



MNI

SampleDomain.com
AUDIENCE INSITE™ PROFILE

Audience InSite Demographic Analysis

Website Visitor Profile Report:

We analyzed the individuals we captured that visited the website and appended additional data where applicable. This is a subset of your visitors and could already reflect who you currently target in your current campaigns today.

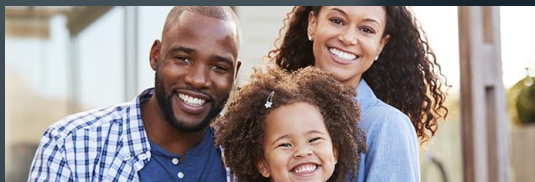
How to use this data: .

- Look at high index/values for potential common attributes to create a lookalike audience to deliver campaigns to.
- Consider low indexing traits as possible opportunities of underserved targets.



GENDER

Female	437	48.7%
Male	460	51.3%



CHILDREN PRESENT

No	771	57.9%
Yes	560	42.1%



HOUSEHOLD INCOME

\$50,000-\$74,999	250	14.4%
\$75,000-\$99,999	252	14.5%



MARITAL STATUS

Married	463	69.4%
---------	-----	-------



EDUCATION LEVEL

Some College	251	27.5%
HS Diploma	258	28.3%



AGE

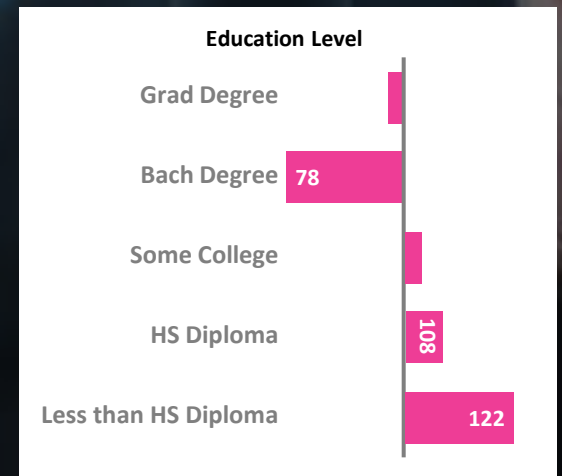
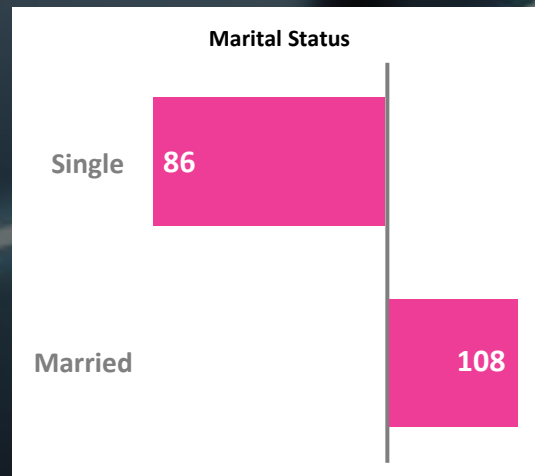
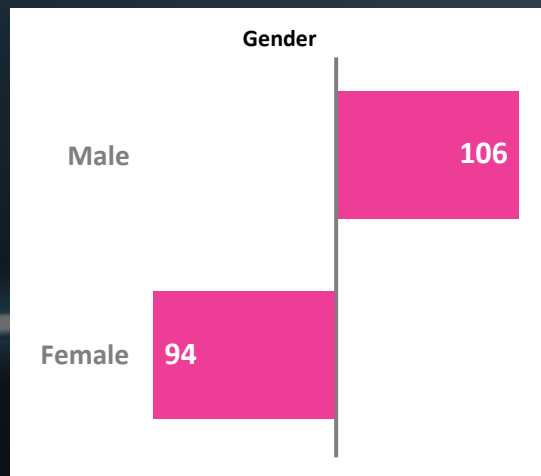
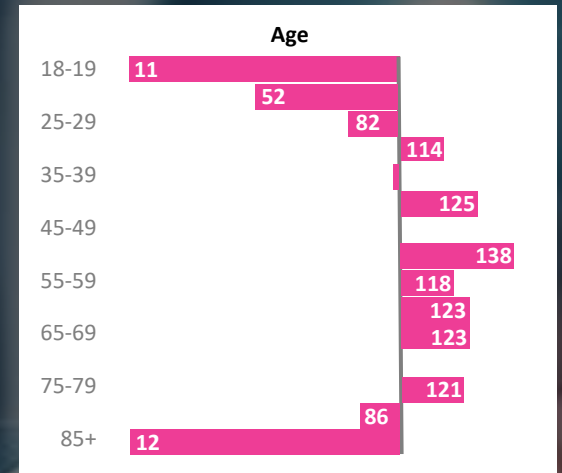
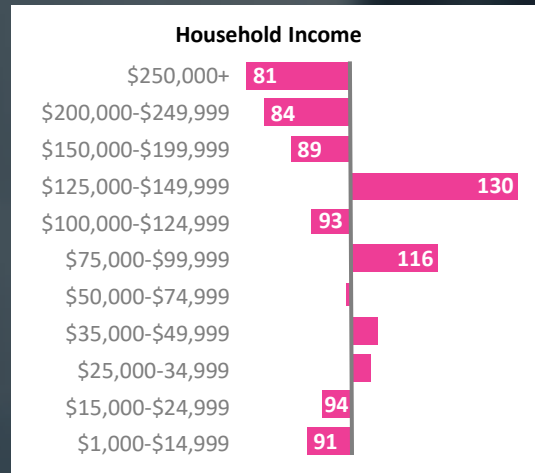
40 - 44 Years Old	84	9.2%
50 - 54 Years Old	109	8.1%

