

# Who are the 2Market customers?

# What do they buy?

# What prompts do they respond to?

# What does their response look like?

## Demographic Summary

### International Benchmarks

Country	Number of Customers	Average National Salary	Median Customer Salary	Median National Age	Median Customer Age
Australia	115	59,408	51,315	37.5	52
Canada	222	59,050	53,741	41.8	52
Germany	93	58,940	51,876	47.8	51
India	117	11,353	49,514	28.7	49
Montenegro	1	12,600	70,515	39.6	29
South Africa	278	17,760	52,236.5	28	52
Spain	916	42,859	50,803.5	43.9	52
United Stat..	91	77,463	55,801	38.5	52

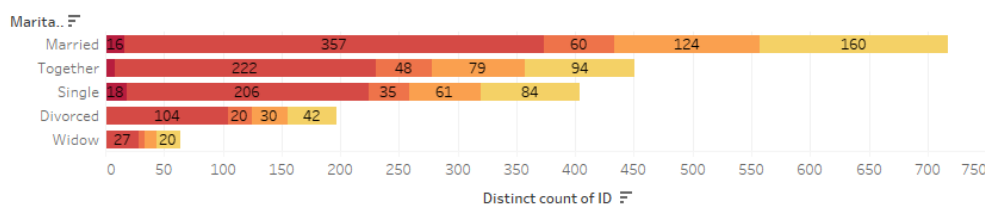
### Salary Calc

-21,662 57,915

### Country

- ☒ (All)
- ☒ AUS
- ☒ CA
- ☒ GER
- ☒ IND
- ☒ ME
- ☒ SA
- ☒ SP
- ☒ US

### Demographic Overview



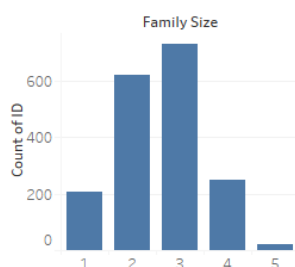
### Education

- ☐ PhD
- ☐ Master
- ☐ 2n Cycle
- ☐ Graduation
- ☐ Basic

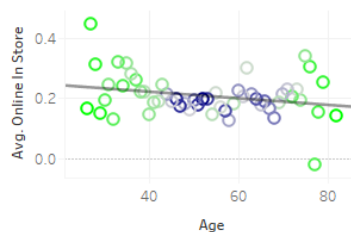
### Marital Status

- ☒ (All)
- ☒ Divorced
- ☒ Married
- ☒ Single
- ☒ Together
- ☒ Widow

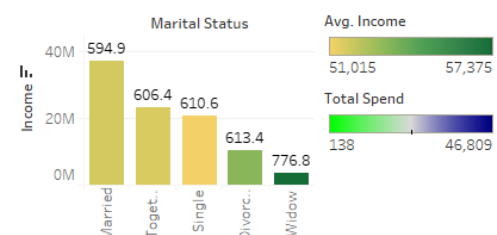
### Family Size



### In Store (positive) vs Online (negative) ratio.

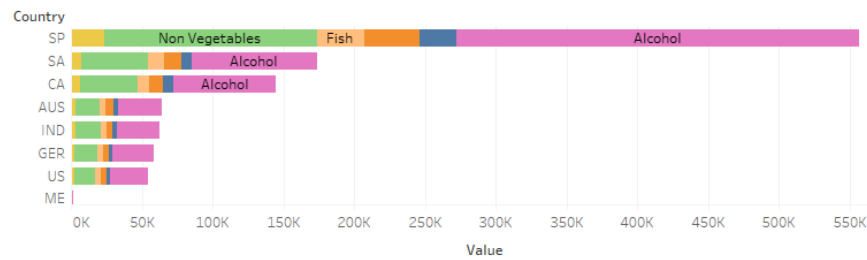


### Income: cumulative and average VS Avg Spend



## Purchasing Behaviour

### Spending By Demographic



- Country
- ☒ (All)
  - ☒ AUS
  - ☒ CA
  - ☒ GER
  - ☒ IND
  - ☒ ME
  - ☒ SA

- Education
- ☒ (All)
  - ☐ 2n Cycle
  - ☐ Basic
  - ☐ Graduation
  - ☐ Master
  - ☐ PhD

