

A close-up, profile view of a woman with long brown hair driving a car. She is wearing a red top with a white floral pattern. The car's interior and side mirror are visible. The background is a bright, hazy outdoor scene.

EPSILON

# **Data Products**

**Summary Profile Report**

**Cherry Republic Best B2C**

**03/01/2024**

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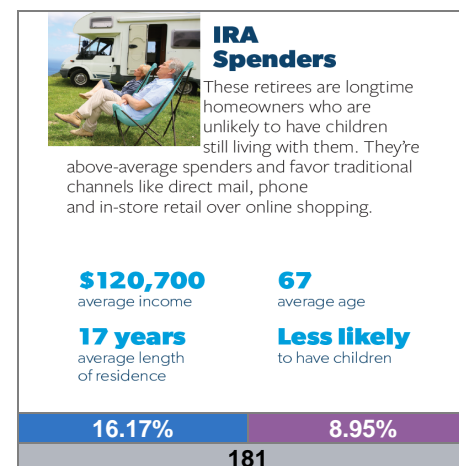
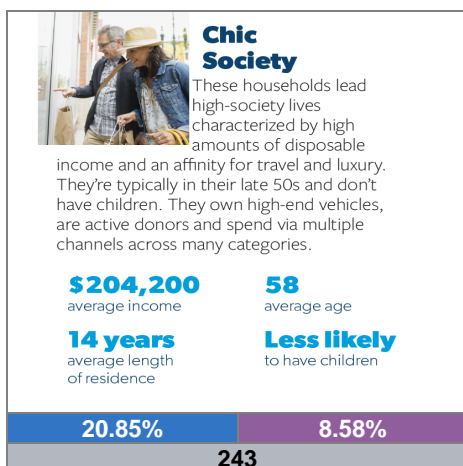
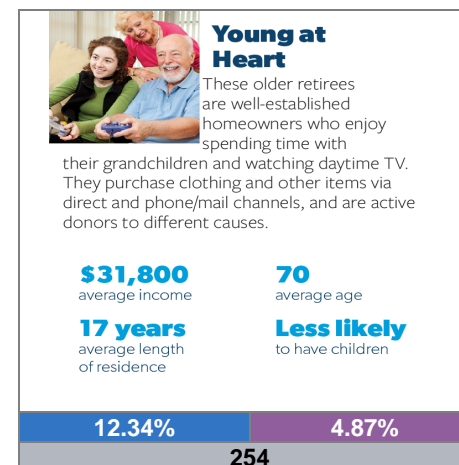
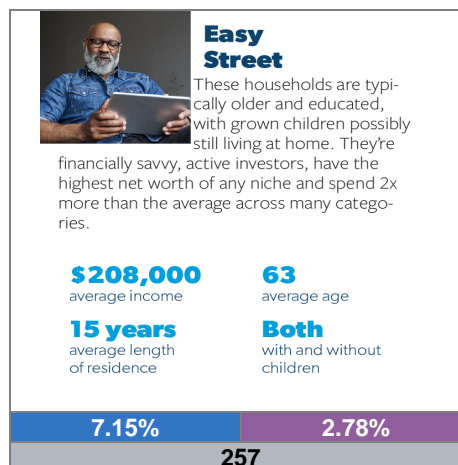
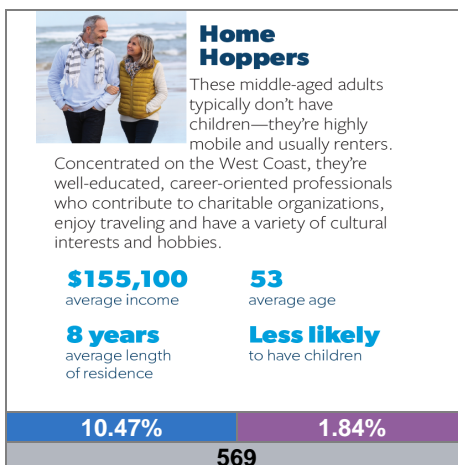
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# A complete view

