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Bullseye Report
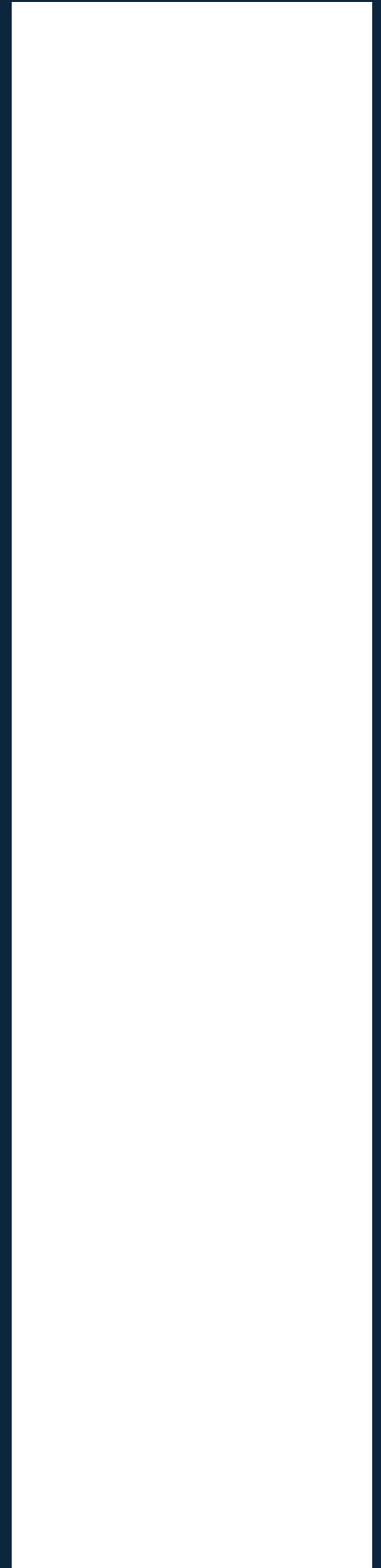
6/12/2022 - 12/13/2022

Table of Contents

This report is divided into three main sections, to give your business a data-informed view of your customers, your locations, and your competition.

1 Customer Overview

A demographic overview of the households that have visited your locations.

2 Business Overview

A market analysis into your business locations, highlighting foot traffic, times seen, distance travelled, location rank and more.

3 Competition Overview

A snapshot analysis of competitor locations, showing a broader customer journey.

4 Recommendations

Lookalike Audiences

We have identified the top 10 mosaic profiles from matched households that visited your website. These can be used to generate lookalike audiences in desirable zip codes that are likely to convert to your business.

Lookalike Audience Count

123,061

Top 10 Mosaic Profiles

Mosaic Name	Customer Count	Customer %	Lookalike Count	Lookalike %	Index
Q64 - Established in Society	101	5.5%	4430	3.9%	140.74
E21 - Unspoiled Splendor	100	5.4%	3614	3.2%	170.81
O51 - Digitally Savvy	96	5.2%	7409	6.5%	79.99
I30 - Potlucks and the Great Outdoors	76	4.1%	2376	2.1%	197.46
L43 - Homemade Happiness	76	4.1%	1606	1.4%	292.13
J34 - Suburban Sophisticates	73	4.0%	7283	6.4%	61.88
F22 - Fast Track Couples	68	3.7%	6506	5.7%	64.52
M44 - Creative Comfort	68	3.7%	1807	1.6%	232.31
D15 - Sport Utility Families	67	3.6%	3934	3.5%	105.14
E20 - No Place Like Home	63	3.4%	4305	3.8%	90.34

Top 5 Mosaic Categories
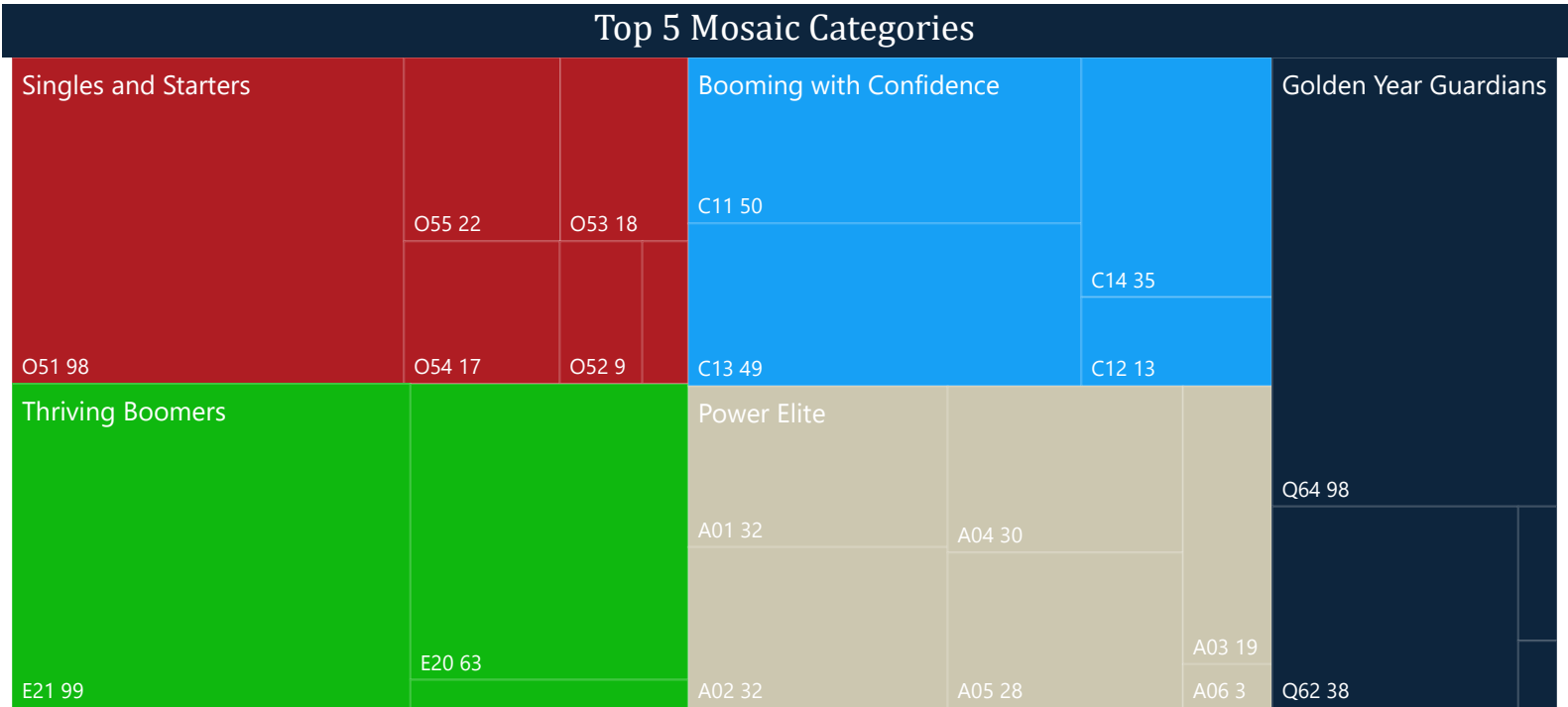
Mosaic profiles can help identify lookalike audiences that are likely to convert to your brand. Below are descriptions of the most common mosaic profiles found in matched households.

