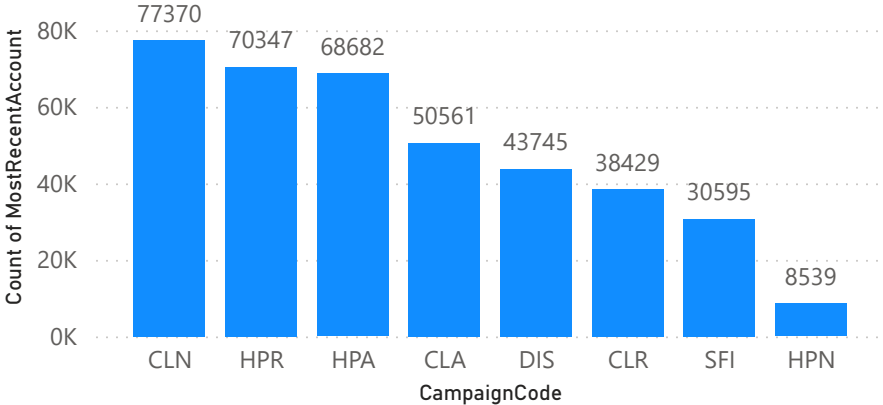


Distribution of Textblast messages by Country



Breakout of Successful Conversions by ISO

ISO_y	CLA	CLN	CLR	DIS	HPA	HPN	HPR	Total
JM	26.40%	10.46%	16.15%	3.39%	39.67%	1.11%	19.69%	100.00%
Total	26.40%	10.46%	16.15%	3.39%	39.67%	1.11%	19.69%	100.00%

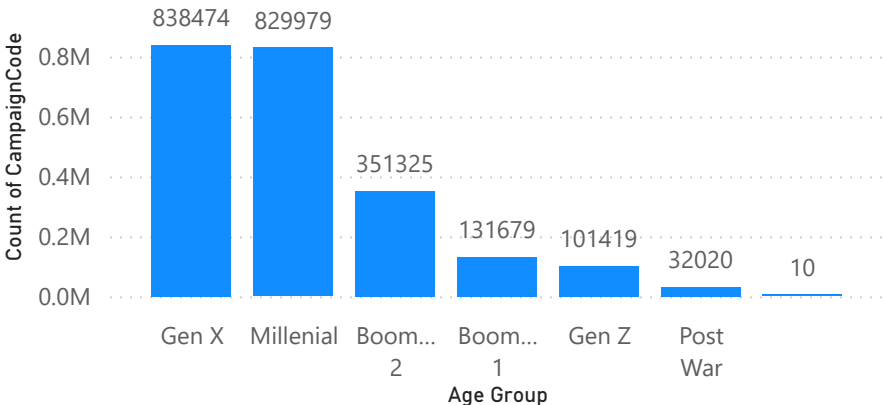
Average Transaction Value by ISO

ISO	ATV
JM	1,518.80
Total	1,518.80

Average Transaction Value by Age Group

Age Group	ATV
Boomers 1	76.81
Boomers 2	220.30
Gen X	604.57
Gen Z	55.17
Millenial	549.84
Post War	12.12
Total	1,518.80

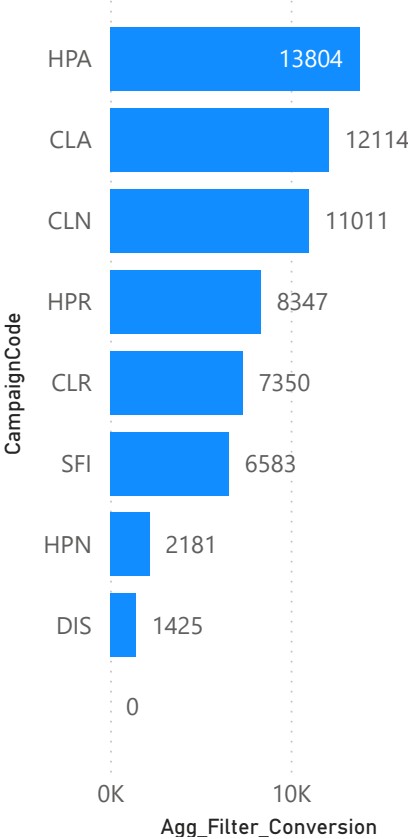
Distribution of Textblast messages by Age Group