## Niches Highest Index



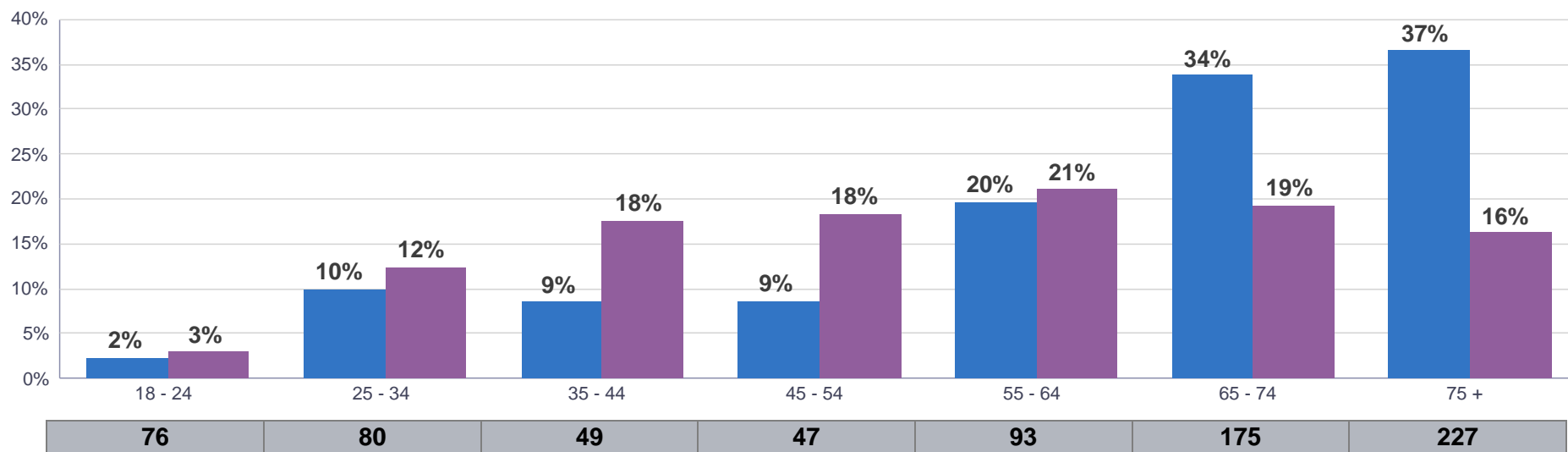
Best B2C Customers

Epsilon Universe

Index

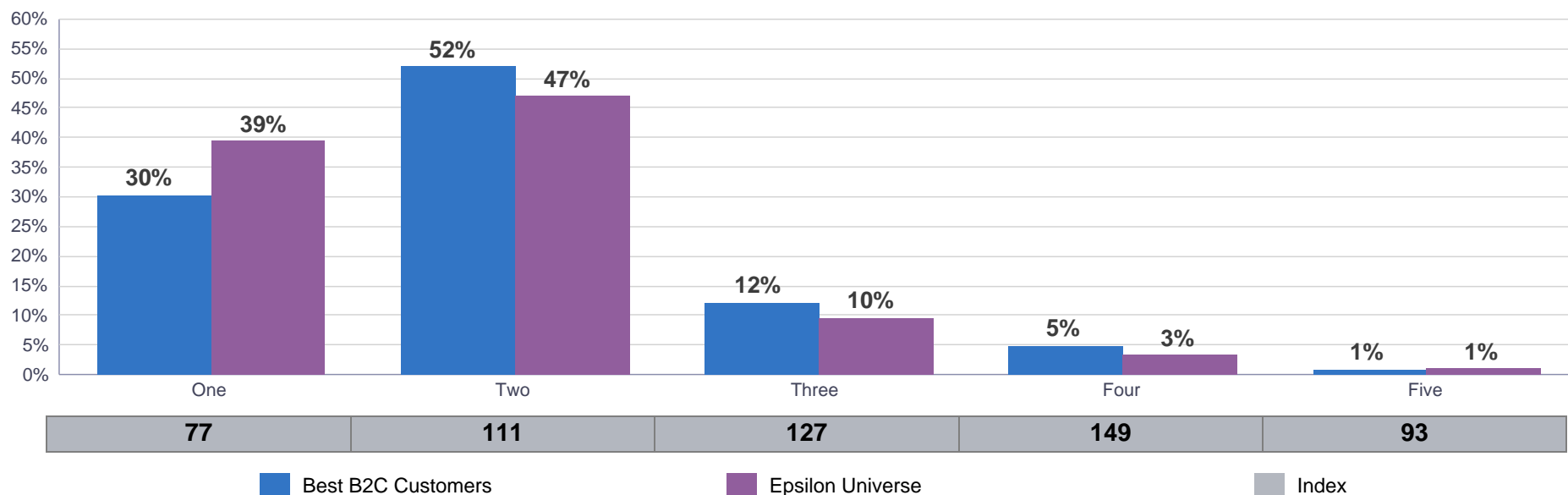
# Who they are

## Age of Total Adult Population (Individual)



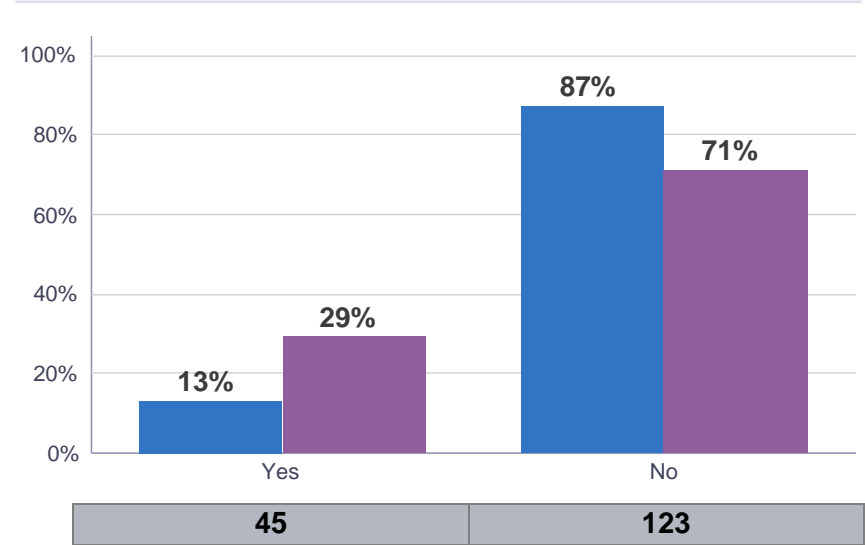
\*Element is displayed at the individual level