By Customer Count

Q64 - Established in Society:
Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

E21 - Unspoiled Splendor:
Comfortably established baby boomer couples in town and country communities

O51 - Digitally Savvy: Young singles who live digital-driven smaller city lifestyles

By Lookalike Count

O51 - Digitally Savvy:
Young singles who live digital-driven smaller city lifestyles

J34 - Suburban Sophisticates:
Established sophisticates living comfortable suburban lifestyles

F22 - Fast Track Couples:
Active, young, upper established suburban couples and families living upwardly-mobile lifestyles

By Index

N49 - Touch of Tradition:
Working-class, middle-aged couples and singles living in rural homes

J36 - Settled and Sensible:
Mature, established couples with adult children and singles in suburban and rural neighborhoods

L43 - Homemade Happiness:
Lower middle-class baby boomer households living in remote town and country homes

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Customer Insights

The top 20 cities by household count are below, ranked by % of total customers. We have also highlighted the most common demographic characteristics of each city for education level, income level, and number of people in each household.
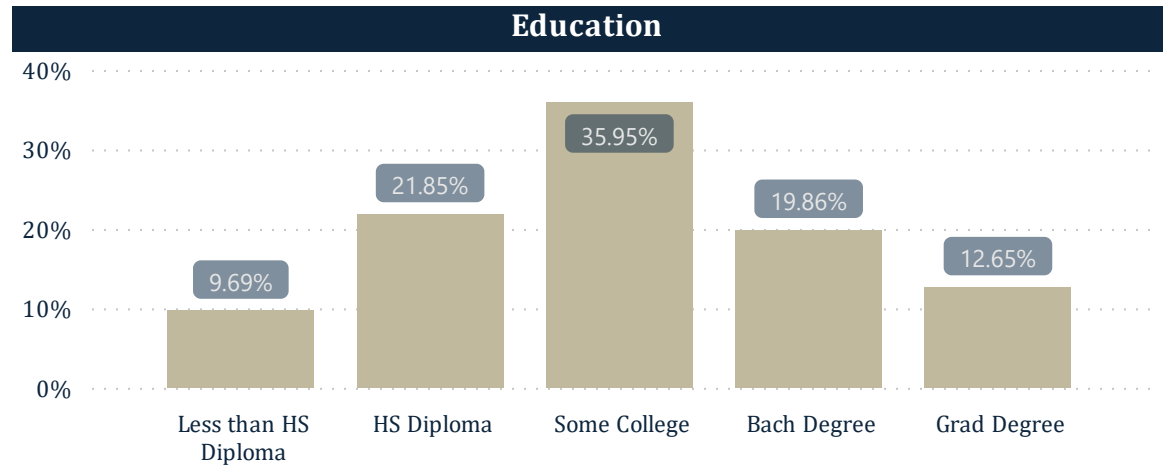
50.88K
Total Households

240.10K
Median Home Value

Top 20 Cities by Household Count

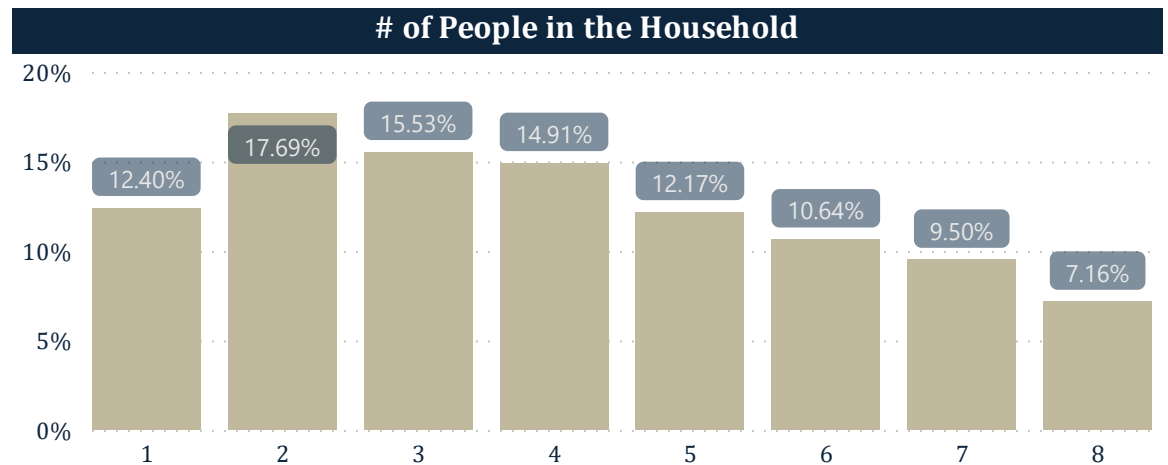| City	Customer %	Education Mode	Income Mode	Number of People Mode
Phoenix	17.64%	Some College	$50K-$99K	1
Tucson	11.04%	Some College	$1K-$49K	1
Mesa	10.29%	Some College	$50K-$99K	1
Gilbert	9.42%	Some College	$100K-$149K	1
Chandler	7.59%	Some College	$50K-$99K	1
Scottsdale	4.31%	Bach Degree	$50K-$99K	1
Glendale	3.98%	Some College	$50K-$99K	1
Surprise	3.53%	Some College	$50K-$99K	2
Peoria	3.46%	Some College	$50K-$99K	1
Yuma	2.30%	Some College	$50K-$99K	1
Tempe	1.88%	Some College	$50K-$99K	1
Goodyear	1.77%	Some College	$100K-$149K	1
Sierra Vista	1.70%	Some College	$50K-$99K	1
Buckeye	1.52%	Some College	$50K-$99K	1
Avondale	1.49%	Some College	$50K-$99K	1
San Tan Valley	1.46%	Some College	$50K-$99K	1
Maricopa	1.29%	Some College	$50K-$99K	1
Queen Creek	1.27%	Some College	$50K-$99K	2
Prescott	0.96%	Some College	$50K-$99K	1
Prescott Valley	0.88%	Some College	$50K-$99K	1
Total	**100.00%**	**Some College**	**$50K-$99K**	**1**