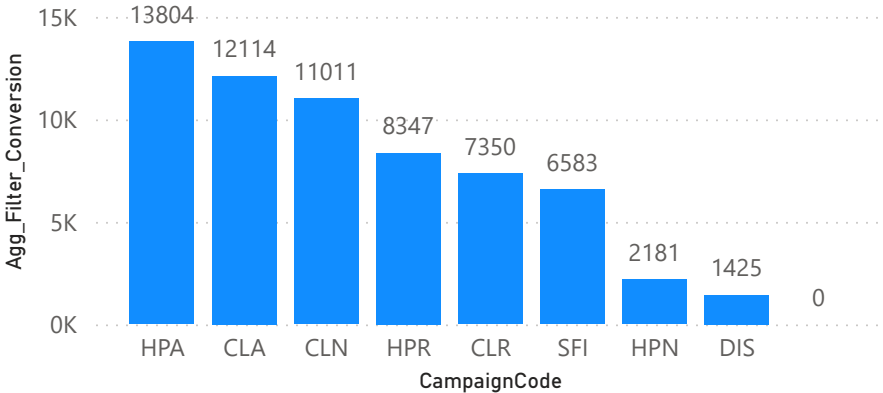
Breakout of Successful Conversions by Age Group

Age Group	CLA	CLN	CLR	DIS	HPA	HPN	HPR	SFI	Total
Boomers 1	1.38%	0.24%	0.89%	0.20%	2.40%	0.02%	1.31%	2.14%	5.51%
Boomers 2	3.67%	0.92%	2.51%	0.59%	6.14%	0.06%	3.10%	5.26%	14.66%
Gen X	9.51%	3.01%	6.79%	1.28%	16.67%	0.28%	8.03%	15.06%	38.76%
Gen Z	1.76%	1.13%	0.21%	0.02%	1.60%	0.12%	0.54%	0.89%	4.78%
Millenial	9.90%	5.14%	5.62%	1.28%	12.47%	0.63%	6.54%	10.90%	35.51%
Post War	0.17%	0.02%	0.13%	0.03%	0.39%		0.18%	0.33%	0.78%
Total	26.40%	10.46%	16.15%	3.39%	39.66%	1.11%	19.69%	34.58%	100.00%

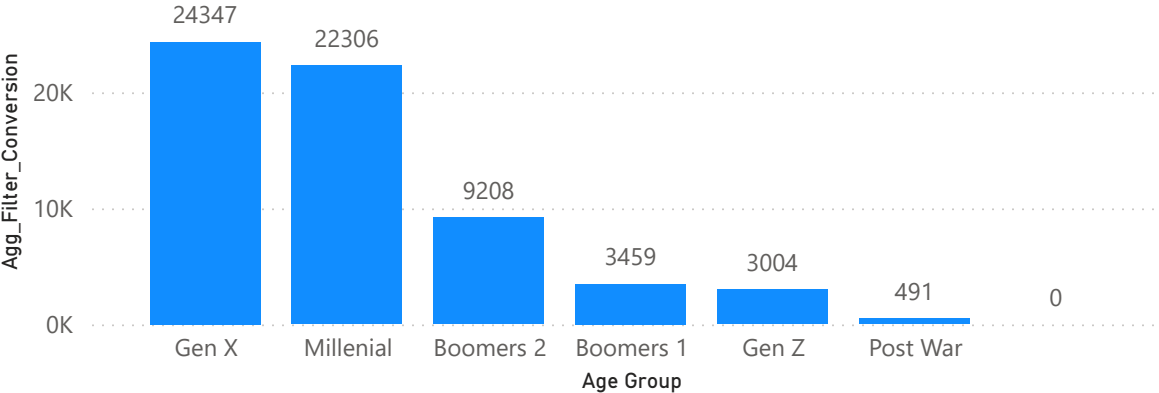
Distribution of Customer Conversion by ISO



