

2022 Look-Alike Model Report

datadecisions
GROUP

August 10, 2022

Match Key: Individual

Filters

Details

10000 Records Uploaded
3894 Records Matched
88 Duplicates
0 Records With Errors
39% Match Rate

Demographics Profile



	US Average	Market Average	List Average
Male	49 %	47 %	38 %
Female	51 %	53 %	62 %



	US Average	Market Average	List Average
Adults 18+	48	54	44



	US Average	Market Average	List Average
Black/Afr. Amer.	12 %	8 %	8 %
Asian	6 %	13 %	13 %
White/Caucasian	57 %	61 %	61 %
Hispanic	20 %	15 %	15 %
Other	5 %	2 %	2 %



	US Average	Market Average	List Average
Some H.S. Or Less	11 %	1 %	1 %
High School	27 %	7 %	5 %
Some College	29 %	14 %	13 %
College	20 %	68 %	72 %
Graduate School	13 %	10 %	9 %
Unknown	0 %	0 %	0 %



	US Average	Market Average	List Average
Married	48 %	45 %	34 %
Single	52 %	55 %	66 %

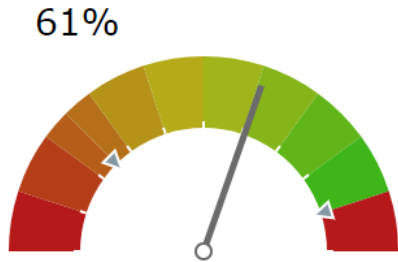


	US Average	Market Average	List Average
Have Children	27 %	27 %	31 %
No Children	73 %	73 %	69 %

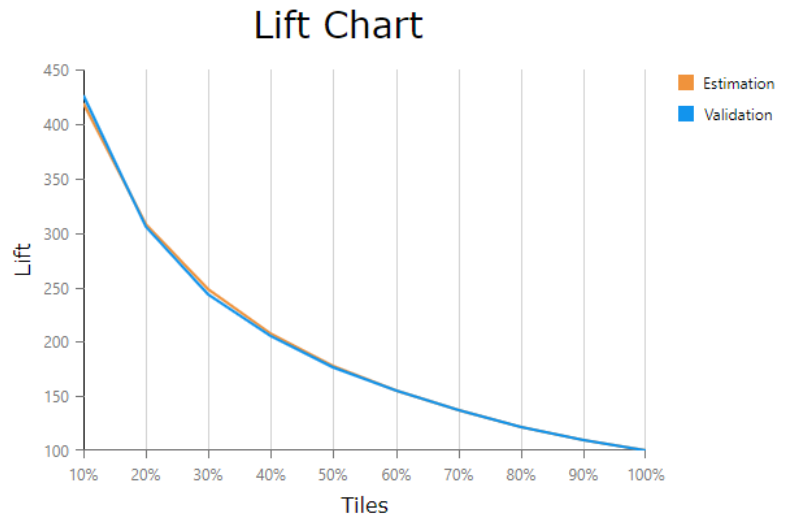


	US Average	Market Average	List Average
Definite Renter	0 %	1 %	0 %
Probable Renter	13 %	24 %	25 %
Probable Owner	20 %	11 %	15 %
Definite Owner	63 %	58 %	51 %
Unknown	3 %	6 %	8 %