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Customer Insights

To get a better idea of who your customers are, we've pulled information about their education level, number of people in household, and their estimated income. Understanding your current customers can be used to target look-alike audiences and find areas for growth.
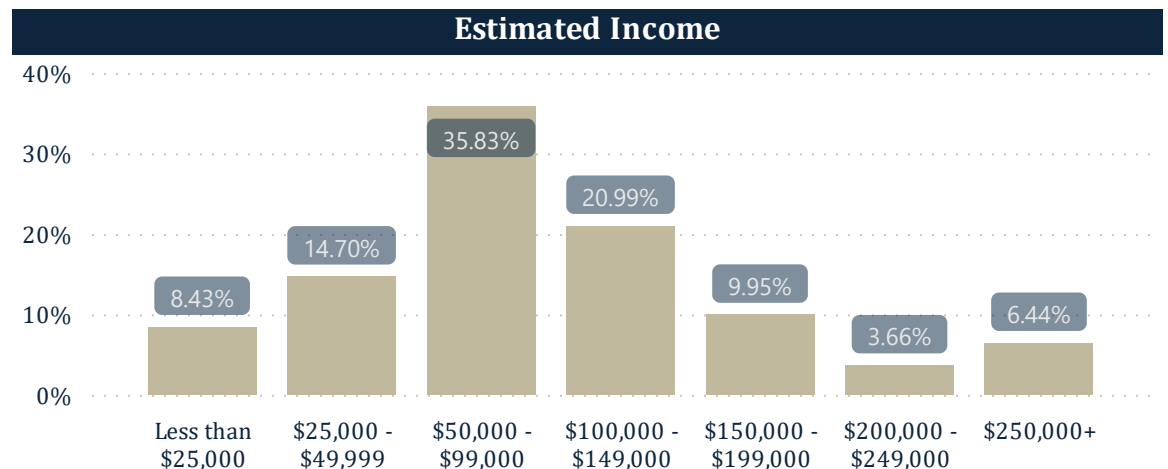
Education

The highest % of your customers have Some College education.

Less than HS Diploma	HS Diploma	Some College	Bach Degree	Grad Degree
9.69%	21.85%	35.95%	19.86%	12.65%

of People in the Household

The average number of people per household is 2.

1	2	3	4	5	6	7	8
12.40%	17.69%	15.53%	14.91%	12.17%	10.64%	9.50%	7.16%

Estimated Income

The highest % of your customers' estimated income is between $50,000 - $99,000.

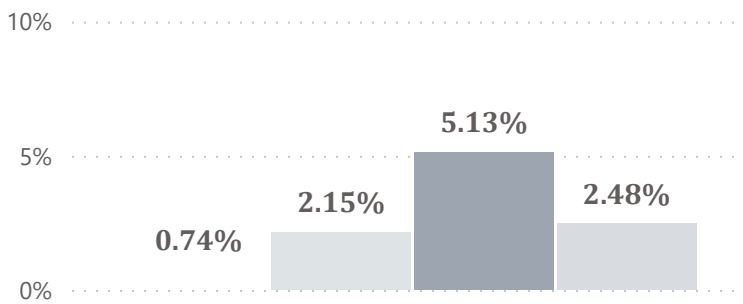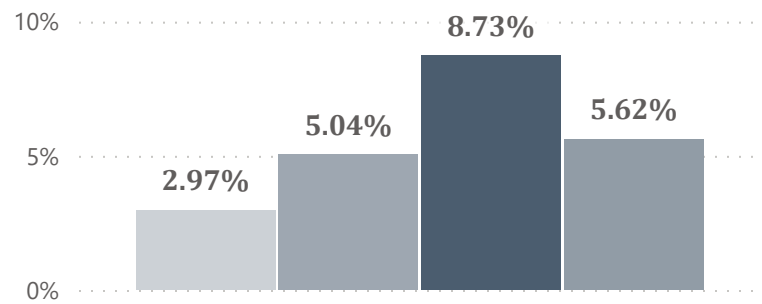| Less than $25,000	$25,000 - $49,999	$50,000 - $99,000	$100,000 - $149,000	$150,000 - $199,000	$200,000 - $249,000	$250,000+
8.43%	14.70%	35.83%	20.99%	9.95%	3.66%	6.44%

Customer Insights

Customer education levels were divided into tiers. The top 4 cities by customer count are displayed below, divided into each education tier. The % for each bar here is out of the total customers for these 8 cities.