Distribution of Customer Conversion by Campaign Code

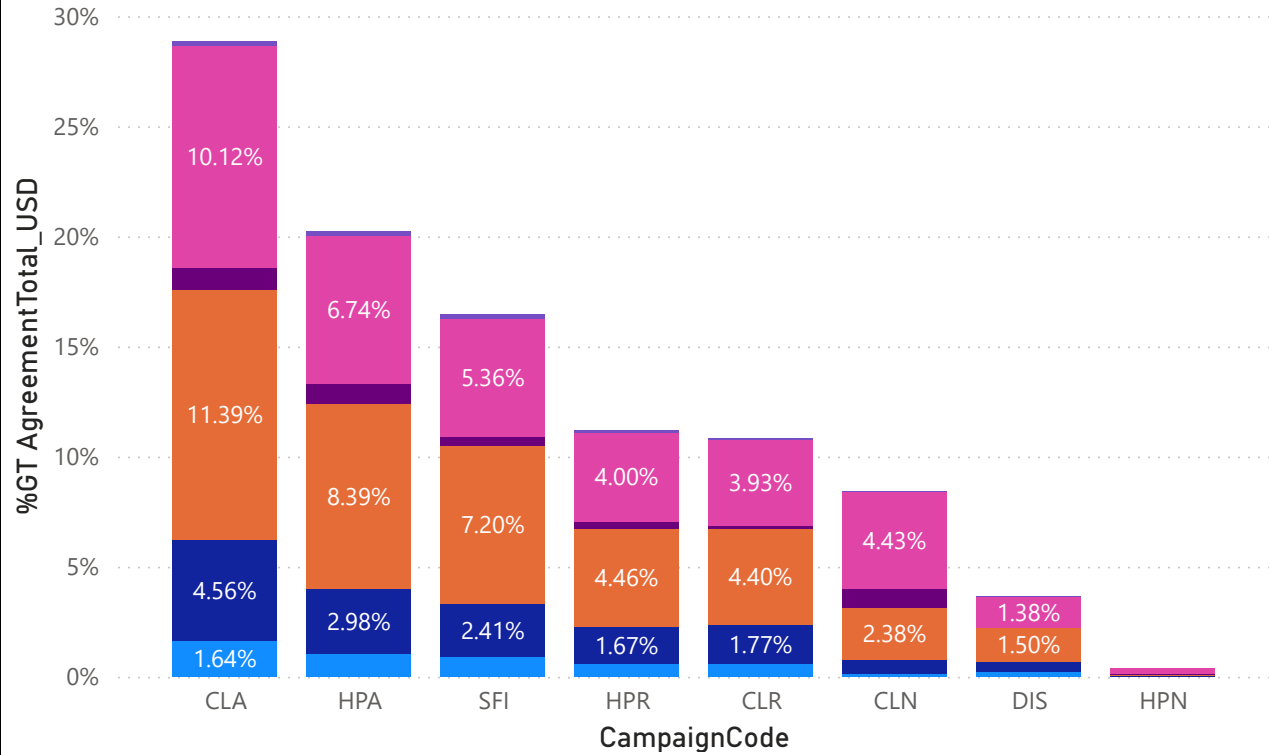


Distribution of Customer Conversion