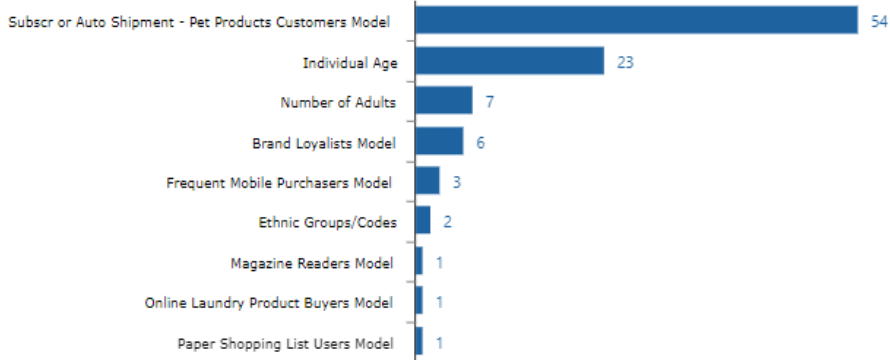
Insights



Strong models have scores from 25% to 90%



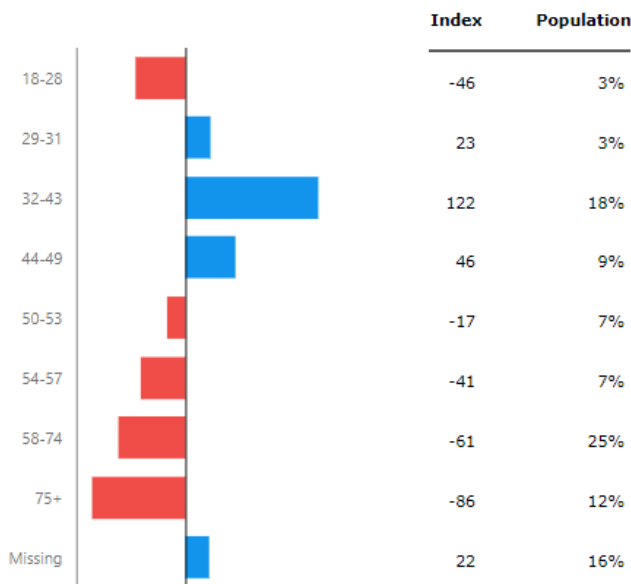
Key Predictors Overview



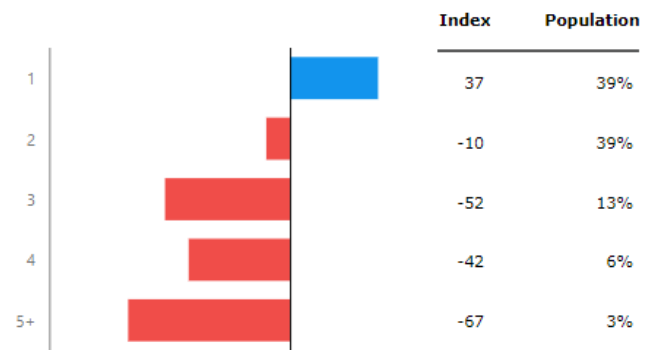
Report Legend

- Values that perform better relative to the average lift
- Values that underperform relative to the average lift

Individual Age [?]

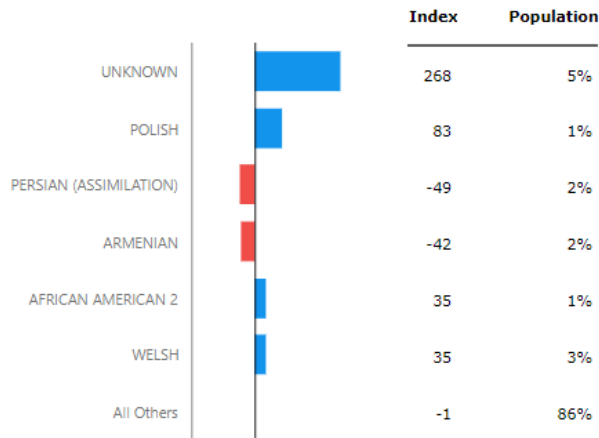


Number of Adults [?]



