

TRADE MKT

MENU

Overview

Customer

Country

Campaign



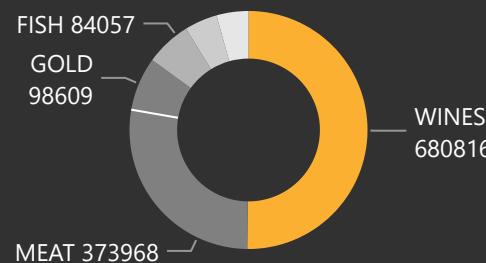
Cesar Juarez



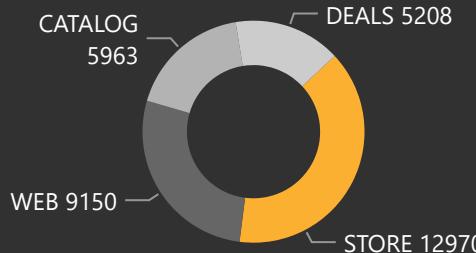
INCOMES

\$1.356.988

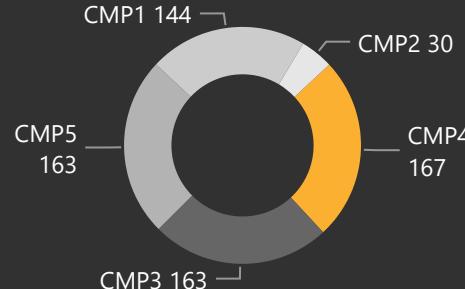
Amount spent by product



Number of purchases by channel



Offers accepted by campaign



CUSTOMERS



2240

AVG RECENCY



49

DEALS PURCHASES



5208

COUNTRIES



8

TOP 3

Incomes by Marital Status

Marital Status	Income
Married	\$510.453
Together	\$352.865
Single	\$291.112

TOP 3

Incomes by Generacion

Generacion	Income
Baby Boomers	\$573.186
Generación X	\$555.368
Millennials	\$170.605

TOP 3

Incomes by Education

Education	Income
Graduation	\$698.626
PhD	\$326.791
Master	\$226.359

SAUDI ARABIA

\$ 211.071

USA

\$ 67,882

INDIA

\$ 79,845

MEXICO

\$ 3,122

AUSTRALIA

\$ 89,763

CANADA

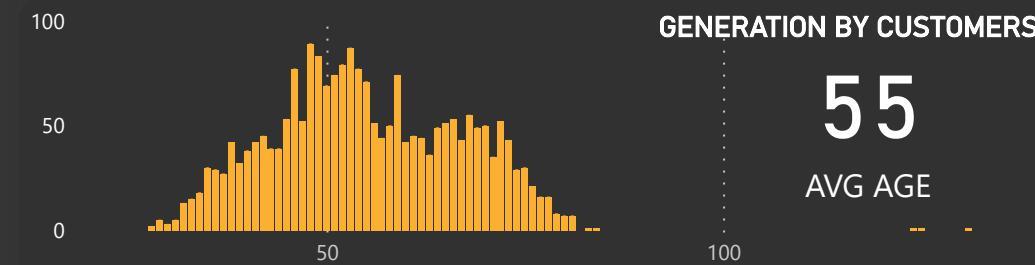
\$ 168,532

SPAIN

\$ 662,220

55

AVG AGE



**TRADE MKT****MENU****Overview****Customer****Country****Campaign**

Cesar Juarez

**2240**

TOTAL CLIENTES

**52,25 mil**

AVG INCOMES

**995**

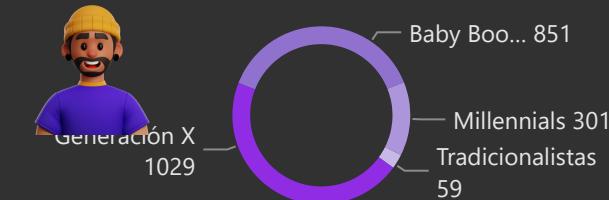
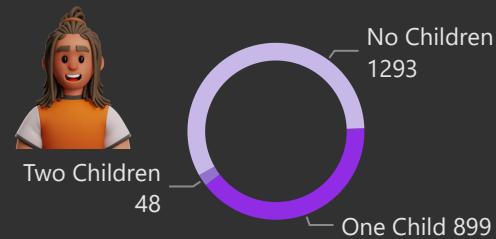
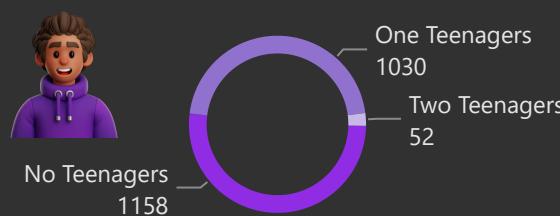
CHILDREN