Education of Top Customer Cities

Less than HS Diploma

Gilbert 0.74%, Mesa 2.15%, Phoenix 5.13%, Tucson 2.48%

HS Diploma

Gilbert 2.97%, Mesa 5.04%, Phoenix 8.73%, Tucson 5.62%

Some College

Gilbert 6.58%, Mesa 8.31%, Phoenix 11.50%, Tucson 8.02%

Bach Degree

Gilbert 5.94%, Mesa 4.10%, Phoenix 6.66%, Tucson 3.82%

Grad Degree

Gilbert 3.24%, Mesa 1.68%, Phoenix 4.43%, Tucson 2.87%

Gilbert   Mesa   Phoenix   Tucson

Customer Insights

Customer income levels were divided into tiers in $50,000 increments. The top 4 cities by customer count are displayed below, divided into each income tier. The % for each bar here is out of the total customers for these 8 cities.
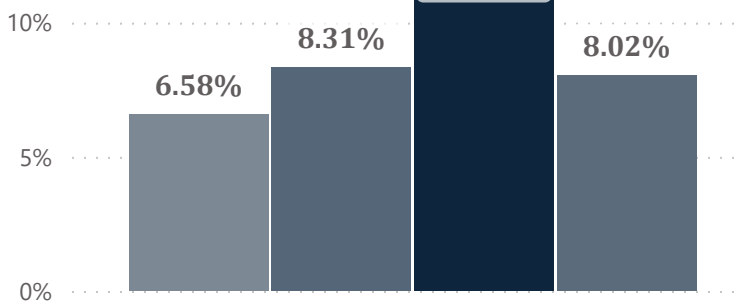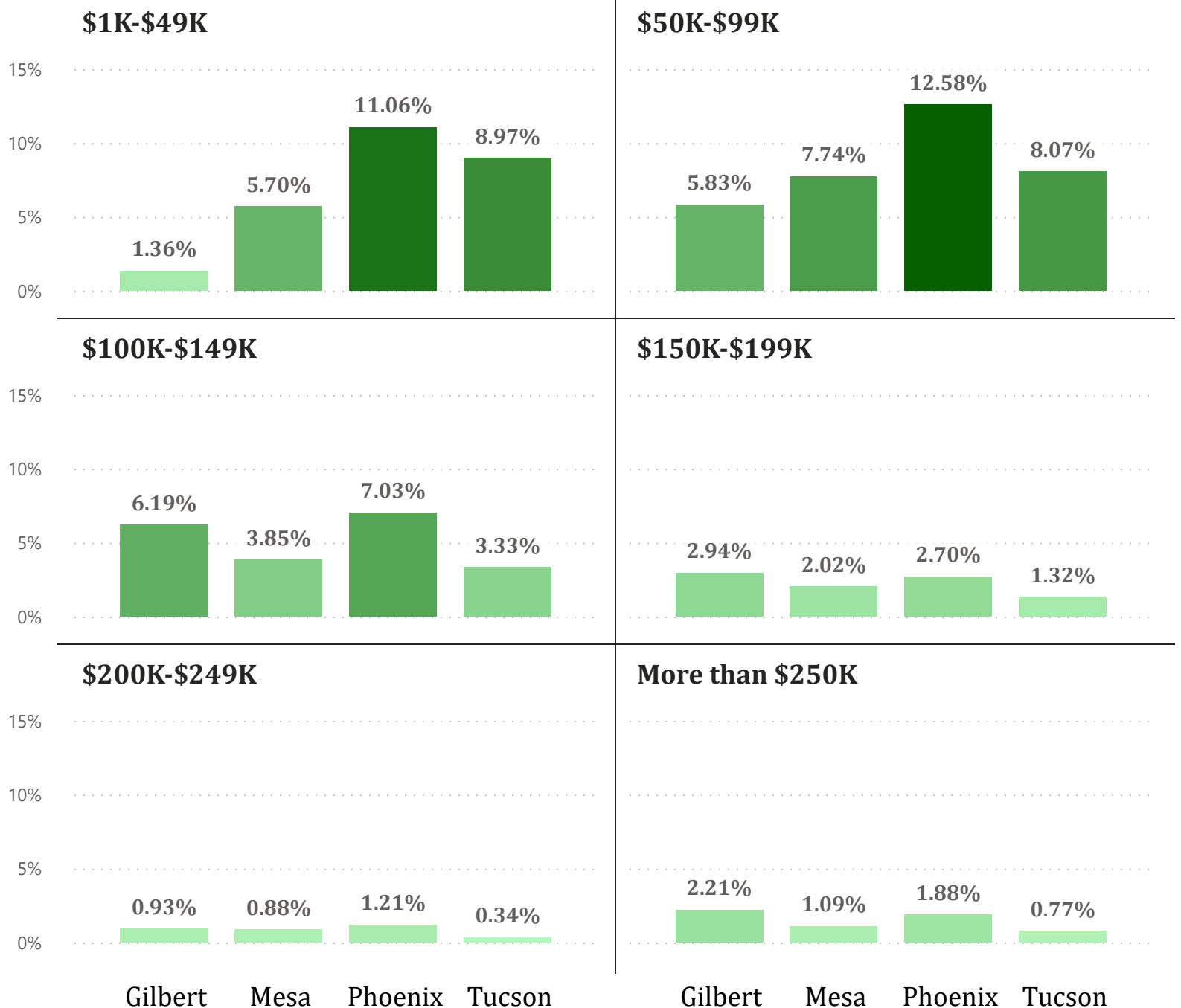
Income of Top 8 Customer Cities

$1K-$49K

- Gilbert: 1.36%
- Mesa: 5.70%
- Phoenix: 11.06%
- Tucson: 8.97%

$50K-$99K

- Gilbert: 5.83%
- Mesa: 7.74%
- Phoenix: 12.58%
- Tucson: 8.07%

$100K-$149K

- Gilbert: 6.19%
- Mesa: 3.85%
- Phoenix: 7.03%
- Tucson: 3.33%

$150K-$199K

- Gilbert: 2.94%
- Mesa: 2.02%
- Phoenix: 2.70%
- Tucson: 1.32%

$200K-$249K

- Gilbert: 0.93%
- Mesa: 0.88%
- Phoenix: 1.21%
- Tucson: 0.34%

More than $250K

- Gilbert: 2.21%
- Mesa: 1.09%
- Phoenix: 1.88%
- Tucson: 0.77%

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Customer Insights

Customers were divided into light, medium, and heavy categories, based on how frequently they were seen at market locations. Customer Type is determined using standard deviation of times seen. We also pulled the distance traveled between the business locations and the customer's households.

Distribution of Visitors

4.85%

24.76%

Customer Type
- Light
- Medium
- Heavy

70.39%
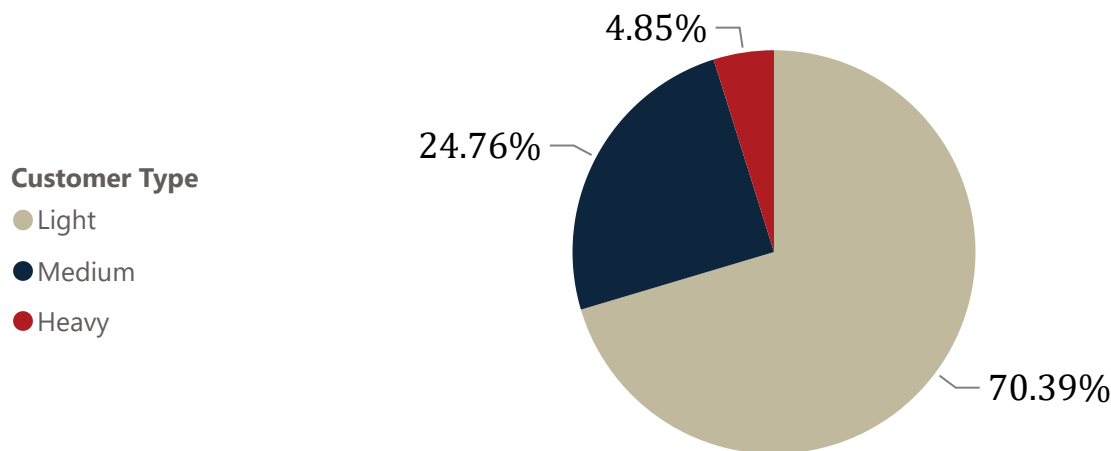
Customer Type Average Values

Customer Type	AVG Times Seen ▼	Median of Miles Traveled	AVG Locations Visited
Heavy	12.68	4.00	1.28
Medium	3.21	5.00	1.10
Light	1.31	9.00	1.01
Average	**3.15**	**5.00**	**1.09**