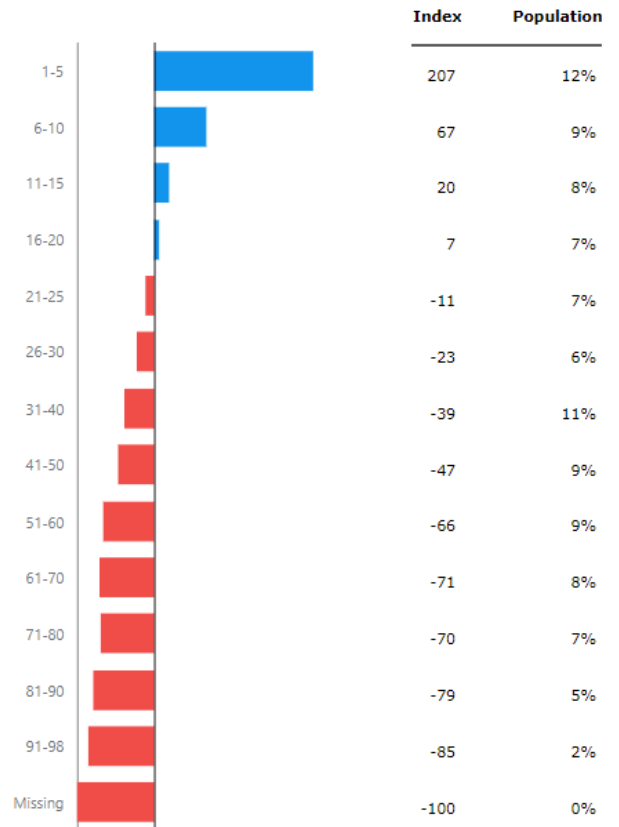
Key Predictors Overview

Ethnic Groups/Codes



Subscr or Auto Shipment - Pet Products Customers Model

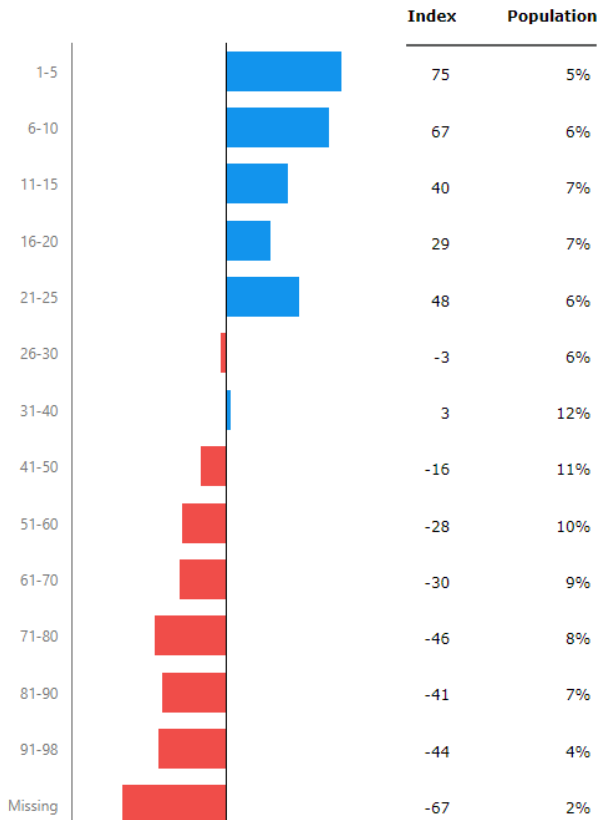
In Tiles



Key Predictors Overview

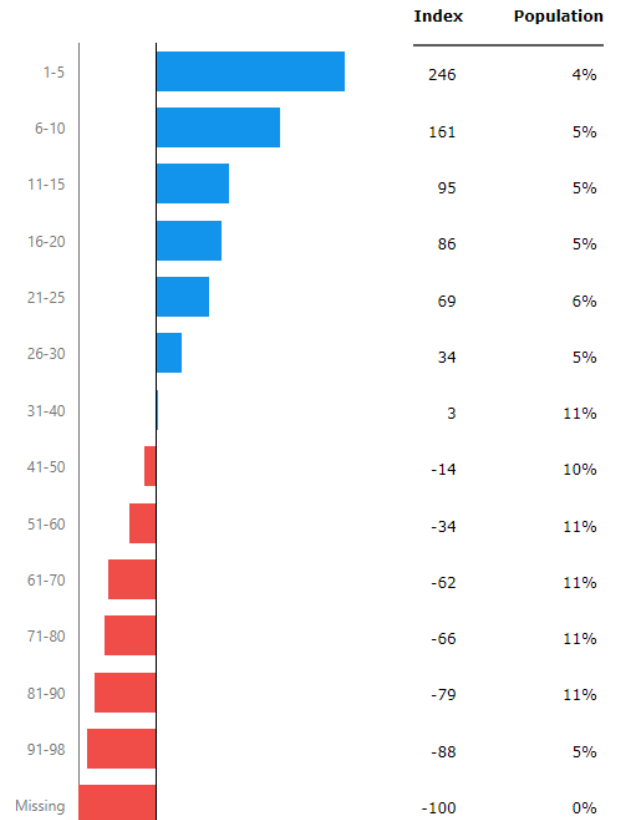
Brand Loyalists Model ?