**1134**

TEENAGER

**55,19**

AVG AGE

**People by Level of Education****54****People by Marital Status****2****People by Generation****59****Country**

0 1 2 TOTAL #TEENAGERS %TEENAGERS

Country	0	1	2	TOTAL	# TEENAGERS	% TEENAGERS
Australia					83	7,32 %
Canada					149	13,14 %
Germany					54	4,76 %
India					73	6,44 %
Mexico					2	0,18 %
Saudi Arabia					161	14,20 %
Spain					556	49,03 %
United States of America					56	4,94 %
Total	1293	899	48	995	1134	100,00 %

**Country**

0 1 2 TOTAL # CHILD % CHILD

Country	0	1	2	TOTAL	# CHILD	% CHILD
Australia					83	8,34 %
Canada					112	11,26 %
Germany					48	4,82 %
India					77	7,74 %
Mexico					0	0,00 %
Saudi Arabia					164	16,48 %
Spain					467	46,93 %
United States of America					44	4,42 %
Total	1158	1030	52	995	995	100,00 %

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Cesar Juarez

CPM 01 **6.43 %**

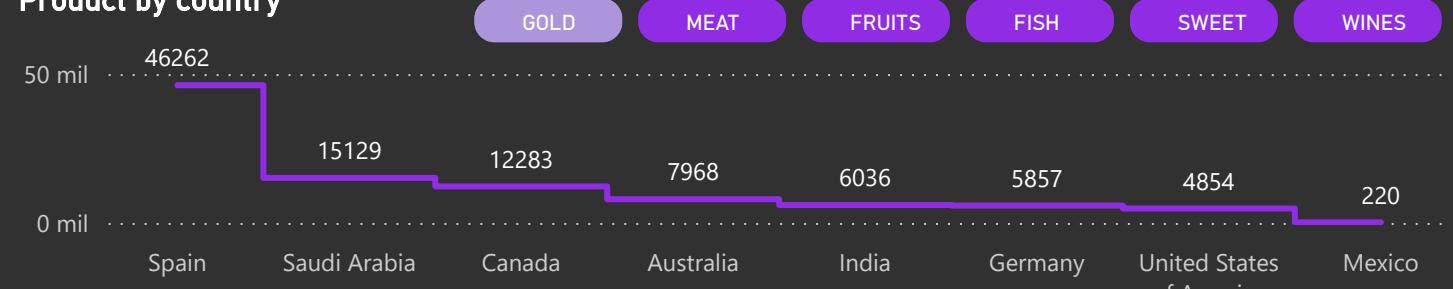
CPM 02 **1.34 %**

CPM 03 **7.28 %**

CPM 04 **7.46 %**

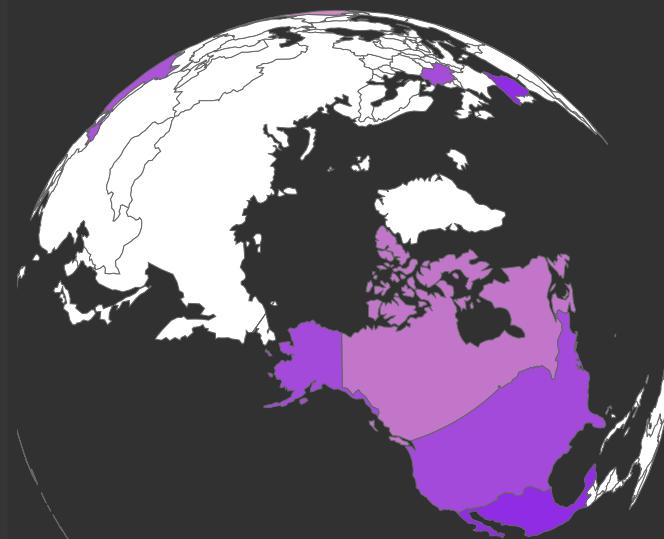
CPM 05 **7.28 %**

### Product by country

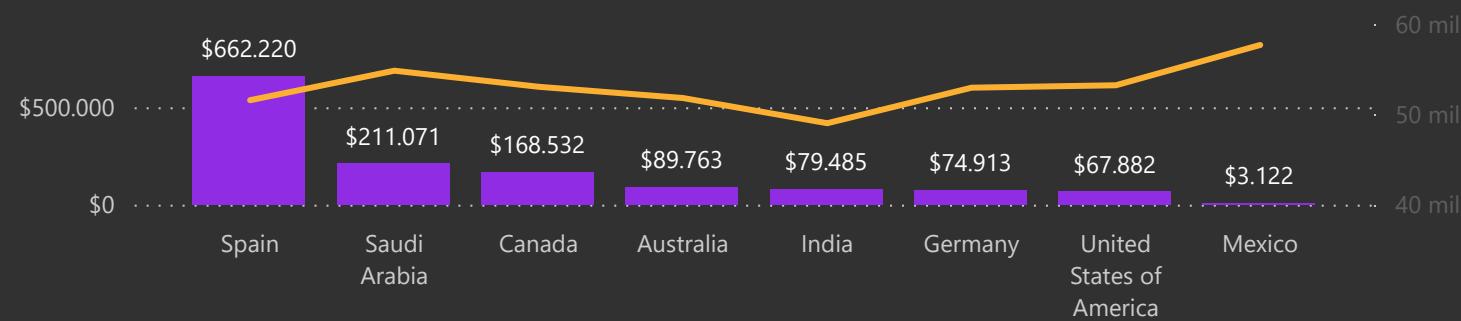


### Countries

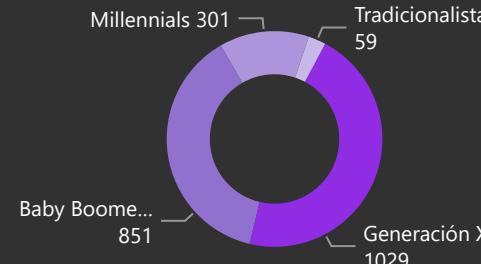
Todas



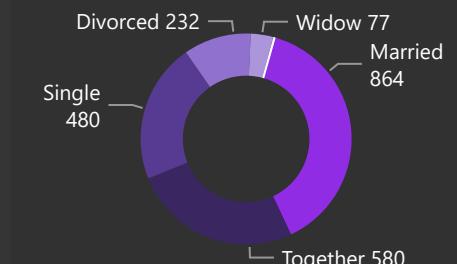
### Incomes by Country



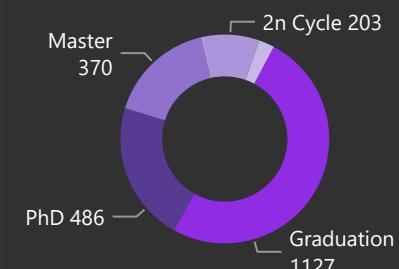
### People by Generation



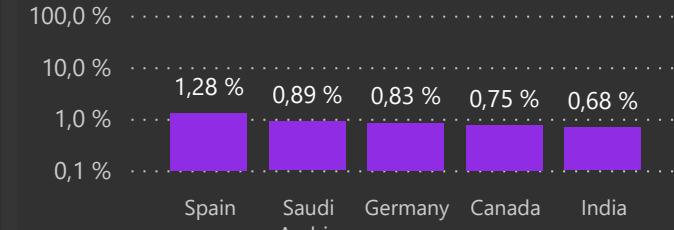
### People by Marital Status



### People by education



### Complaints by Countries





Overall Response Rate  
**7.45 %**

Multi Response Clients  
**239**

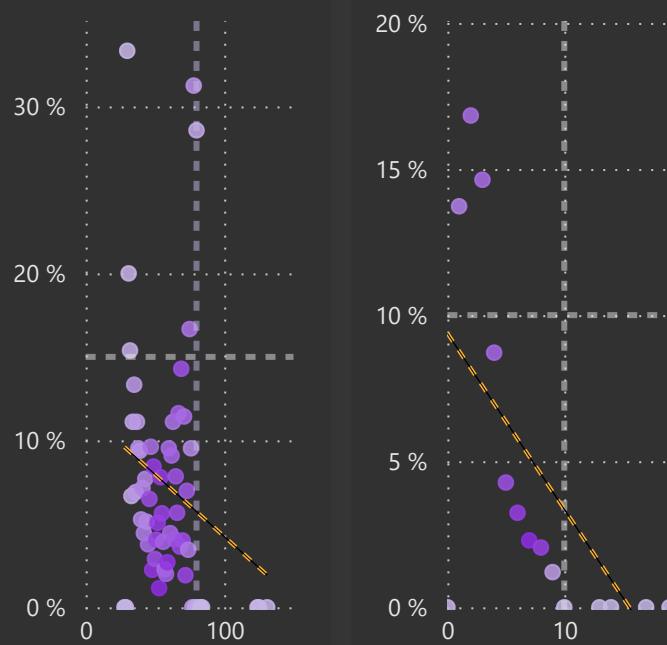
Clients by Campaign  
**138**

No Campaign Responses  
**1631**

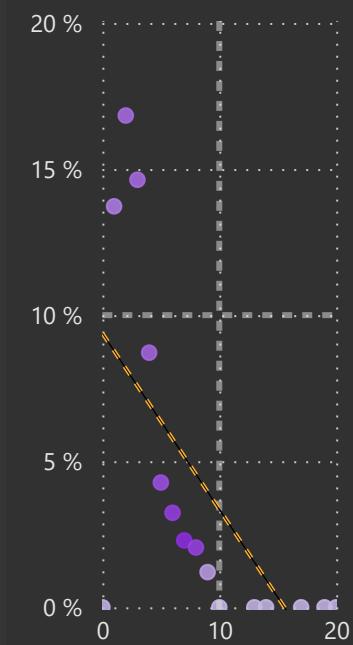