Distance Traveled
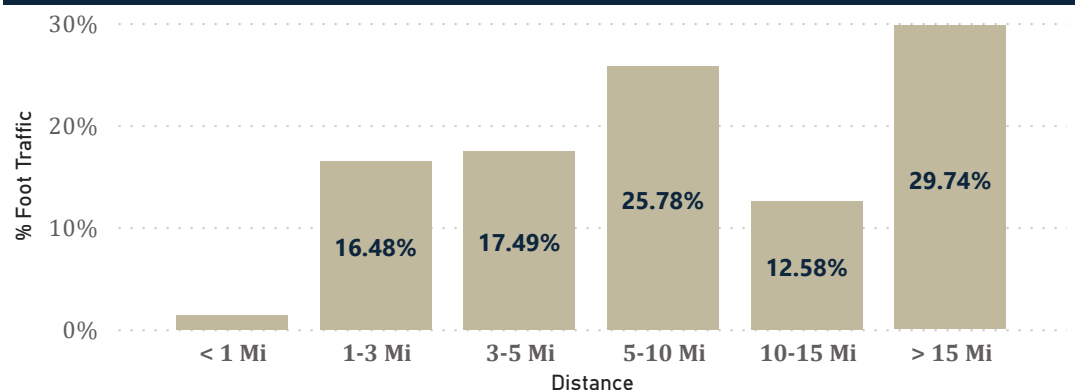
Overall, your customers travel a median distance of 6 miles.

% Foot Traffic

30%

20%

10%

0%

< 1 Mi	1-3 Mi	3-5 Mi	5-10 Mi	10-15 Mi	> 15 Mi
	16.48%	17.49%	25.78%	12.58%	29.74%

Distance

Customer Insights

Customers were divided into light, medium, and heavy types, based on how frequently they were seen at your locations. Education levels were consistent across all customer types, and medium customers tended to have the highest home value and household income.

Customer Type Income Makeup							
Customer Type	**$1K-$49K**	**$50K-$99K**	**$100K-$149K**	**$150K-$199K**	**$200K-$249K**	**More than $250K**	**Total**
Heavy	19.43%	37.50%	21.58%	11.69%	3.62%	6.19%	100.00%
Light	22.81%	34.78%	21.62%	9.26%	4.28%	7.24%	100.00%
Medium	20.75%	35.64%	22.27%	10.63%	3.81%	6.90%	100.00%
Total	20.96%	35.86%	21.95%	10.53%	3.89%	6.82%	100.00%

44% of **medium** customers have a household income of **$100,000 or higher.**

58% of **light** customers have a household income **under $100K.**

Customer Type Number of People in Household									
Customer Type	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Total**
Heavy	33.69%	24.10%	14.03%	10.15%	6.68%	5.09%	3.55%	2.72%	100.00%
Light	34.85%	25.42%	13.16%	10.48%	6.69%	3.97%	3.13%	2.30%	100.00%
Medium	33.47%	24.58%	14.24%	10.22%	6.12%	4.88%	3.83%	2.67%	100.00%
Average	33.87%	24.68%	13.92%	10.27%	6.39%	4.70%	3.59%	2.58%	100.00%

Medium and **heavy** customers had **42%** of households with **3 or more people**.

Light customers had **35%** of households with **1 adult living alone**.

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CRM and Footfall Audiences

We have compared and analyzed your CRM records with customers observed at your locations. This data can be used to identify and target groups that might be under or over represented in your CRM.

CRM Households	Footfall Households
17.80K	6701

CRM vs. Footfall Income

Income	CRM	Footfall	Average
$1K-$49K	23.13%	26.61%	**24.08%**
$50K-$99K	35.83%	29.65%	**34.14%**
$100K-$149K	20.99%	15.49%	**19.49%**
$150K-$199K	9.95%	6.73%	**9.07%**
$200K-$249K	3.66%	10.77%	**5.60%**
More than $250K	6.44%	10.74%	**7.62%**
Total	**100.00%**	**100.00%**	**100.00%**

Income levels are higher in the footfall list than in the CRM for the two highest income tiers. This could suggest that higher income customers could be better targeted by the CRM.
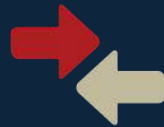
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Market Insights

The Phoenix market consists of 162 total observed locations and 1 million observed devices. Our foot traffic analysis indicates that November was the busiest overall month in the market, while September was the busiest month for your business.
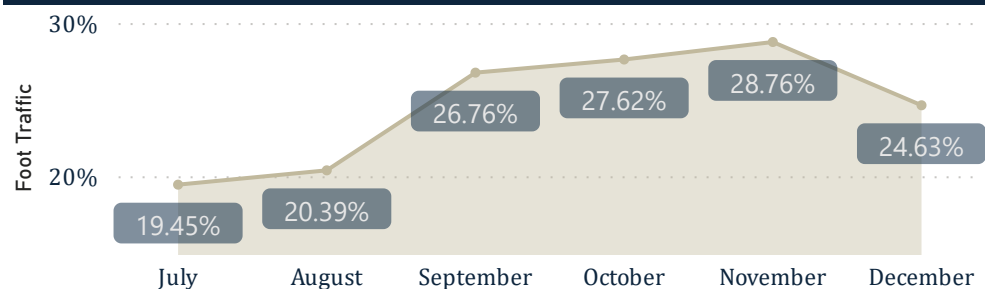
14
Your Locations

148
Competitors

1M
Number of Devices

Cities and Locations in Phoenix Market

city	Appliance Competitor	Box Store Competitor	Electronics Competitor	My Location(s)	Total
PHOENIX	13	9	22	5	**49**
MESA	7	3	10	1	**21**
CHANDLER	7	2	5	1	**15**
SCOTTSDALE	5	1	6	1	**13**
GLENDALE	4	2	5	1	**12**
GILBERT	3	4	3	1	**11**
TEMPE	3	1	4	1	**9**
PEORIA	4		4		**8**
SURPRISE	2	1	3	1	**7**
AVONDALE	1	3	1	1	**6**
GOODYEAR	1		1	1	**3**
QUEEN CREEK	1		2		**3**
BUCKEYE	1		1		**2**
CAVE CREEK	1		1		**2**
LAVEEN	1				**1**
Total	**54**	**26**	**68**	**14**	**162**

Your stores had the highest foot traffic in September.