In Tiles



Frequent Mobile Purchasers Model ?

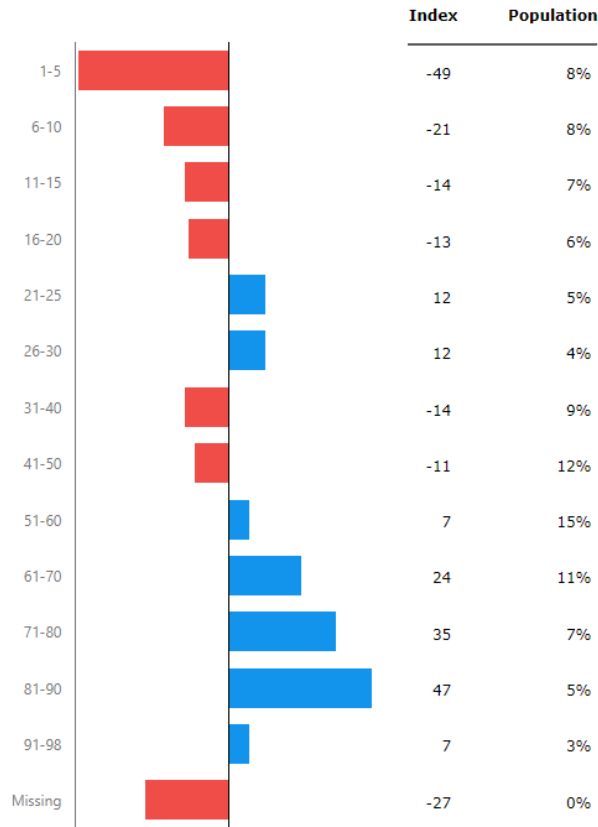
In Tiles



Key Predictors Overview

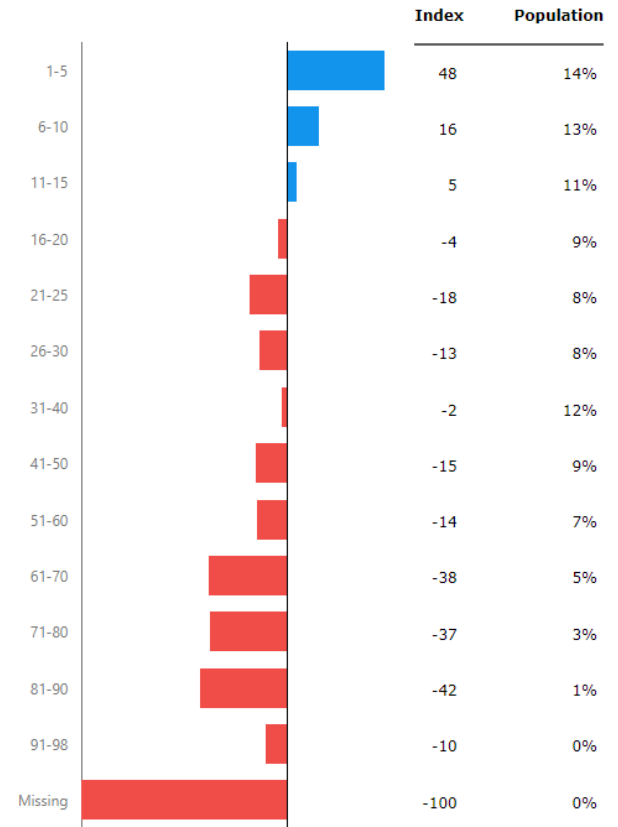
Magazine Readers Model ?

