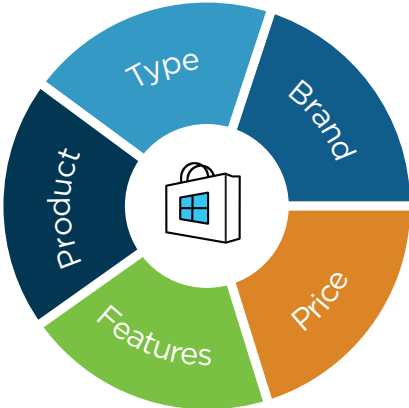


We collect crucial key metrics from the consumers who buy your products, categorizing information into 4 key areas:



01



What was purchased information includes:

Product	Flat Panel TV
Type	50"
Brand	Samsung
Features	Flat Screen, HDTV, Ready, etc.
Price	\$950

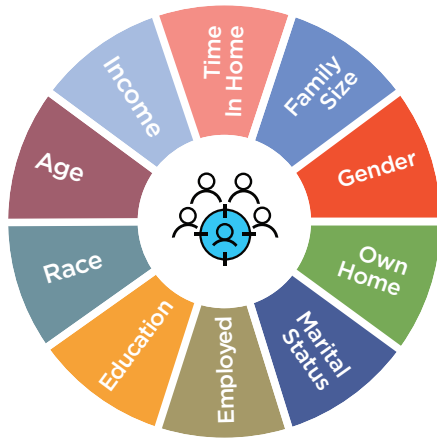
02

Where was purchased information includes:

Retailer Name	Walmart
Retailer Type	Online Retailer
Online	Yes @ Walmart.com
State	California
DMA	Los Angeles
Custom Region	Region 1



03



Who purchased information includes:

Income	\$50,000	Time In Home	5 yrs.
Age	42	Family Size	4
Race	African American	Gender	F
Education	HS	Own Home	Yes
Employed	Yes	Marital Status	Married



04

How it was purchased information includes:

First Store Shopped	Wal-Mart	Brands Shopped	Sony, Samsung, LG
All Stores Shopped	Wal-Mart, Amazon, Best Buy	Brand Close Rates	Sony x%, LG y%, etc.
Why Bought at Store	Best Service	Why Purchased	Replaced Old Product
Store Close Rates	Wal-Mart x%, Amazon y%, etc.	Shopped Internet	Yes @ Walmart.com