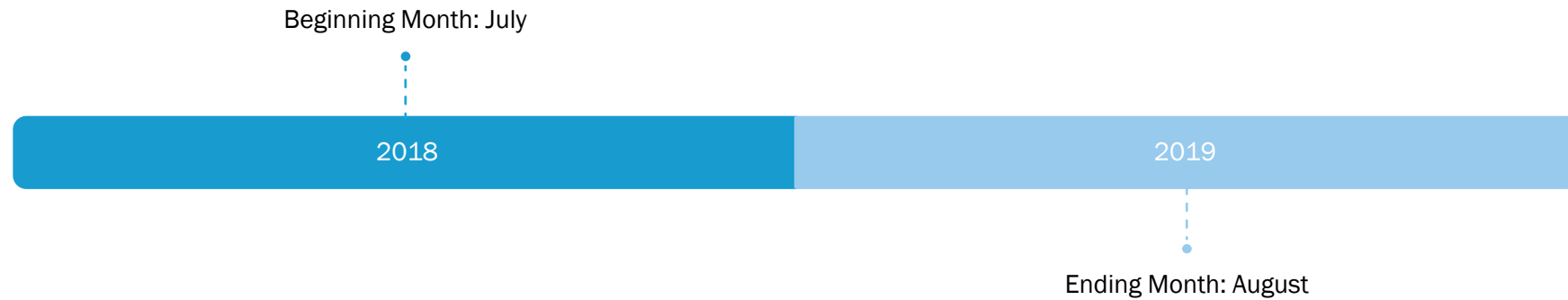

BEHAVIORAL EVOLUTION ANALYSIS

CONSOLIDATED WIDGET COMPANY



BEHAVIORAL TREND ANALYSIS TIME HORIZON IS 14 MONTHS



BUILD FOCUSED DATA SETS FOR TWO TYPES OF BEHAVIORAL TREND ANALYSIS: EVERGREEN BEHAVIORS & FLUCTUATING BEHAVIORS

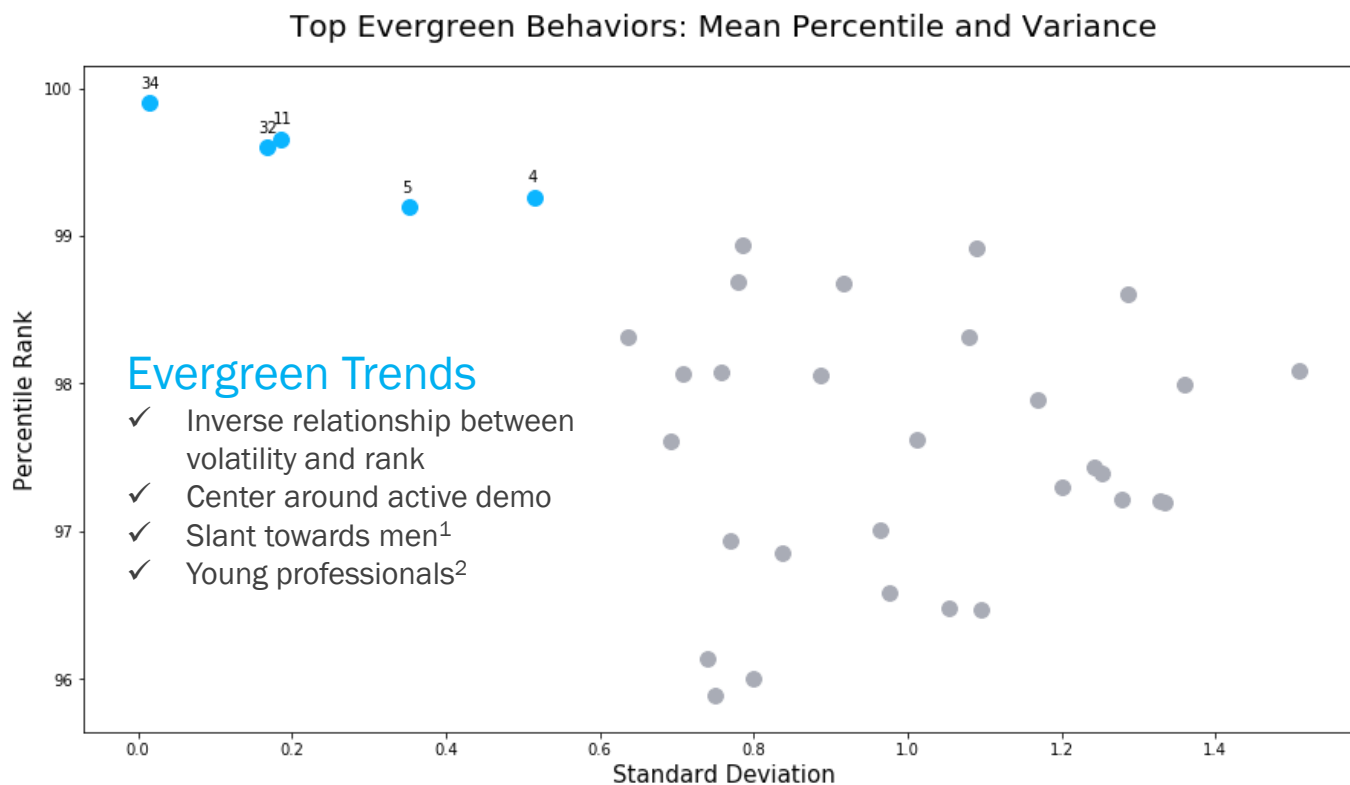
- Exclude attributes with trend history less than 9 months
 - Assumption is that less than 9 of 14 months of data points is insufficient to denote a trend
- Focus on attributes consistently in the 95th percentile or higher
 - For Evergreen Behaviors, this means top 5 percent based on ranking
 - For Fluctuating Behaviors, this means top 5 percent based on volatility
 - Assumption is that because these observations are outliers, they are likely signal, not noise