by Age Group



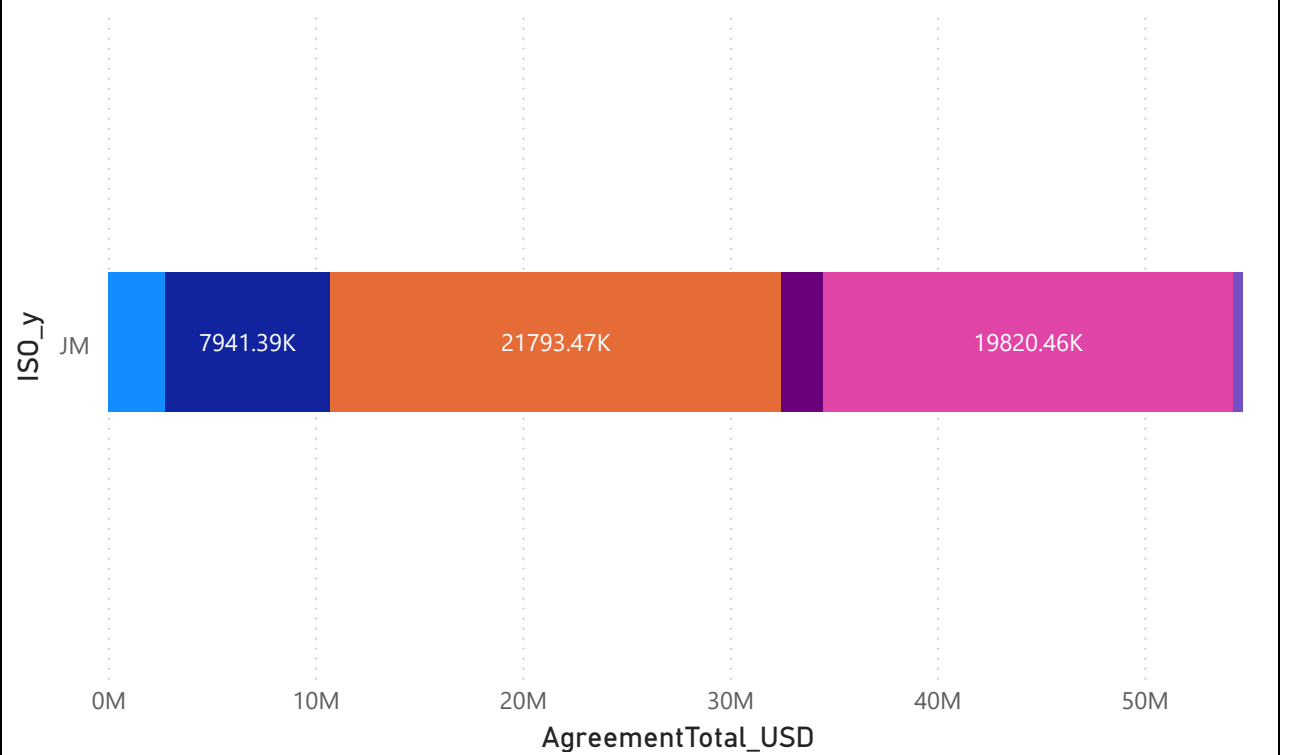
Percentage of Total AgreementTotal by CampaignCode and Age Group