In Tiles



Online Laundry Product Buyers Model ?

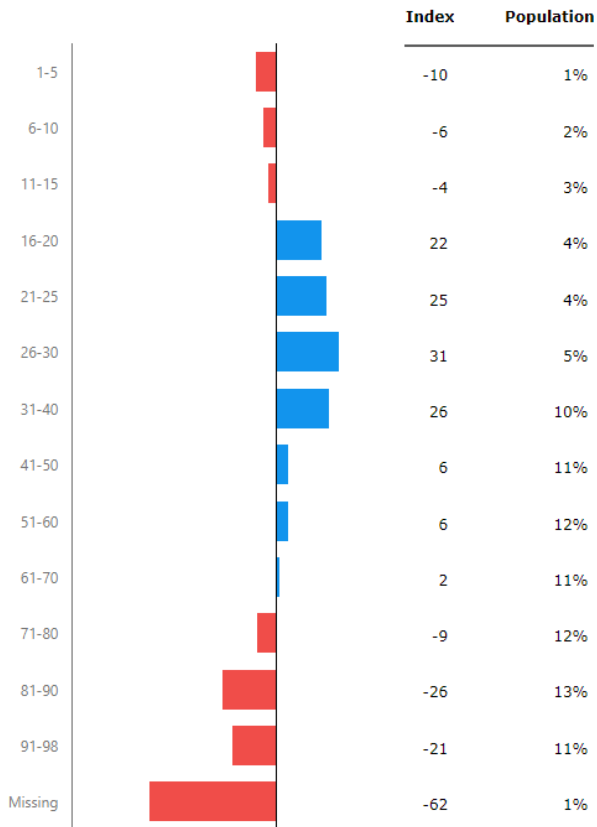
In Tiles



Key Predictors Overview

Paper Shopping List Users Model ?

In Tiles



Financial Characteristics

Net Worth [?]

	Index	Population
UNDER \$25,000	-31	14%
\$25,000 - \$49,999	0	5%
\$50,000 - \$74,999	17	4%
\$75,000 - \$99,999	4	3%
\$100,000 - \$149,999	1	7%
\$150,000 - \$249,999	5	9%
\$250,000 - \$499,999	31	17%
\$500,000 - \$749,999	24	11%
\$750,000 - \$999,999	11	9%
\$1,000,000 - \$1,999,999	-13	10%
\$2,000,000 - \$2,999,999	-40	6%
OVER \$3,000,000	-52	5%

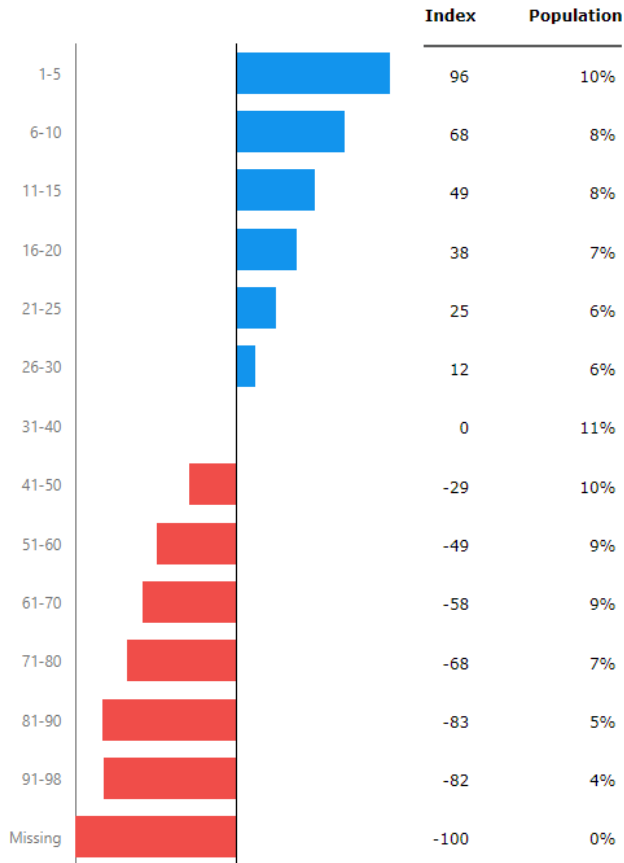
Income [?]