Campaign Responses  
**370**

GRANULARITY	CMP1	CMP2	CMP3	CMP4	CMP5	RESPONSE
Australia	4,38 %	0,00 %	5,63 %	3,75 %	8,13 %	14,38 %
Canada	6,72 %	2,24 %	6,72 %	8,96 %	7,84 %	14,18 %
Germany	5,83 %	1,67 %	8,33 %	9,17 %	6,67 %	14,17 %
India	4,73 %	1,35 %	8,78 %	7,43 %	4,05 %	8,78 %
Mexico	0,00 %	0,00 %	33,33 %	0,00 %	0,00 %	66,67 %
Saudi Arabia	5,93 %	1,19 %	6,23 %	5,93 %	6,23 %	15,43 %
Spain	7,12 %	1,46 %	7,58 %	8,13 %	8,13 %	16,07 %
United States of America	6,42 %	0,00 %	7,34 %	5,50 %	4,59 %	11,93 %

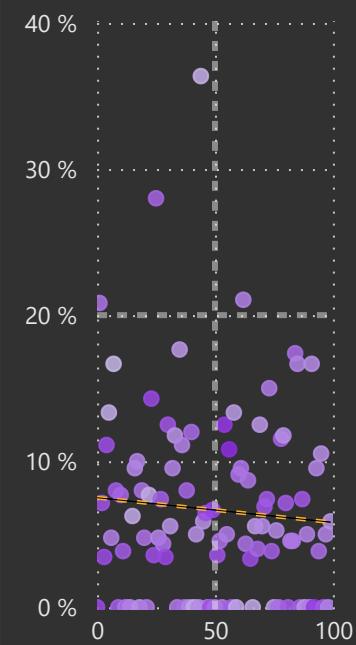
Campaign by Age



Campaign by Visit Web



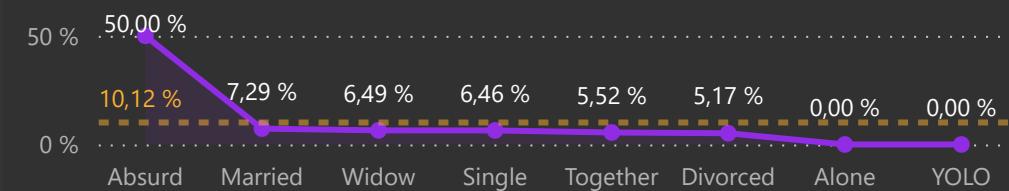
Campaign by Recency



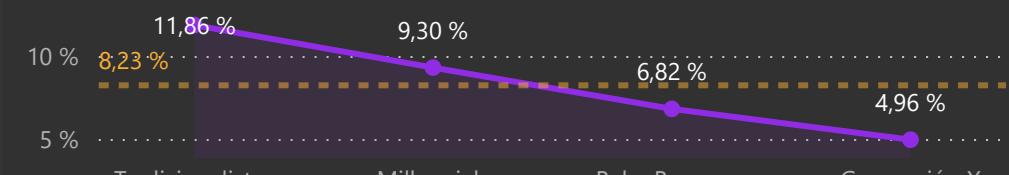
Campaign by Level of Education



Campaign by Marital Status



Campaign by generation



Campaign by Country