Age Group Boomers 1 Boomers 2 Gen X Gen Z Millenial Post War

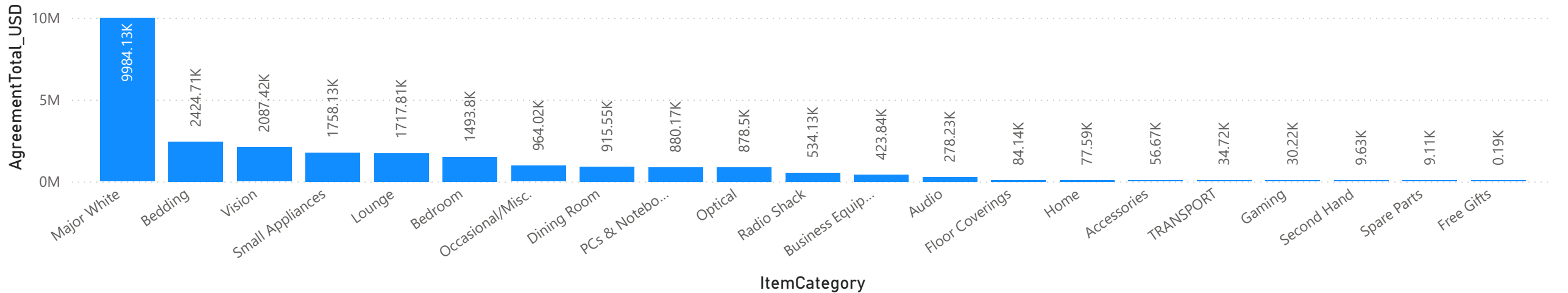


AgreementTotal by ISO and Age Group

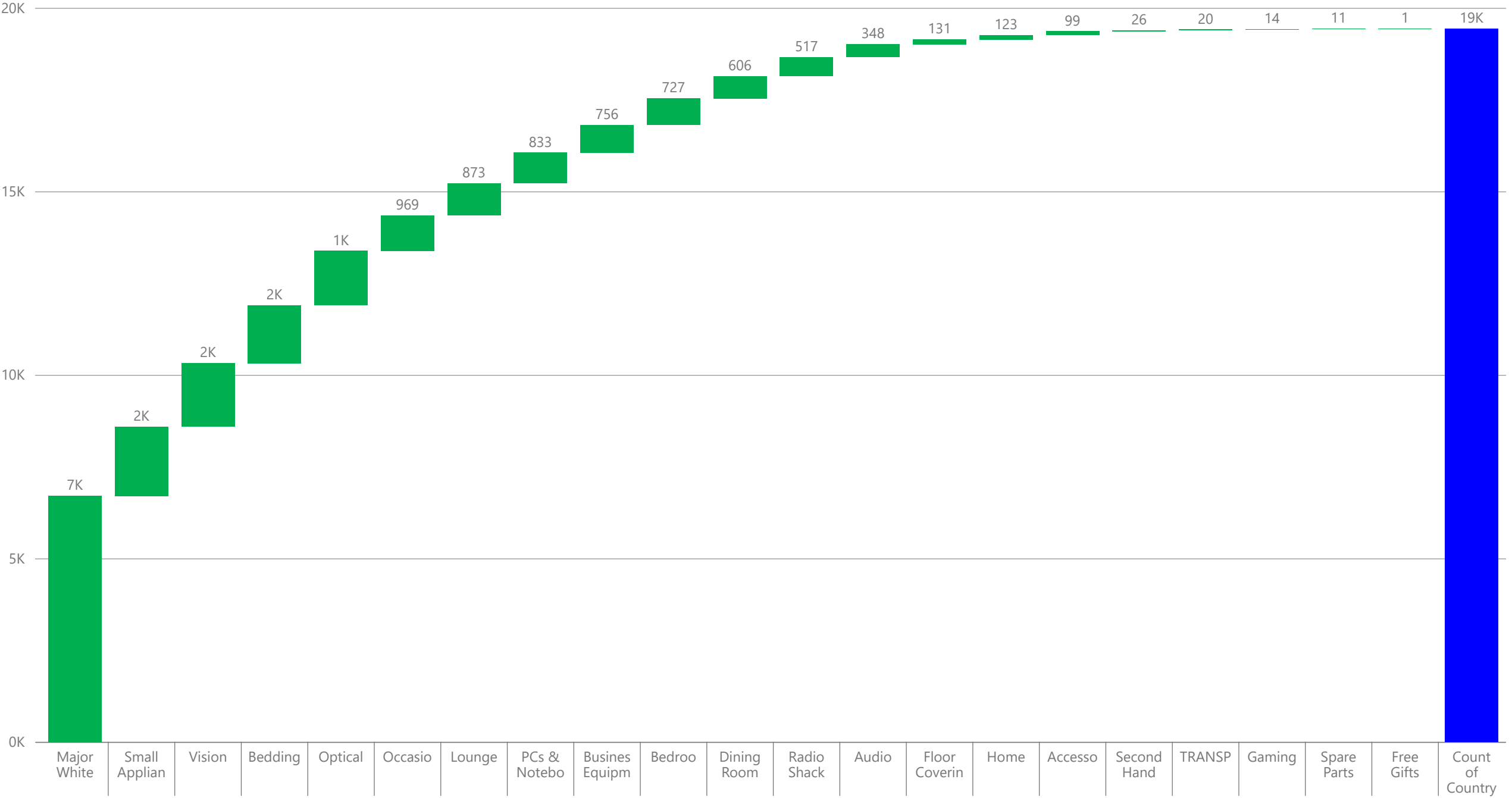
Age Group Boomers 1 Boomers 2 Gen X Gen Z Millenial Post War



