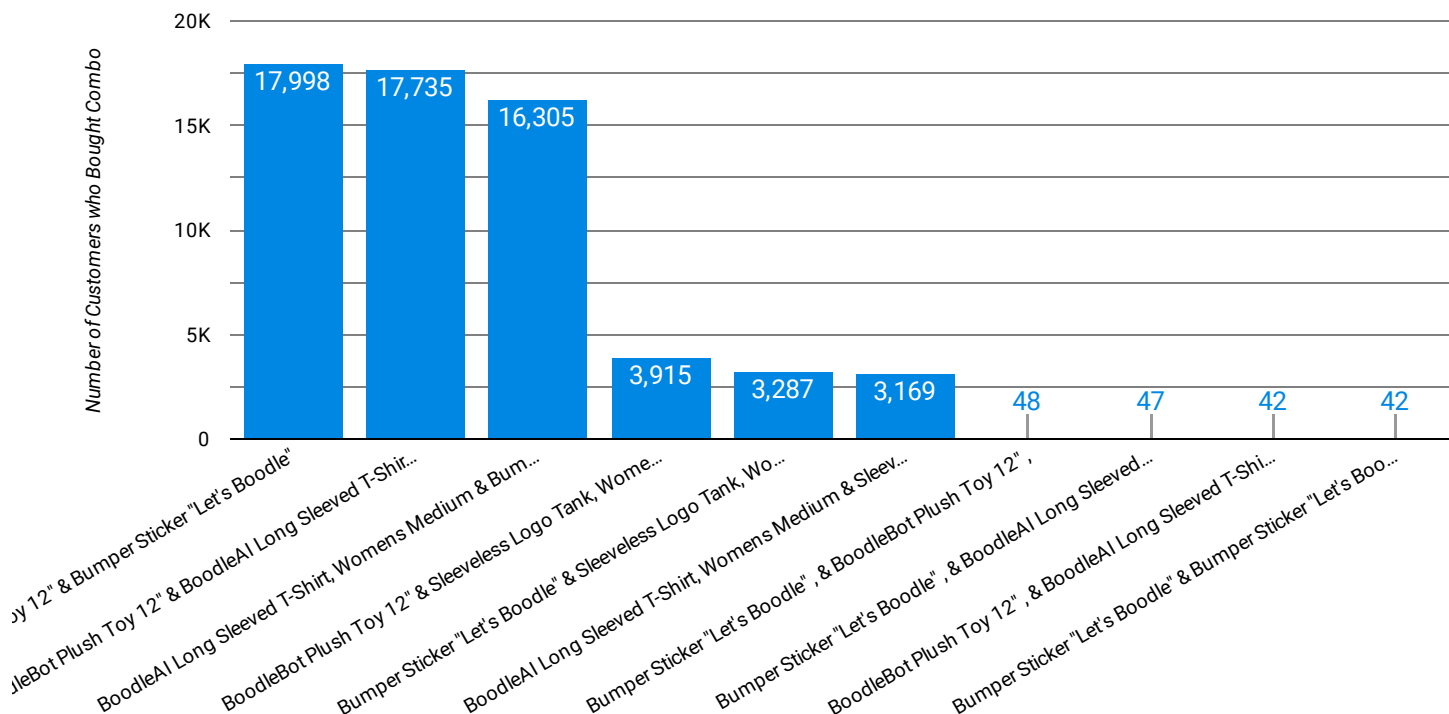
Top 5 Lookalike DMAs

| | |
|----|-----------------|
| 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 |

What are my new customers purchasing?