## Number of Adults in Household

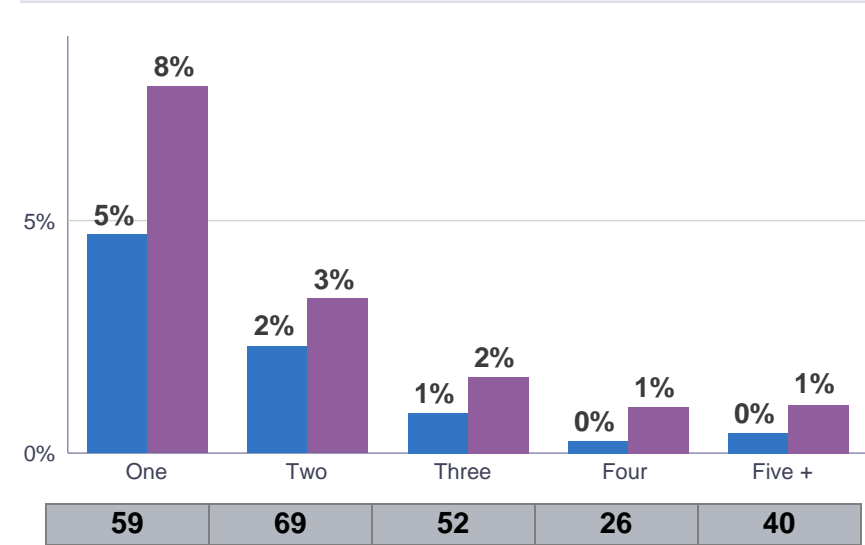


# Who they are

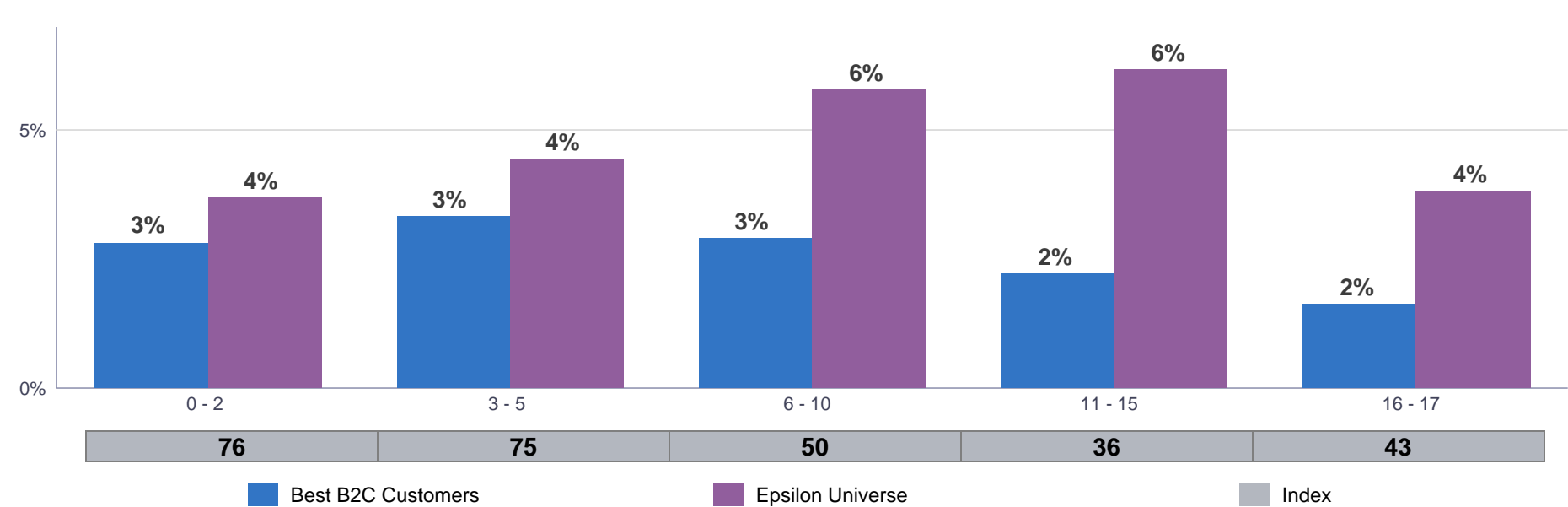