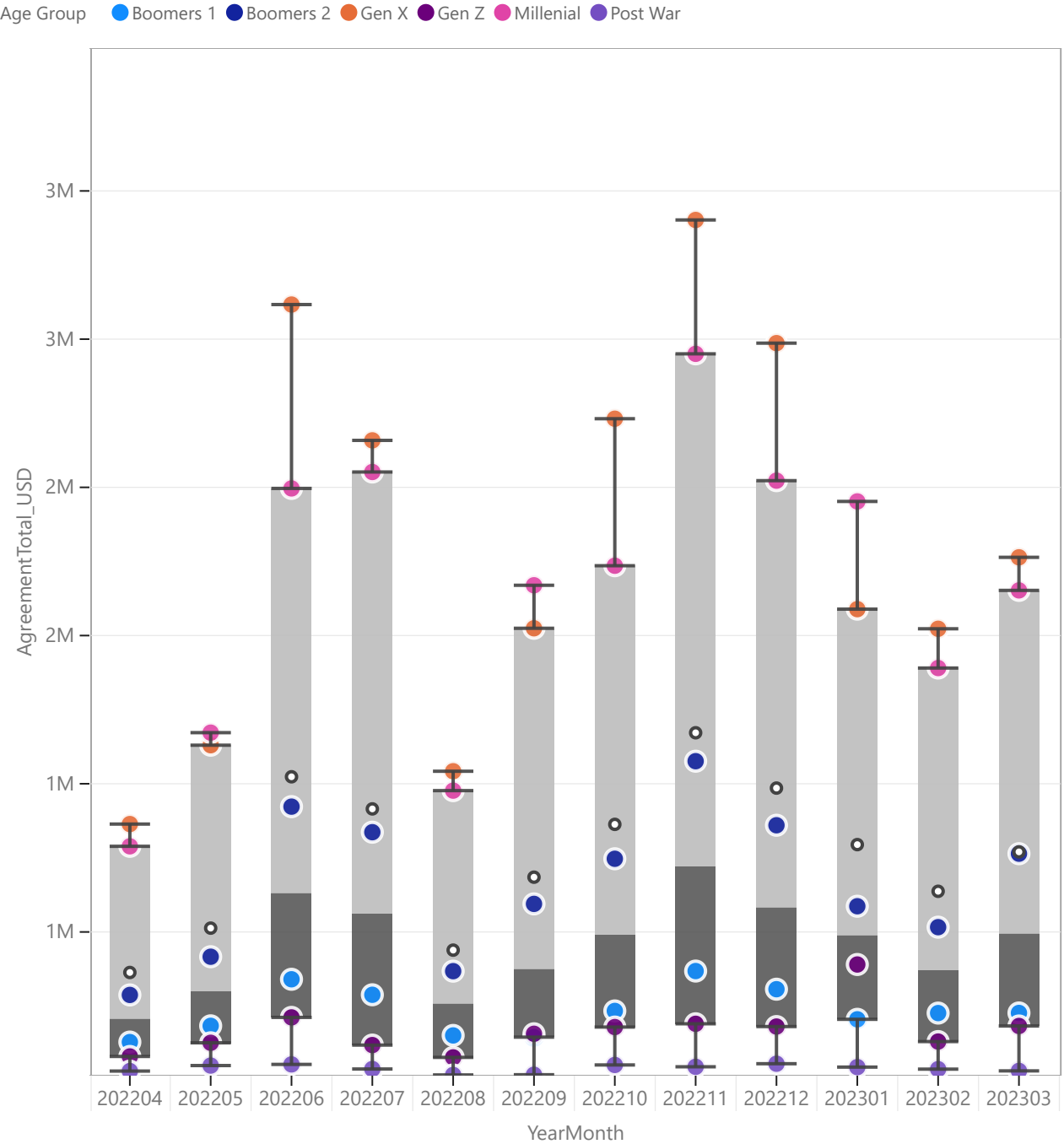
AgreementTotal_USD by ItemCategory