New Customers: Top Product Combos



Persona who Purchased:

BoodleBot Plush Toy 12" & Bumper Sticker "Let's Boodle"

| | | |
|-----------|---------------------------|-------------------------|
| Gender | F (86.1%) | M (7.8%) |
| Age | 35-44 (23.2%) | 25-34 (21.6%) |
| Education | Bach Degree (17.7%) | Some College (16.8%) |
| Ownership | Likely Homeowner (52.4%) | Likely Renter (25.1%) |
| Marital | Married (32.2%) | Non-Traditional (6.7%) |
| Industry | Medical (5.3%) | Other_occupation (3.5%) |
| Politics | Democrat (32.9%) | Republican (30.1%) |
| Religion | Christian (38.5%) | Jewish (3.4%) |
| DMA | LOS ANGELES (4.9%) | NEW YORK (4.4%) |
| Outreach | SMS (38.1%) | Email (35.7%) |
| Interest | Sports | Hunting |
| | Median Household Income | \$74,000 |
| | Median Home Value | \$207,051 |
| | Median Predicted Capacity | \$11,785 |

Top 5 Methods of Acquisition

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

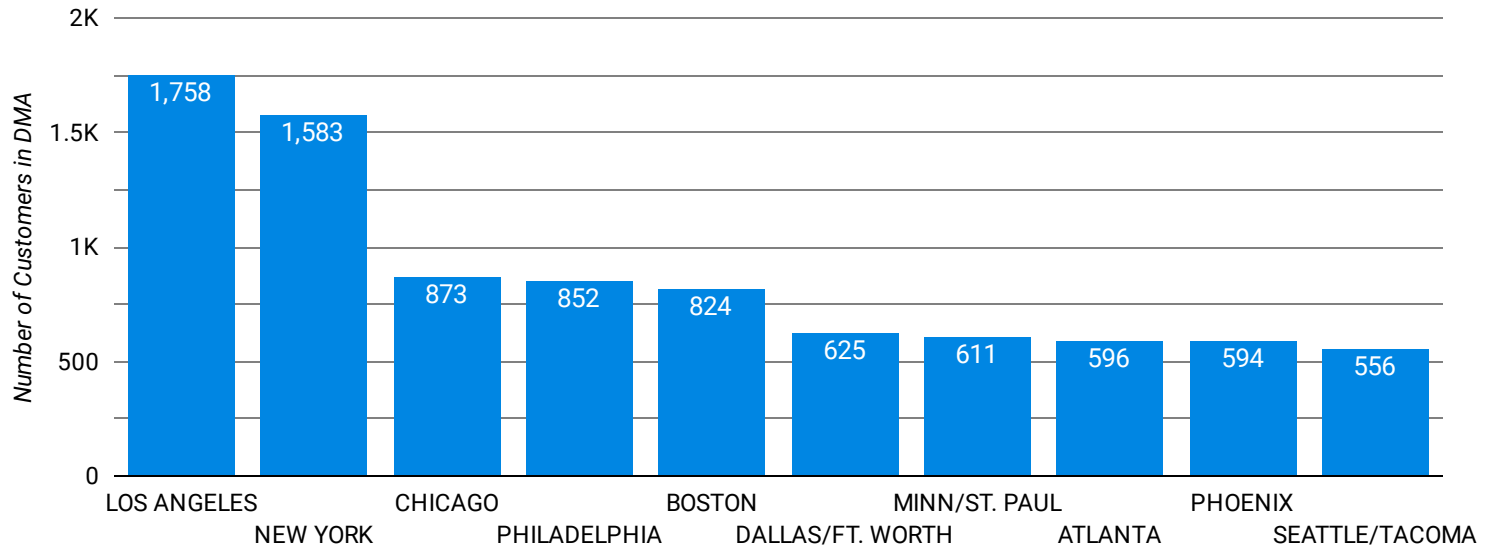
Top 5 Lookalike DMAs

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

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

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 | |

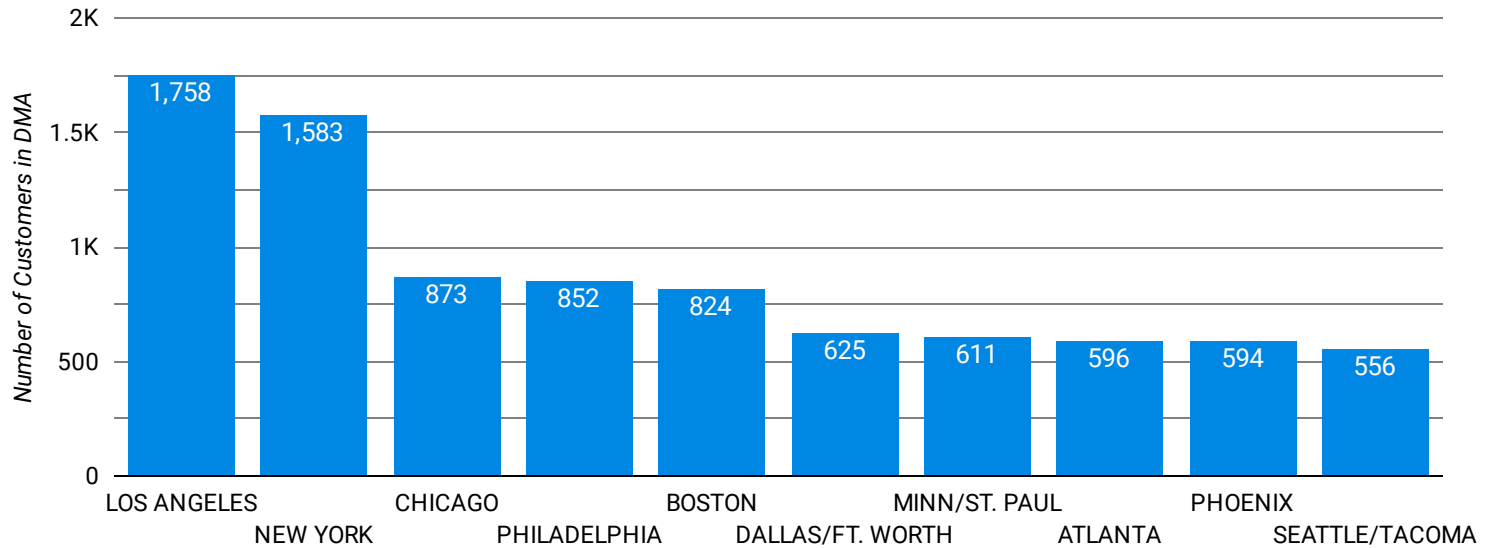
Top 5 Lookalike DMAs

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

| | |
|--------------------|--------|