	Index	Population
LESS THAN \$14,999	-90	1%
\$15,000 - \$19,999	-81	1%
\$20,000 - \$29,999	-61	6%
\$30,000 - \$39,999	-43	5%
\$40,000 - \$49,999	-34	8%
\$50,000 - \$59,999	-48	1%
\$60,000 - \$69,999	-42	2%
\$70,000 - \$79,999	-9	12%
\$80,000 - \$89,999	-45	2%
\$90,000 - \$99,999	10	12%
\$100,000 - \$124,999	-4	3%
\$125,000 - \$149,999	22	23%
\$150,000 - \$199,999	18	12%
\$200,000 - \$249,999	44	12%
\$250,000 OR MORE	-100	0%

Digital

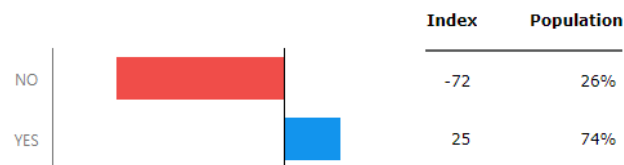
Purchases Insurance Online Model ?

In Tiles



Purchase Behaviors

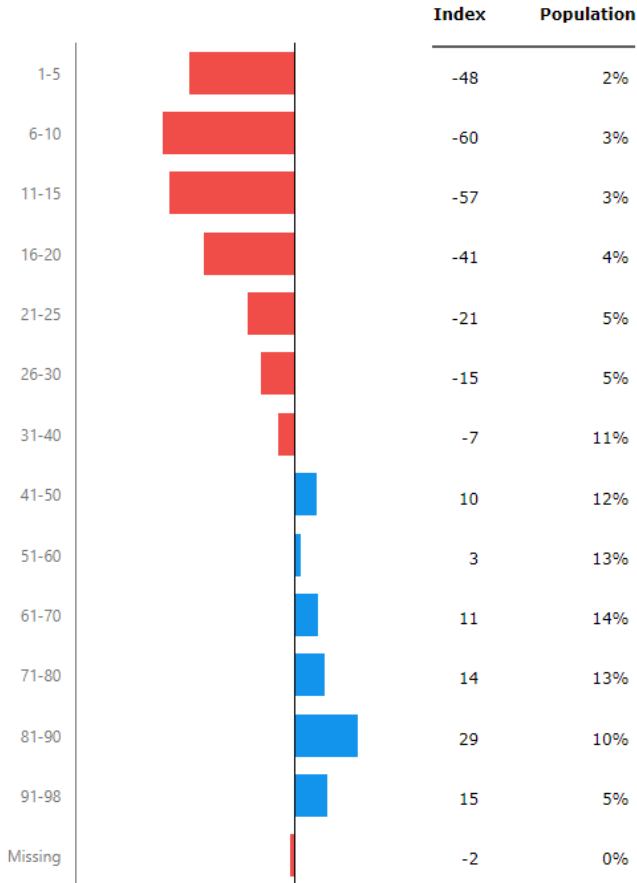
Purchase Channel: Internet ?