Presence of Children



Number of Children in Household

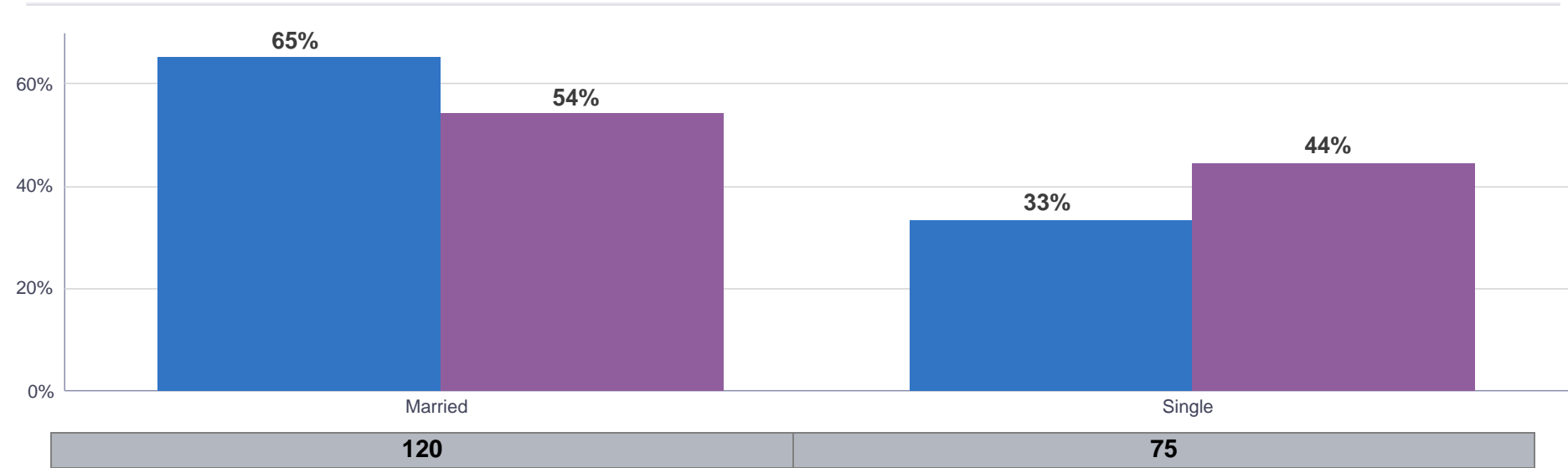


Households by Age of Children