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| Unmatched | 2,284 |

Where are my new customers?

New Customers: Emerging Locations



Persona who lives in:

PHILADELPHIA

NEW YORK

CHICAGO

| | | |
|-----------|---------------------------|------------------------|
| Gender | F (91.7%) | M (8.0%) |
| Age | 25-34 (25.6%) | 35-44 (25.2%) |
| Education | Bach Degree (20.1%) | Some College (15.4%) |
| Ownership | Likely Homeowner (54.0%) | Likely Renter (36.3%) |
| Marital | Married (27.1%) | Non-Traditional (7.8%) |
| Industry | Medical (5.1%) | Management (3.1%) |
| Politics | Democrat (42.8%) | Non-Partisan (34.0%) |
| Religion | Christian (41.7%) | Jewish (4.2%) |
| DMA | NEW YORK (47.9%) | CHICAGO (26.4%) |
| Outreach | SMS (41.9%) | Email (36.7%) |
| Interest | Smoking | Food |
| | Median Household Income | \$88,570 |
| | Median Home Value | \$289,300 |
| | Median Predicted Capacity | \$13,230 |

Top 5 Products

| | | |
|-----|--|----------|
| ... | BoodleAI T-Shirt, Womens Medium | \$74,643 |
| ... | BoodleBot 12" Plush Toy | \$65,434 |
| ... | Long Sleeved Logo Tee, Womens Large | \$57,286 |
| ... | Bumper Sticker "Let's Booodle" | \$12,884 |
| ... | Coffee Mug, Gray with Logo "Let's Booodle" | \$277 |

Top 5 Methods of Acquisition

| | | |
|-----|--|--------|
| ... | "Lets Booodle" - 21 Spring Campaign, Twitter | 100.0% |
| ... | | |