Charitable Contributions

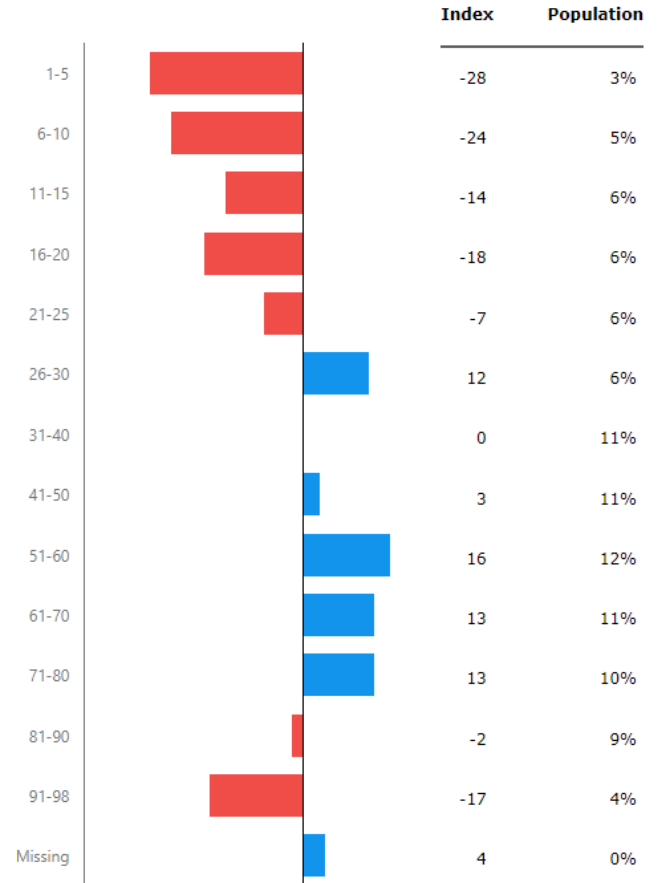
Veteran Donor Model ?

In Tiles



Cancer Donor Model ?

In Tiles



Additional Demographics

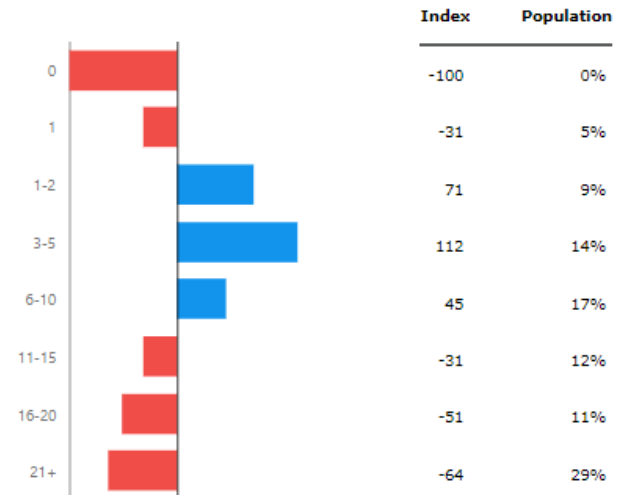


Additional Demographics

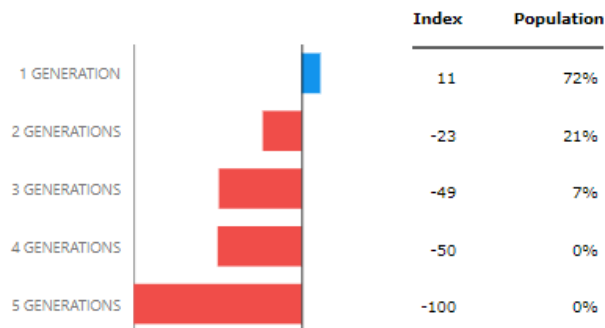
Marital Status ?



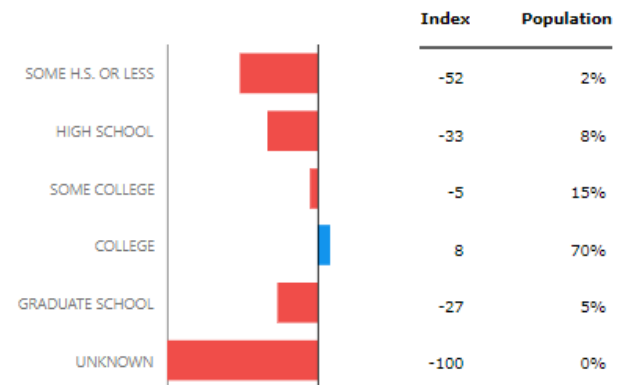
Length of Residence (Years) ?



Generations in HH ?



Education ?



Ethnicity ?