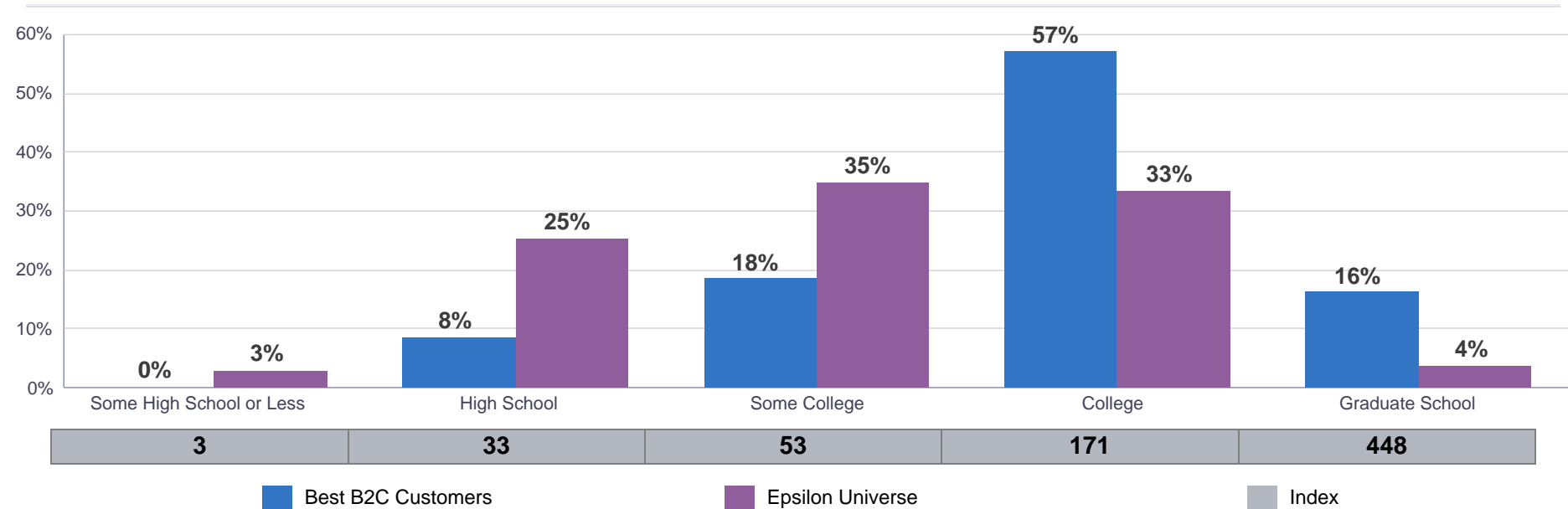


# Who they are

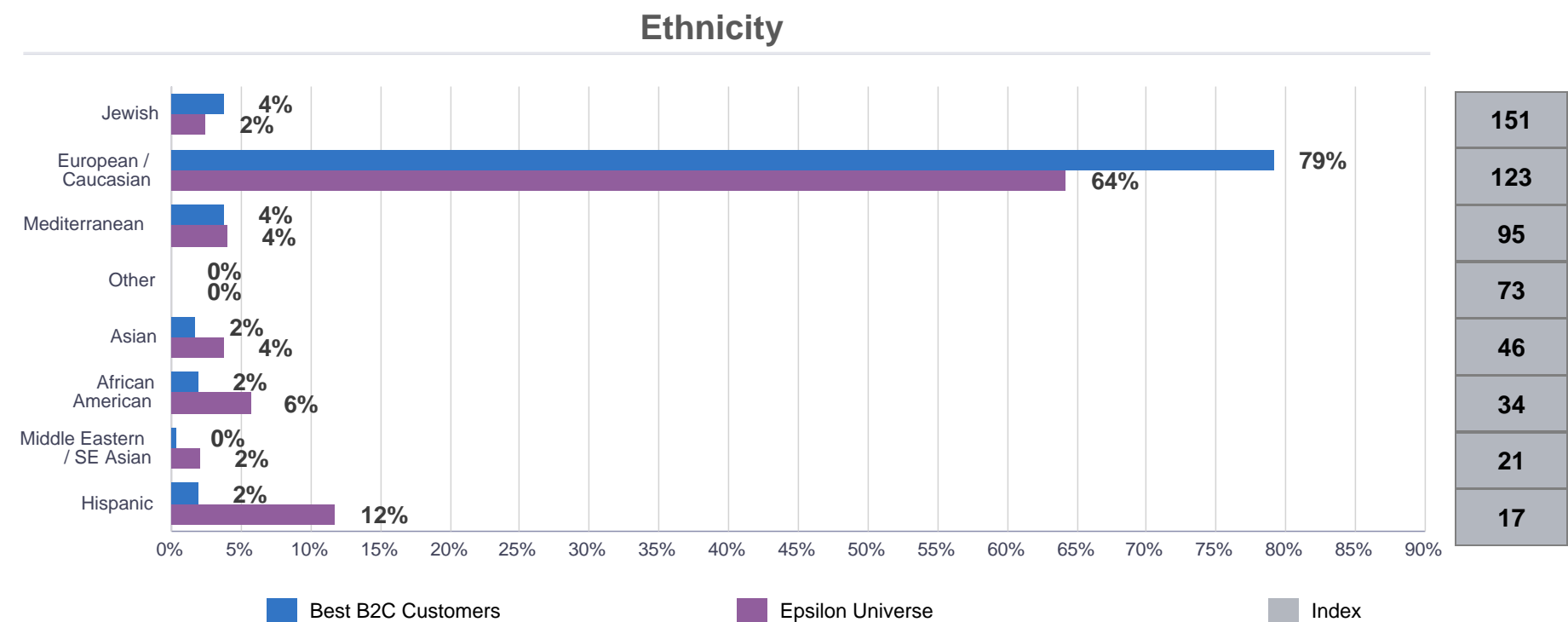
Marital Status