Audience InSite Demographic Analysis

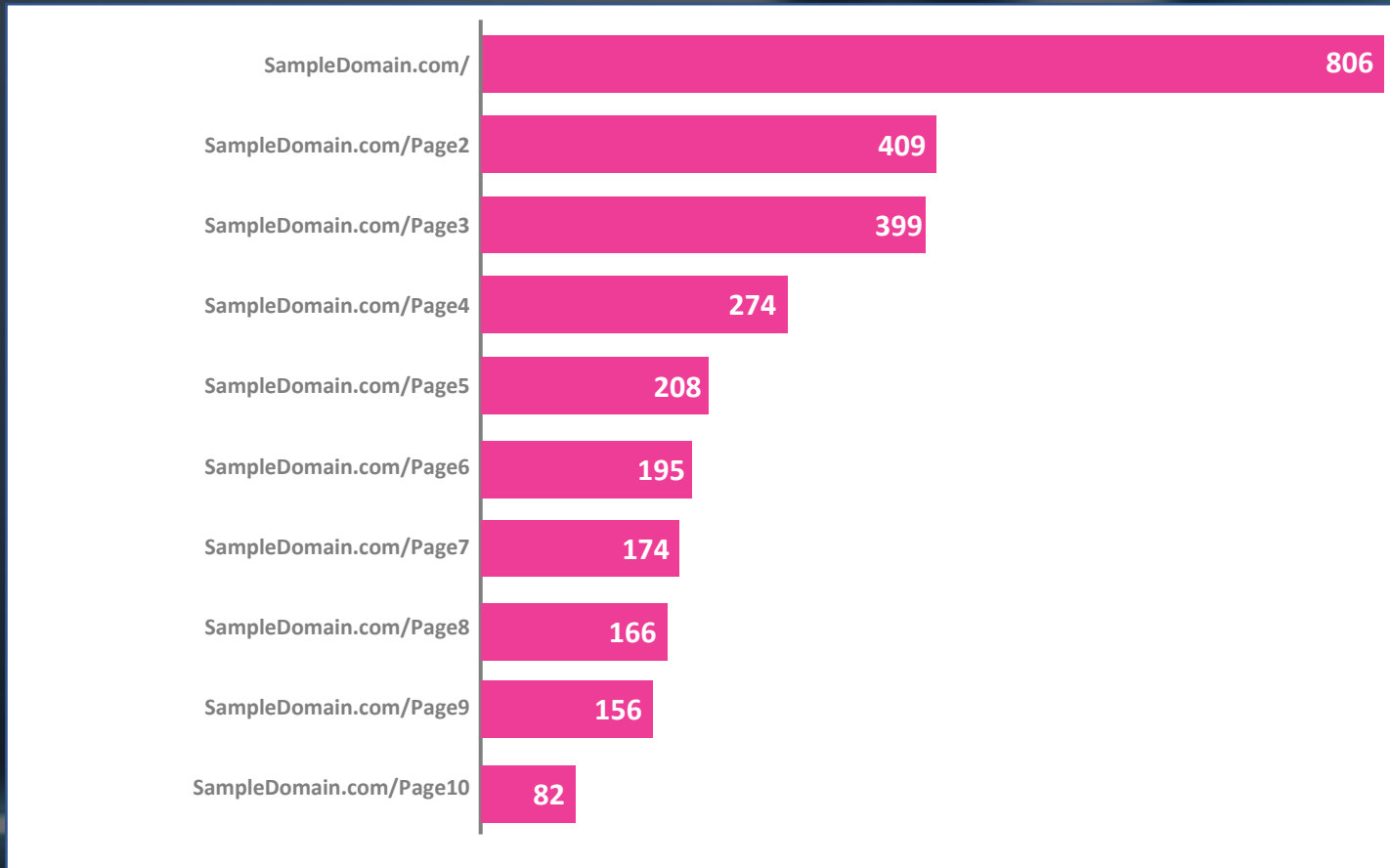
INDEX is a comparison of website visitors vs the general population. Any Index over 100 is of value. The larger the number the more significant.

The type of customers described by the data in this profile have the following notable characteristics:

- Middle income, ranging from \$50k to \$150k.
- Two age groups, perhaps reflecting different life stages: 40-45 and 55-60.
- Less educated, with 'Some College' and below more prominent.
- Home value concentration in the \$250k-\$400k range, which could signify middle- or lower-middle tier, depending on geography.



Audience InSite Activity: Top 10 Viewed Pages



Dates Of Website Visitor Capture
9/13/2021 – 10/13/2021

of Website Visitors
6,872

of Website Visitors Matched
2,000