Shoppers by Month

Foot Traffic

Month	%
July	19.45%
August	20.39%
September	26.76%
October	27.62%
November	28.76%
December	24.63%

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Location Insights

We calculated the average foot traffic of your locations for the observed time period, the average number of locations customers visited, and the average number of times customers were seen at any location.

On average, your customers visit 5 total market locations.

On average, your customers are seen 2 times at your locations.

Locations

Microsoft Bing

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Legend: (Rank) Top   Medium   Bottom
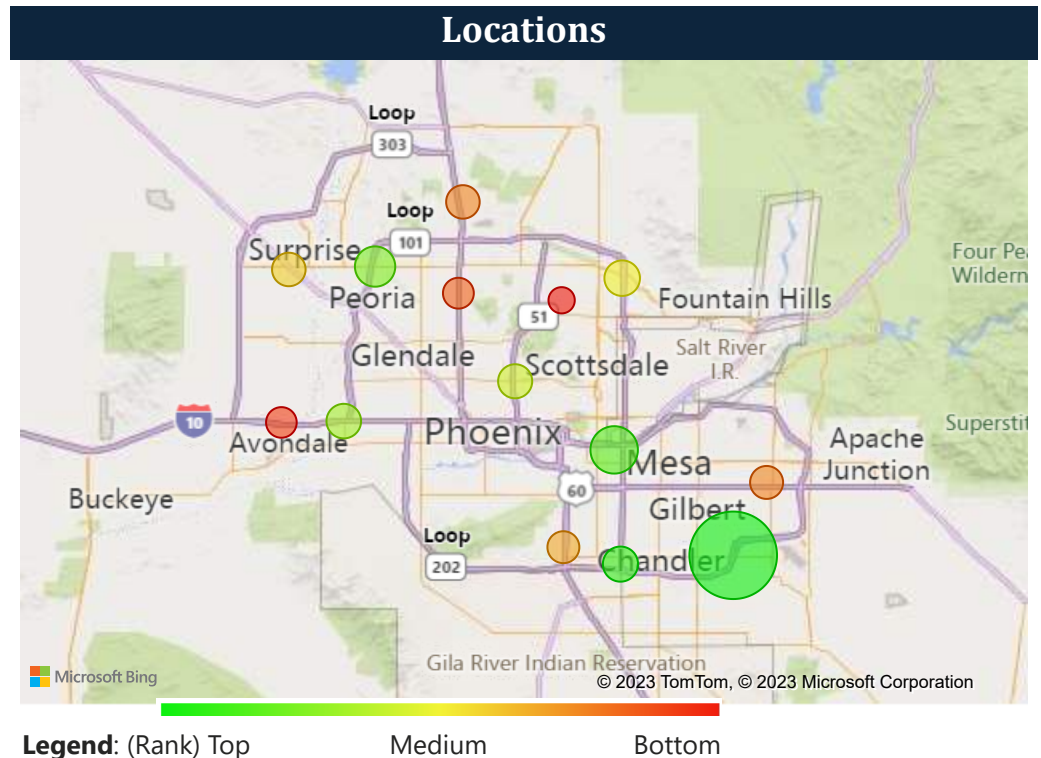
Location Information

location	AVG Times Seen	AVG Locations Visited	% of Foot Traffic	Rank
JSo6AcnAtm6dHvekH	2.86	1.03	34.95%	1
nALiFoMY9bC2GsR6s	4.16	1.14	5.54%	2
j6abpMt86ejHXWgAb	1.60	1.10	10.84%	3
stFbER9AmEmwYRCS2	2.01	1.14	6.73%	4
dcdTvijMeWXzJyXHK	2.01	1.13	5.79%	5
63ZJmZa27mYxyZctb	2.33	1.12	5.16%	6
ZjGhHNMtP5bd7hbHJ	2.18	1.14	4.90%	7
boZH9LnrT3zyxuxrT	2.02	1.10	4.44%	8
iajrbMi7qM5NeKduQ	2.77	1.14	3.85%	9
8pMt8cjPJbMBxpBqo	2.09	1.12	4.13%	10
hyBQMxtrxshnE5ZRY	1.93	1.12	4.40%	10
ySwjQYYgLygfRHnCc	2.29	1.15	3.81%	11
6qCBZXYiwWu6DpAuP	1.92	1.17	3.60%	12
juPyWEARzwnrMterN	2.24	1.20	1.88%	13

Location Insights

Location rankings are calculated by adding total devices observed at each location to the total number of times each device was observed at that location. We have also calculated the median distance customers traveled, and the month over month change in foot traffic.

Locations
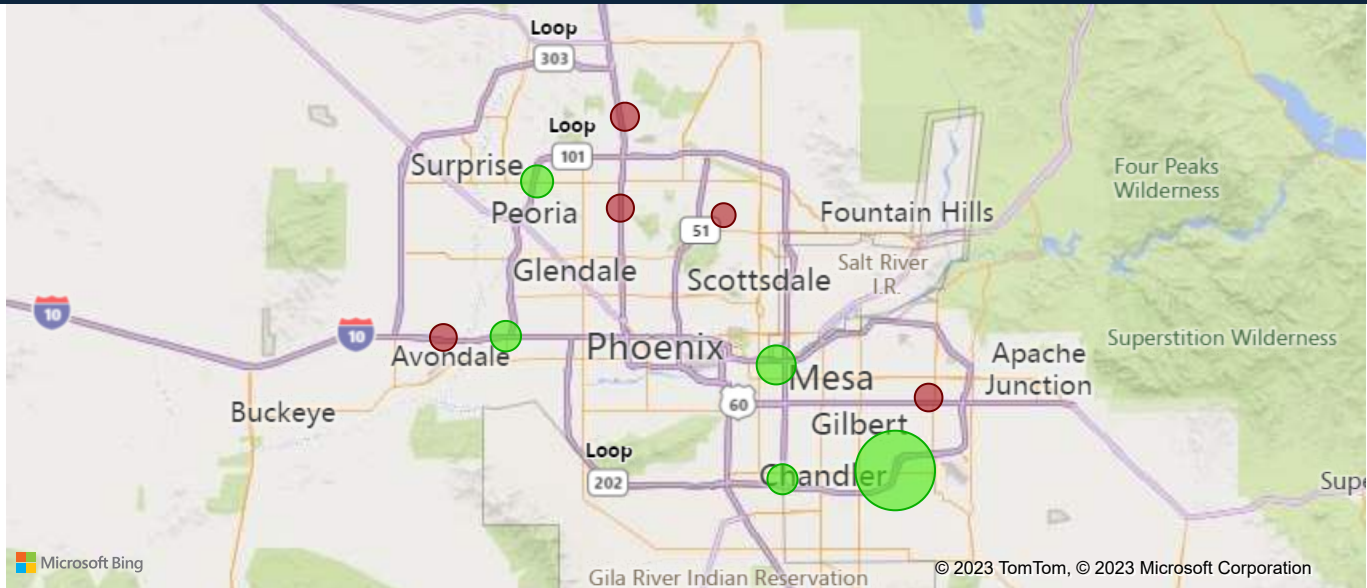
Top_Bottom Rank ● Bottom 5 Phoenix ● Top 5 Phoenix