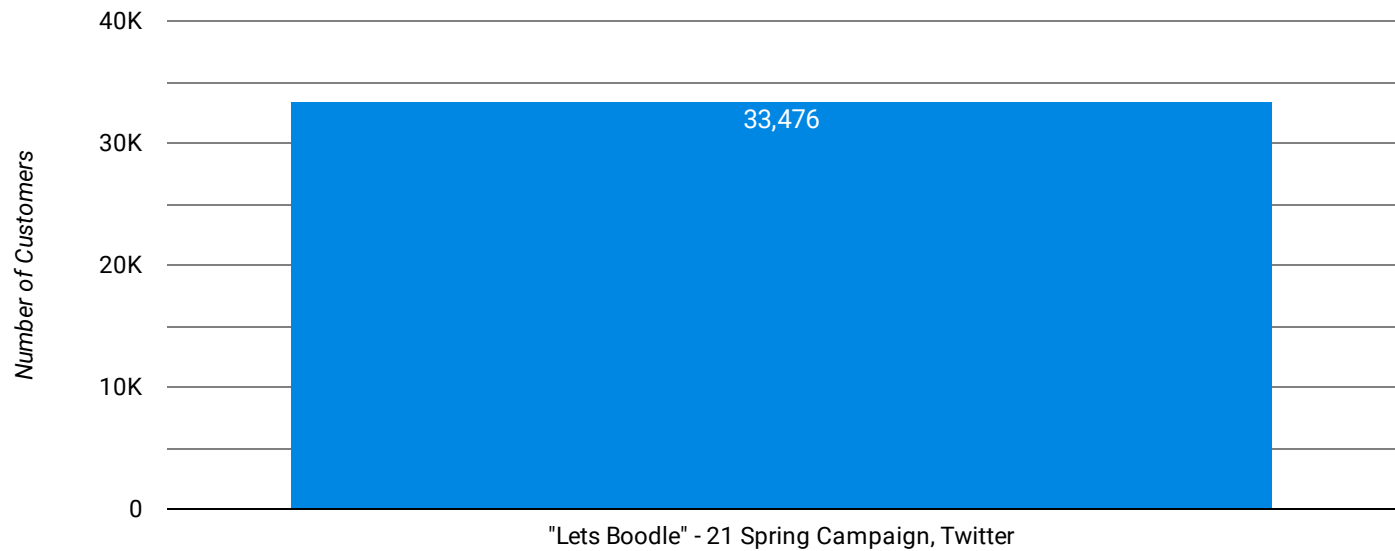
Top 5 Lookalike DMAs

| | |
|----|--------------------|
| 1. | PHILADELPHIA DMA |
| 2. | RALEIGH/DURHAM DMA |
| 3. | CHICAGO DMA |
| 4. | RICHMOND DMA |
| 5. | MEMPHIS DMA |

| | |
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| Unmatched | 2,284 |

How am I acquiring new customers?

New Customers: Top Acquisition Method



Persona who came from: "Lets Booodle" - 21 Spring Campaign, Twitter

| | | |
|-----------|---------------------------|-------------------------|
| Gender | F (86.3%) | M (7.6%) |
| Age | 35-44 (23.1%) | 25-34 (22.8%) |
| Education | Bach Degree (17.4%) | Some College (16.8%) |
| Ownership | Likely Homeowner (51.8%) | Likely Renter (25.7%) |
| Marital | Married (31.5%) | Non-Traditional (6.7%) |
| Industry | Medical (5.0%) | Other_occupation (3.3%) |
| Politics | Democrat (33.3%) | Republican (29.4%) |
| Religion | Christian (37.6%) | Jewish (3.2%) |
| DMA | LOS ANGELES (5.3%) | NEW YORK (4.7%) |
| Outreach | SMS (40.0%) | Email (35.1%) |
| Interest | Sports | Food |
| | Median Household Income | \$74,249 |
| | Median Home Value | \$209,332 |
| | Median Predicted Capacity | \$11,799 |

Top 5 Products

| | | |
|-----|--|-----------|
| ... | BooodleAI T-Shirt, Womens Medium | \$780,882 |
| ... | BooodleBot 12" Plush Toy | \$659,904 |
| ... | Long Sleeved Logo Tee, Womens Large | \$617,963 |
| ... | Bumper Sticker "Let's Booodle" | \$136,968 |
| ... | Coffee Mug, Gray with Logo "Let's Booodle" | \$2,547 |

Top 5 Lookalike DMAs

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

| | |
|--------------------|--------|
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