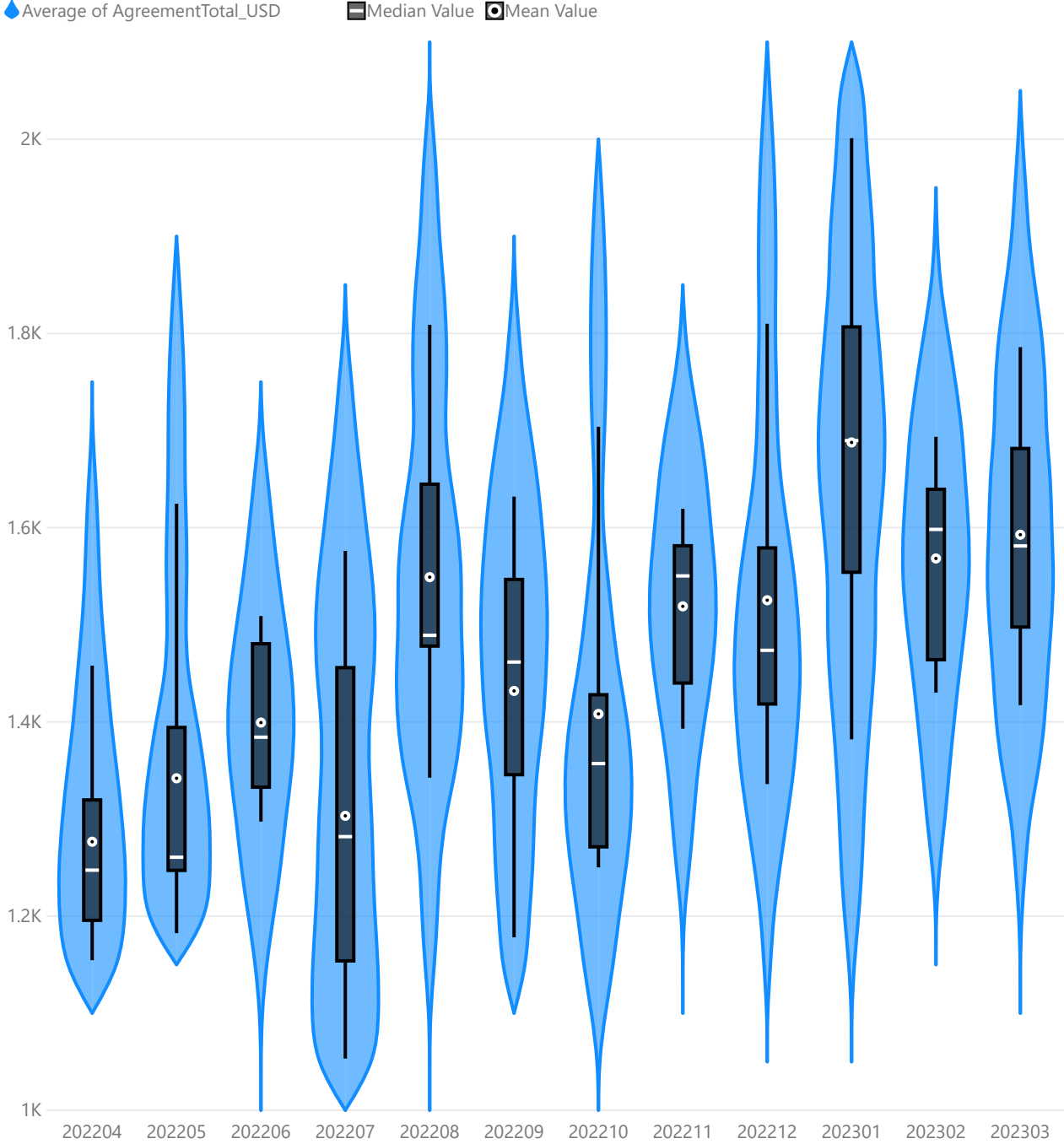
Count of CountryCustomerID by ItemCategory