Education Level

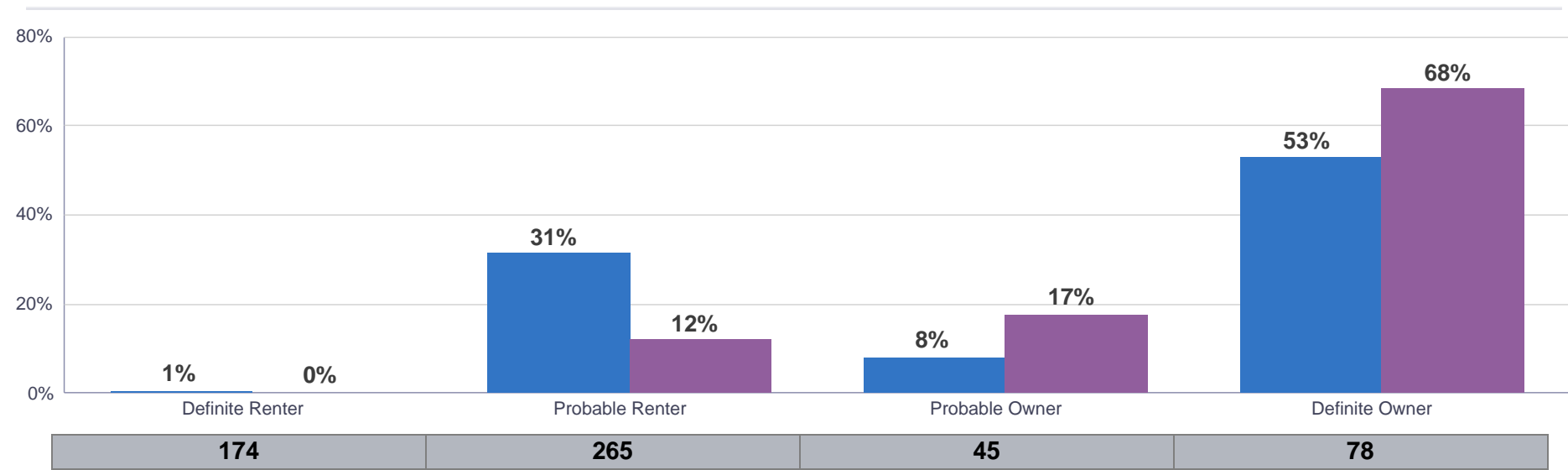


# Who they are

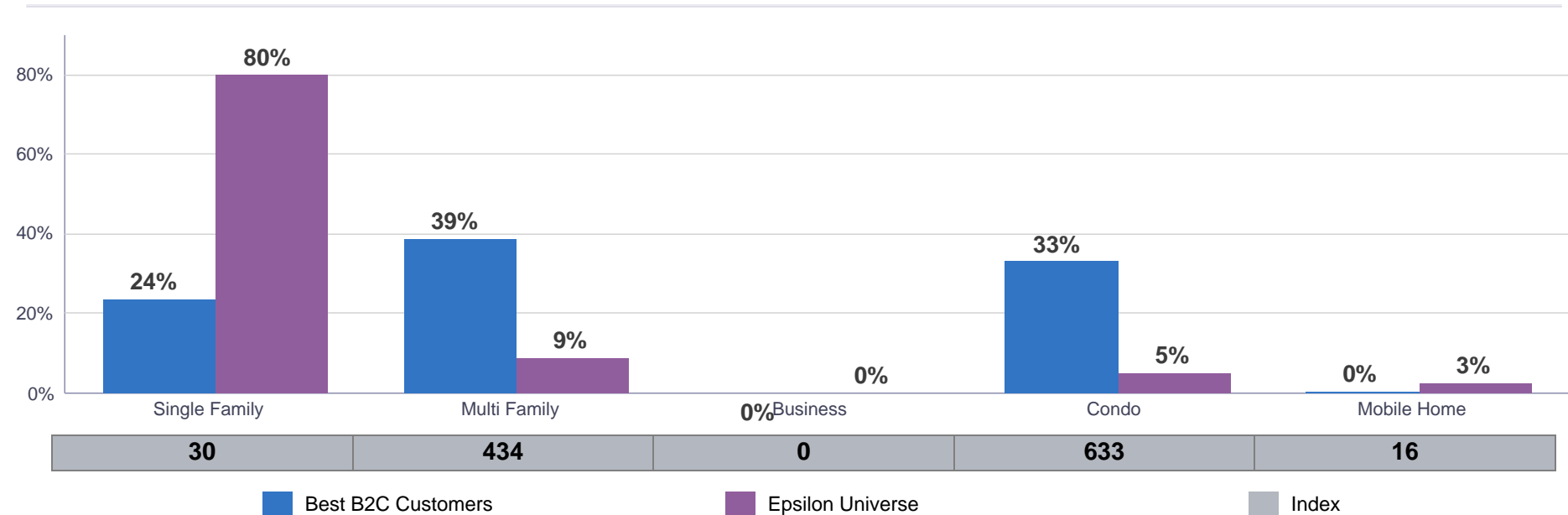