Ranked Locations

Locations	Median Distance Traveled	MOM % Change in FT
⊟ **Bottom 5 Phoenix**	**6.00**	**88.58%**
6qCBZXYiwWu6DpAuP	7.00	94.96%
8pMt8cjPJbMBxpBqo	7.00	69.58%
hyBQMxtrxshnE5ZRY	6.00	135.92%
juPyWEARzwnrMterN	5.00	68.38%
ySwjQYYgLygfRHnCc	3.00	59.77%
⊟ **Top 5 Phoenix**	**7.00**	**79.01%**
dcdTvijMeWXzJyXHK	6.00	113.87%
j6abpMt86ejHXWgAb	9.00	79.85%
JSo6AcnAtm6dHvekH	7.00	75.19%
nALiFoMY9bC2GsR6s	6.00	35.60%
stFbER9AmEmwYRCS2	6.00	111.53%
Total	**6.00**	**80.80%**

Competitor Insights

Competitor locations were divided into brands and then competitor types. For each brand, we have calculated the median distance customers travelled to stores, the average number of times customers of that brand were seen at locations of that brand, the number of total market locations customers of that brand visited, and the brand's % of market foot traffic.
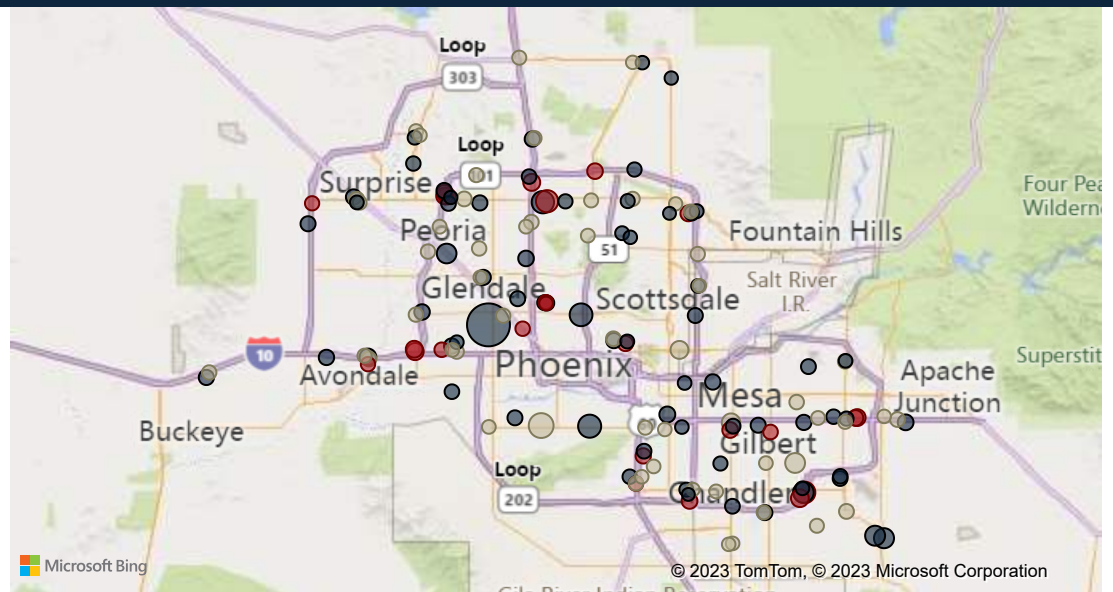
54
Appliance Competitors