AgreementTotal_USD by YearMonth and Age Group



Average of AgreementTotal_USD by Age Group and YearMonth



Heat map showing distribution of spend across Item Categories by Age Group

ItemCategory	Boomers 1	Boomers 2	Gen X	Gen Z	Millenial	Post War	Total
Accessories	0.05%	0.05%	0.22%		0.19%		0.51%
Audio	0.21%	0.41%	0.73%	0.02%	0.40%	0.03%	1.79%
Bedding	0.64%	1.29%	3.06%	0.37%	2.68%	0.06%	8.11%
Bedroom	0.13%	0.60%	1.46%	0.16%	1.33%	0.07%	3.74%
Business Equipment	0.39%	0.64%	1.33%	0.17%	1.34%	0.02%	3.89%
Dining Room	0.15%	0.40%	1.32%	0.07%	1.15%	0.03%	3.12%
Floor Coverings	0.01%	0.12%	0.32%	0.03%	0.20%		0.67%
Free Gifts					0.01%		0.01%
Gaming			0.04%	0.01%	0.03%		0.07%
Home	0.02%	0.09%	0.33%	0.02%	0.16%	0.01%	0.63%
Lounge	0.26%	0.62%	1.79%	0.16%	1.60%	0.06%	4.49%
Major White	2.17%	5.57%	14.19%	1.15%	11.05%	0.37%	34.50%
Occasional/Misc.	0.23%	0.85%	2.00%	0.16%	1.70%	0.04%	4.99%
Optical	0.47%	1.45%	3.68%	0.26%	1.70%	0.08%	7.64%
PCs & Notebooks	0.14%	0.46%	1.69%	0.27%	1.71%	0.01%	4.29%
Radio Shack	0.17%	0.35%	1.15%	0.10%	0.85%	0.04%	2.66%
Second Hand		0.02%	0.06%	0.02%	0.05%		0.13%
Small Appliances	0.60%	1.67%	4.28%	0.24%	2.84%	0.06%	9.69%
Spare Parts	0.01%	0.02%	0.02%		0.01%		0.06%
TRANSPORT	0.01%	0.01%	0.05%		0.03%	0.01%	0.10%
Vision	0.58%	1.29%	3.95%	0.27%	2.73%	0.09%	8.90%
Total	6.24%	15.92%	41.66%	3.47%	31.75%	0.96%	100.00%

Heat map showing distribution of spend across Item Categories by Country

ItemCategory	GY	JM	Total
Accessories		0.51%	0.51%
Audio		1.79%	1.79%
Bedding		8.11%	8.11%
Bedroom		3.74%	3.74%
Business Equipment		3.89%	3.89%
Dining Room		3.12%	3.12%
Floor Coverings		0.67%	0.67%
Free Gifts		0.01%	0.01%
Gaming		0.07%	0.07%
Home		0.63%	0.63%
Lounge		4.49%	4.49%
Major White		34.50%	34.50%
Occasional/Misc.		4.99%	4.99%
Optical		7.64%	7.64%
PCs & Notebooks		4.29%	4.29%
Radio Shack		2.66%	2.66%
Second Hand		0.13%	0.13%
Small Appliances		9.69%	9.69%
Spare Parts		0.06%	0.06%
TRANSPORT		0.10%	0.10%
Vision	0.01%	8.90%	8.90%
Total	0.01%	99.99%	100.00%