# Where they live

## Homeowner/Renter



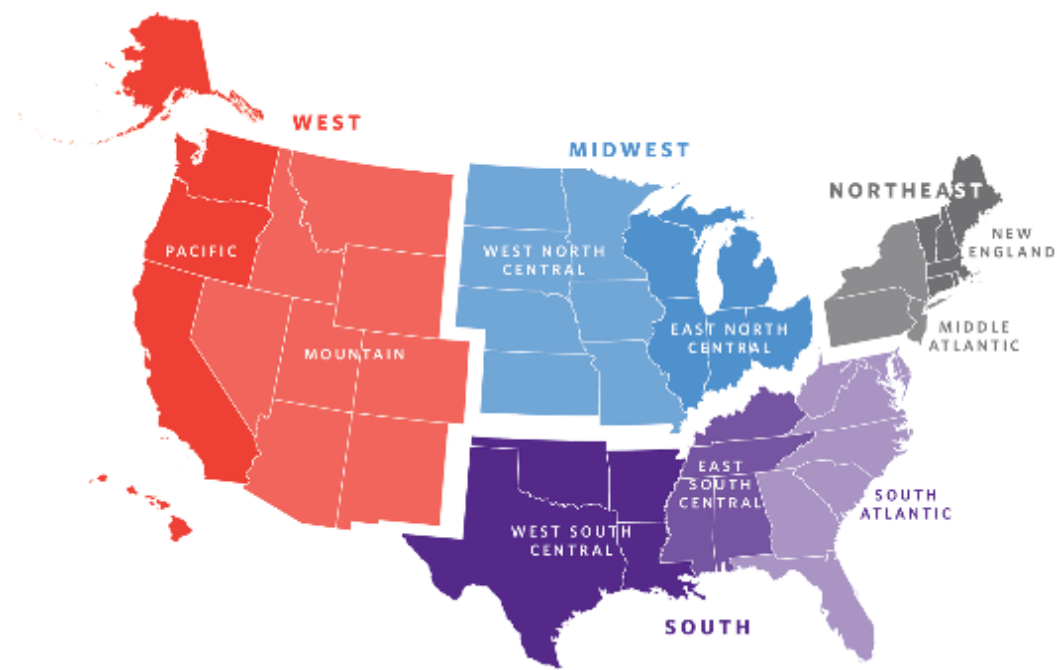
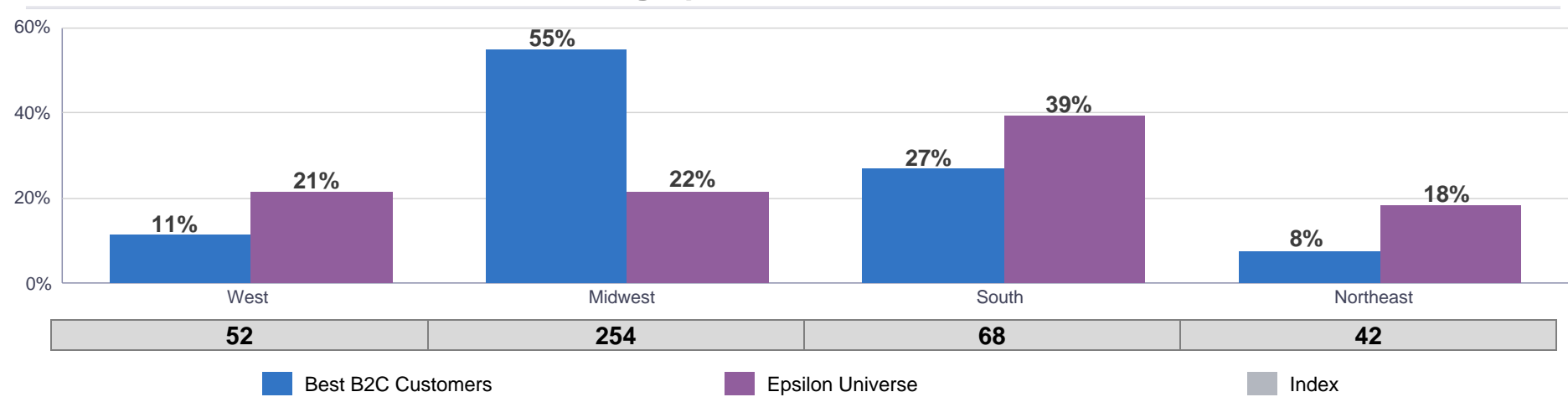
## Dwelling Type