EVERGREEN BEHAVIORS

BEHAVIORAL ATTRIBUTES THAT CONSISTENTLY RANK HIGH OVER TIME





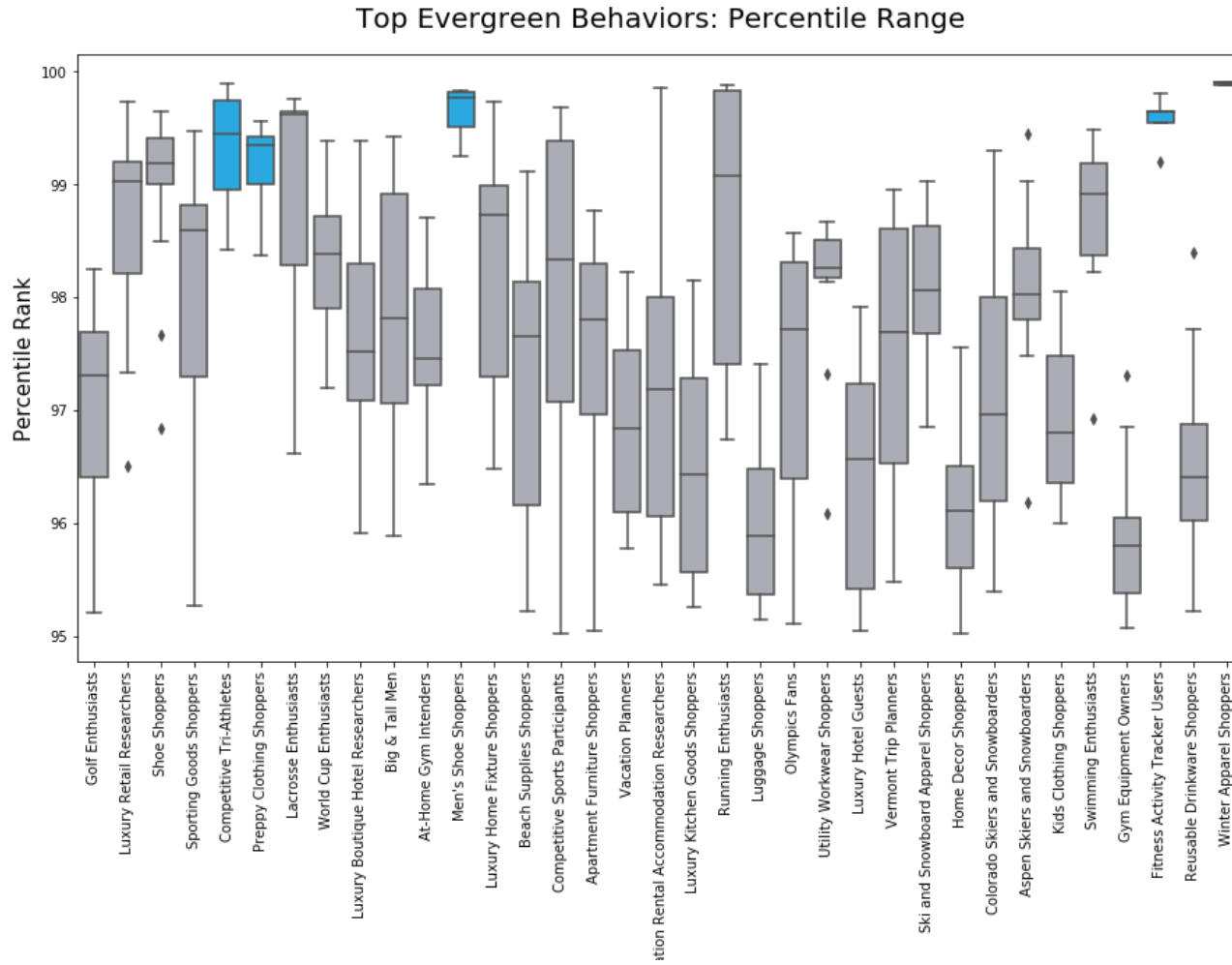
¹potential slant towards men given men's shoes overlap