26
Box Store Competitors

68
Electronics Competitors
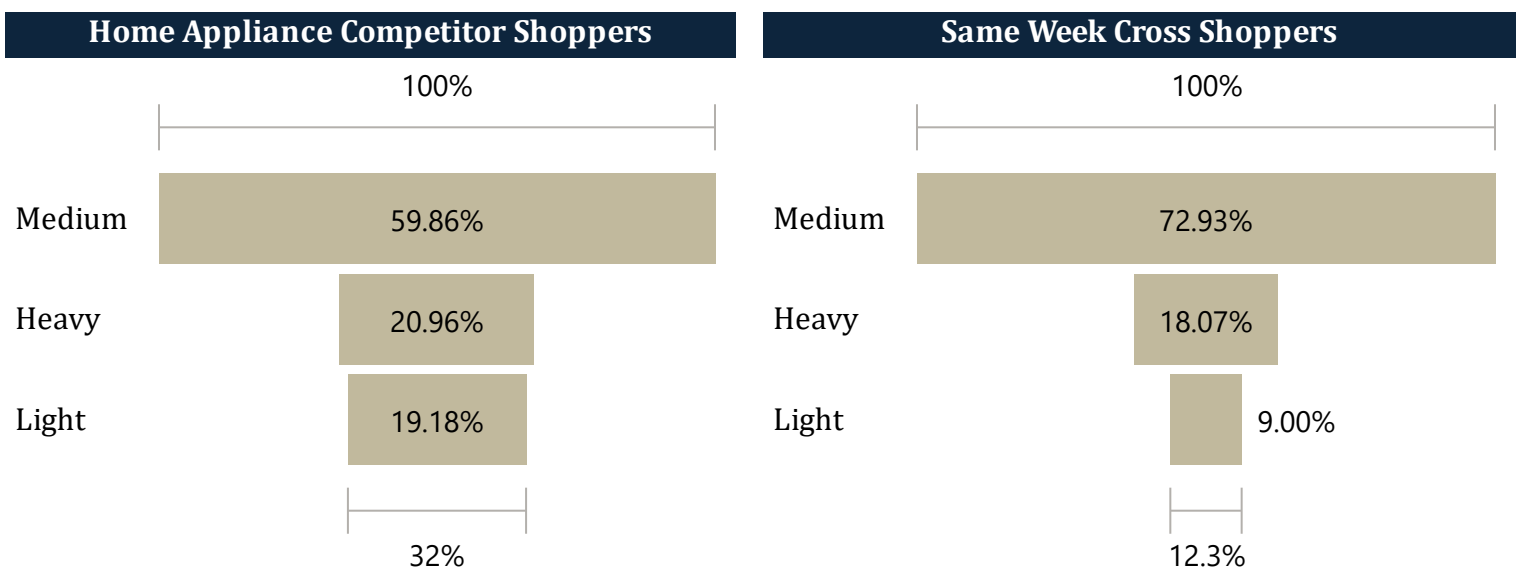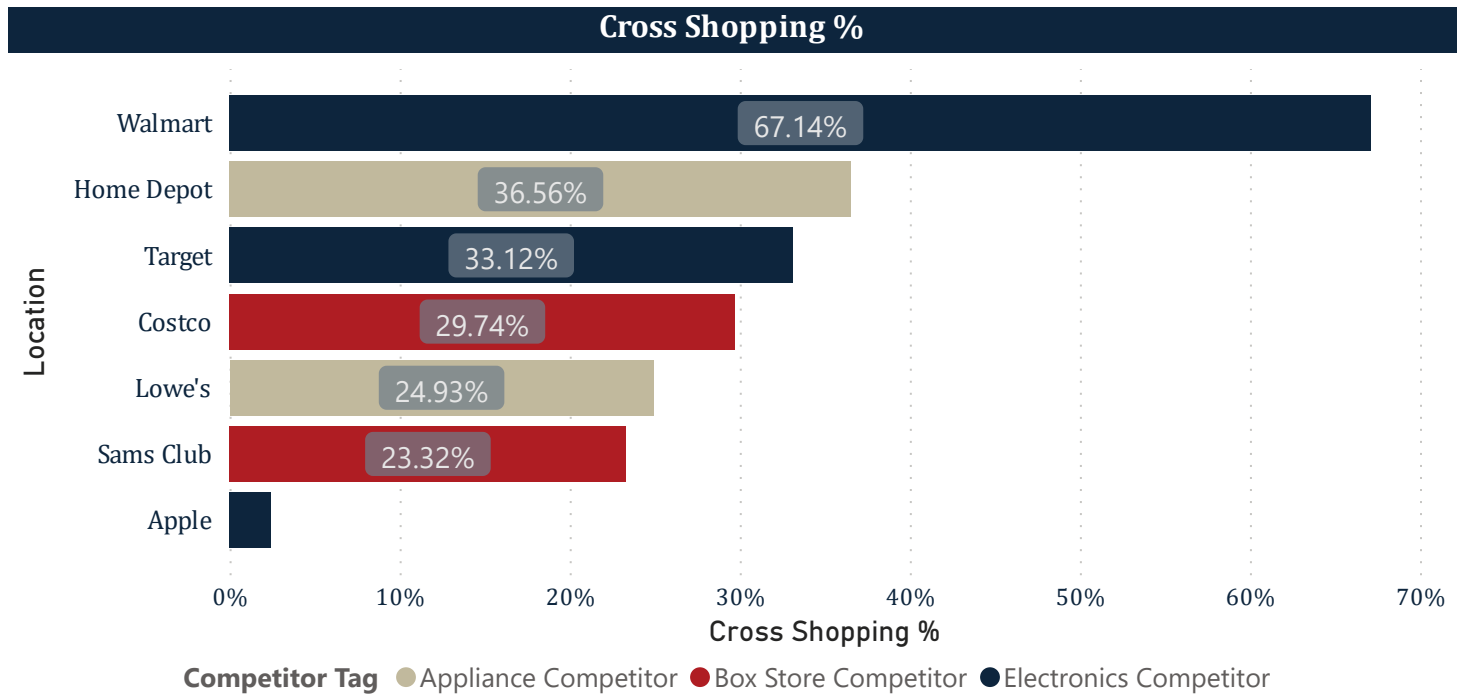
Competitor Locations

Competitor Tag ● Appliance Competitor ● Box Store Competitor ● Electronics Competitor

Location Information

Location	Median Distance	AVG Times Seen	AVG Locations Visited	% of Foot Traffic
Electronics Competitor				
Apple	8.00	2.09	6.69	0.49%
Target	6.00	2.77	4.09	13.83%
Walmart	4.00	3.49	3.16	38.09%
Box Store Competitor				
Costco	6.00	3.13	4.37	14.48%
Sams Club	6.00	3.10	4.47	7.90%
Appliance Competitor				
Home Depot	5.00	3.23	4.03	15.83%
Lowe's	6.00	2.64	4.33	9.37%

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Competitor Insights

Cross Shopping % shows the % of your customers that also visited a competitor location in the time period. Cross shopping can be used to identify likely conquest targets or identify shopping patterns.

Cross Shopping %

Location	Cross Shopping %
Walmart	67.14%
Home Depot	36.56%
Target	33.12%
Costco	29.74%
Lowe's	24.93%
Sams Club	23.32%
Apple	

Competitor Tag ● Appliance Competitor ● Box Store Competitor ● Electronics Competitor

Home Appliance Competitor Shoppers

100%

Medium	59.86%
Heavy	20.96%
Light	19.18%

32%

Same Week Cross Shoppers

100%

Medium	72.93%
Heavy	18.07%
Light	9.00%

12.3%

Home Appliance Competitor Shoppers visited Lowe's and Home Depot within a week, but not your business.
Same Week Cross Shoppers visited your business and either a Home Depot or Lowe's within a week.

Summary

How you can use our tools to build your business

To maximize the efficacy of this data, we recommend the following additional products.

Venue Replay Conquest: Customers who visited two home appliance stores withing a week, but not your business, are likely in-market shoppers, and represent a pool of potential new customers. Venue Replay can be used to target them, yielding an audience of **17,740.**

Venue Replay Distance Retargeting: Customers in the medium and heavy categories tend to travel smaller distances for shopping. **Medium customers travel a median distance of 5 miles, while heavy customers travel a median of 4 miles.** For retargeting, distance matters. Venue Replay can retarget customers within a 5-mile radius, but who have only been seen once at one of your locations.

IP+: Demographic sampling indicates that **42% of your repeat (medium and heavy) customers have at least 3 people in the household**, and **medium and heavy customers also tend to have higher household incomes ($100K+)**, compared to light customers. IP+ can take the most significant demographic variables and create a look-alike audience (while excluding current customers) to target new likely repeat customers for each location.

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