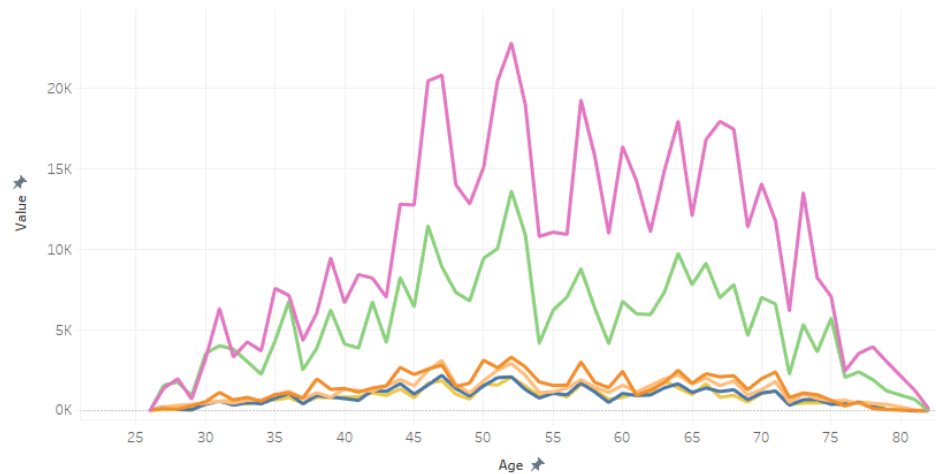
- Marital Status
- ☒ (All)
  - ☒ Divorced
  - ☒ Married
  - ☒ Single
  - ☒ Together
  - ☒ Widow

- Measure Names
- ☒ Alcohol
  - ☒ Chocolate
  - ☒ Commodities
  - ☒ Fish
  - ☒ Non Vegetables
  - ☒ Vegetables

- Kidhome
- ☐ 0 ☐ 2

- Teenhome
- ☐ 0 ☐ 2

### Spending By Age



## Ad Conversion

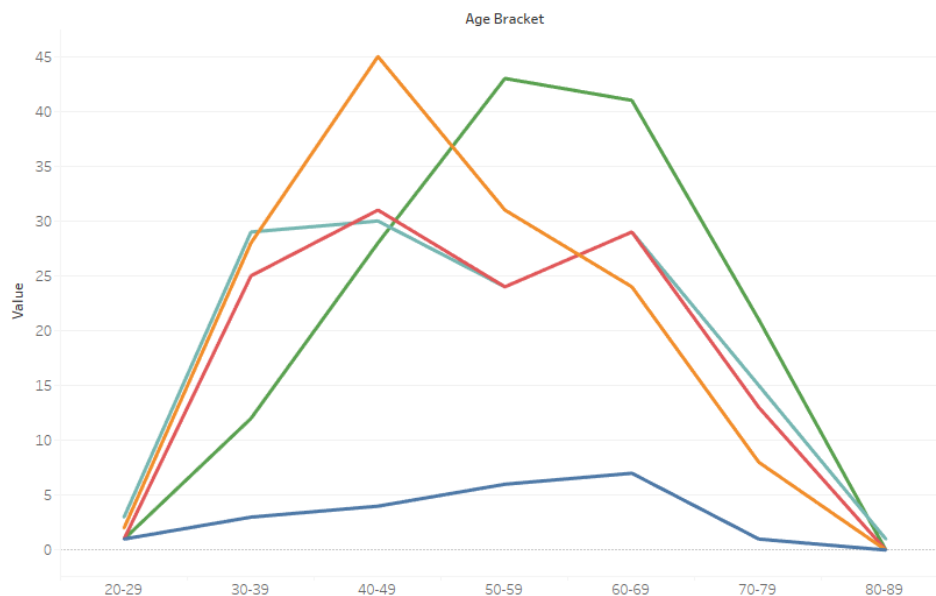
### Conversion by Education

Education	Cohort Size	Brochure Ads	Bulkmail Ads	Fb Ads	Insta Ads	X Ads
Basic	44.0	0.0	4.0	0.0	0.0	0.0
Graduation	916.0	12.0	68.0	69.0	66.0	69.0
2n Cycle	168.0	2.0	15.0	10.0	8.0	9.0
Master	305.0	2.0	20.0	18.0	25.0	27.0
PhD	400.0	6.0	31.0	26.0	32.0	41.0

- Dependents
- ☒ (All)
  - ☐ Kids & teens
  - ☐ Kids only
  - ☐ No kids or teens
  - ☐ Teens only

- Measure Names
- ☒ Brochure Ads
  - ☒ Bulkmail Ads
  - ☒ Fb Ads
  - ☒ Insta Ads
  - ☒ X Ads

### Conversion by Age and Dependent



# Ad Effect on Behaviour

## Effect on Behaviour

Ad Type	Avg Complaints	Avg Deals Purchased	Avg In Store Purchases	Avg Monthly Visits	Avg Online Purchases	Avg Recency	Avg Response
No ads	0.00	2.40	5.50	5.50	3.80	49.00	0.10
Received Ads	0.00	2.30	6.60	5.20	5.20	48.10	0.30

Ad Type

No ads

Received Ads

## Effect on Spend