²preppy clothing and active lifestyle point to young professionals

**EVERGREEN
BEHAVIORS
SHOW CLEAR
PATTERNS**

LEGEND: RECOMMENDED AUDIENCES

4: Competitive Tri-Athletes, 5: Preppy Clothing Shoppers, 11: Men's Shoe Shoppers, 32: Fitness Activity Tracker Users, 34: Winter Apparel Shoppers



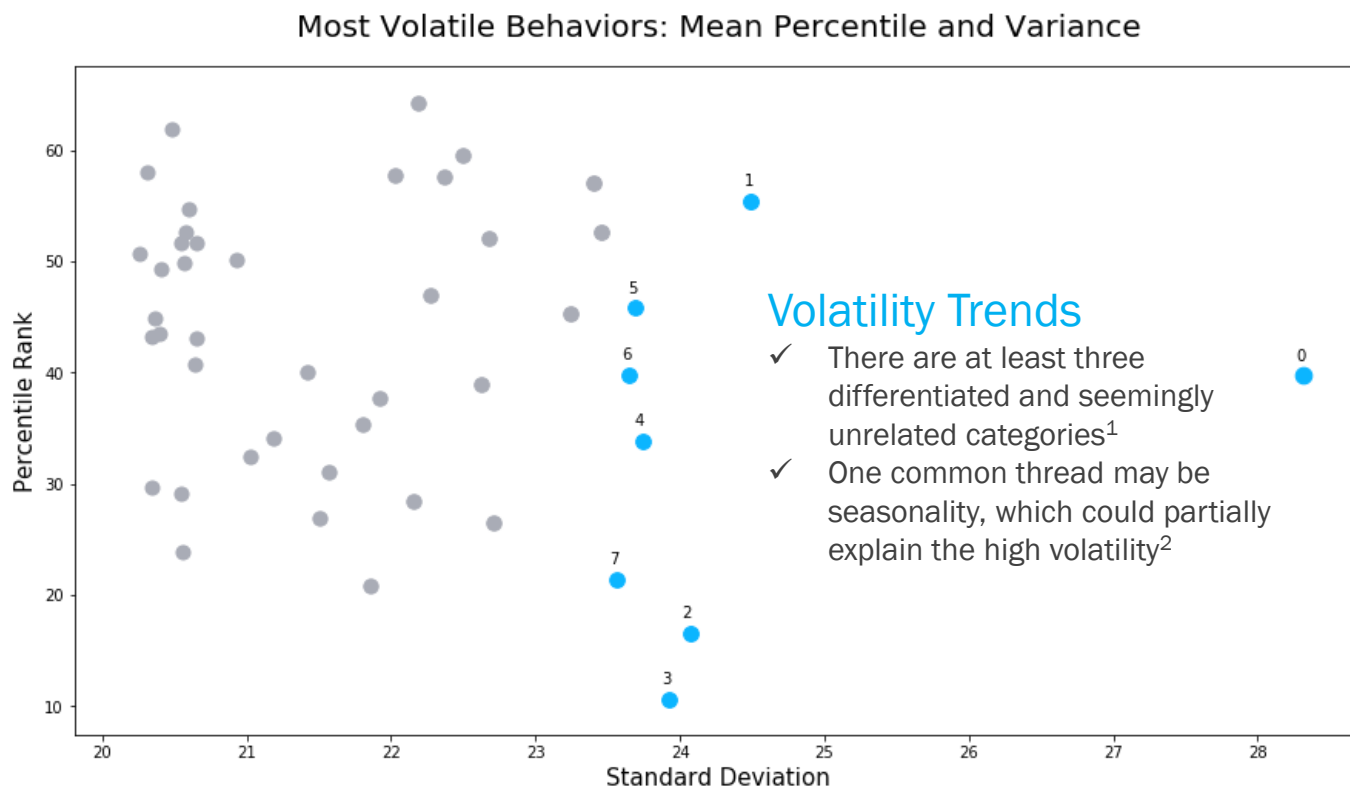
**TOP 5
BEHAVIORS
HAVE COMPACT
INTER-
QUARTILE
RANGE**



FLUCTUATING BEHAVIORS

BEHAVIOR ATTRIBUTES THAT SHOW FLUCTUATIONS IN RANK OVER TIME





**HIGHEST
VOLATILITY
BEHAVIORS
SHOW LITTLE
COMMONALITY**

LEGEND: UNPREDICTABLE AUDIENCES

0: Oregon Trip Planners, 1: Live Concert Fans, 2: Pregnancy Resources Researchers, 3: Metal & Rock Music Fans, 4: Women's Fashion Mag Readers, 5: Santa Cruz Trip Planners, 6: Denver Nuggets Fans, 7: Baby Products Buyers

¹Location/Destination specific behaviors, Female-centric behaviors, Music/Even focused behaviors

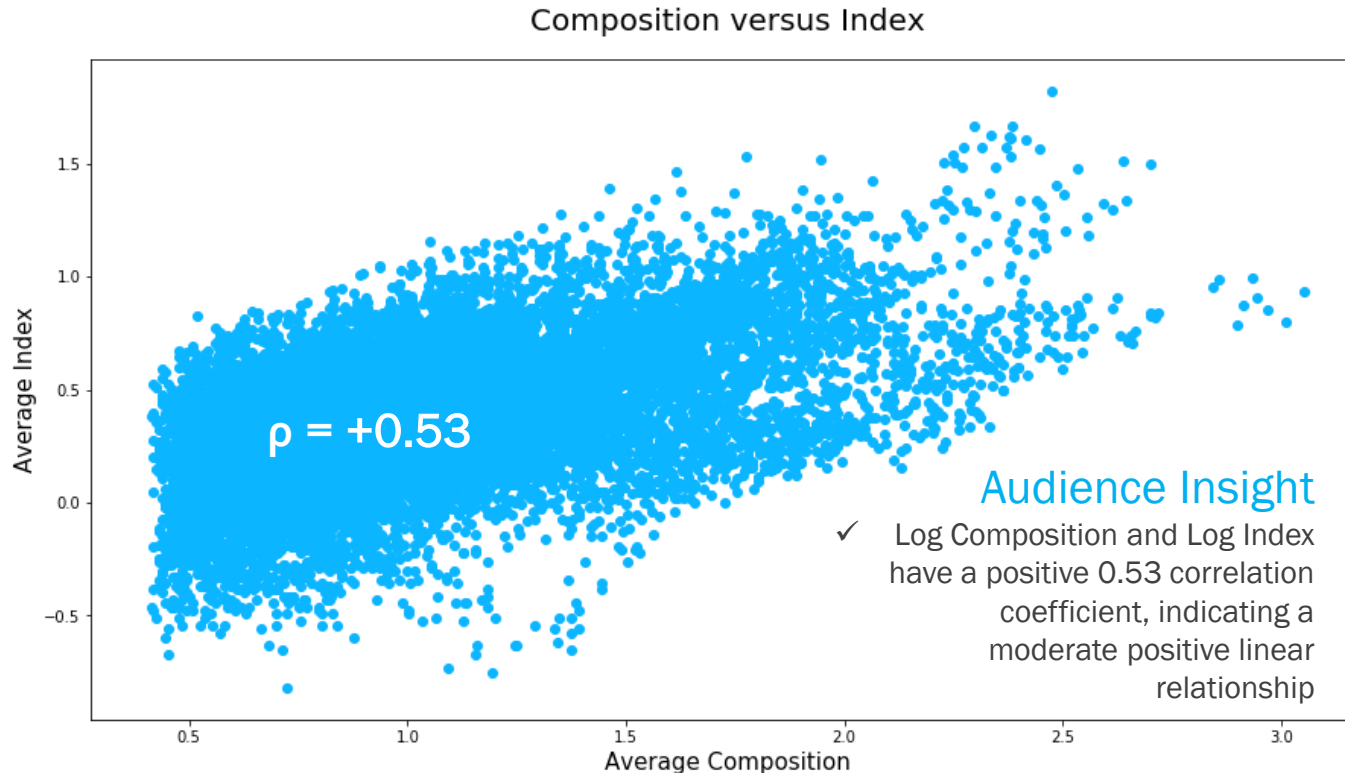
²These behaviors are all seasonal and/or punctuated by long periods between events for any given individual



COMPOSITION & INDEX

HOW AUDIENCE OVERLAP INFLUENCES LIKELIHOOD OF BELONGING





Takeaway

As overlap between Consolidated Widgets' audience and the attribute audience increases, the probability that Consolidated Widgets' audience belongs to the attribute group increases vis-à-vis the national average.

**THERE'S A
POSITIVE
LINEAR
RELATIONSHIP
BETWEEN LOG
COMPOSITION
AND LOG INDEX**