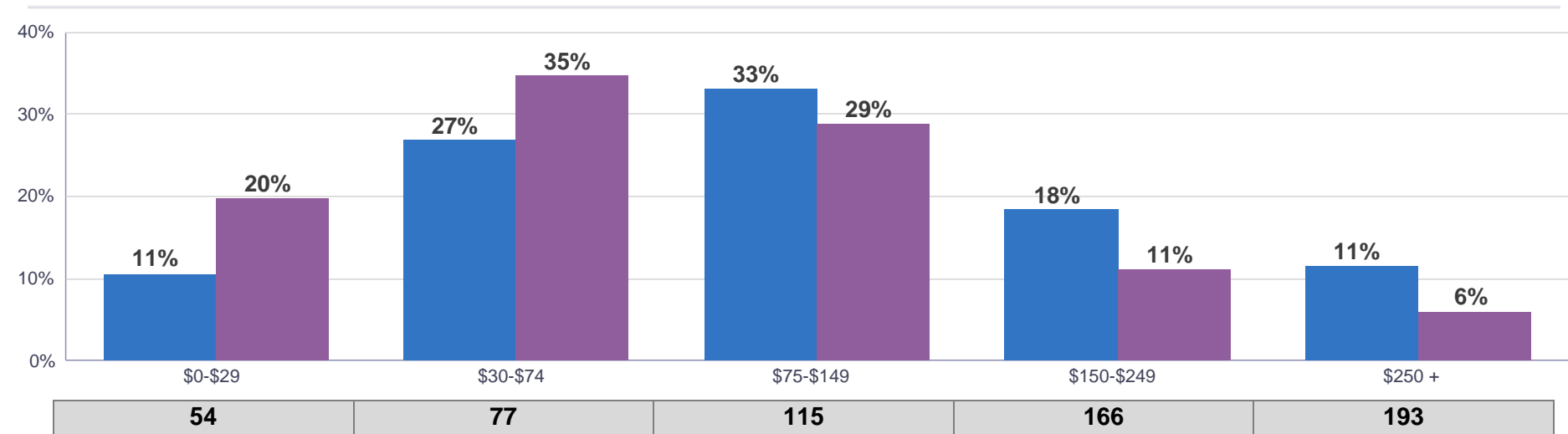
# Where they live

Geographic Distribution



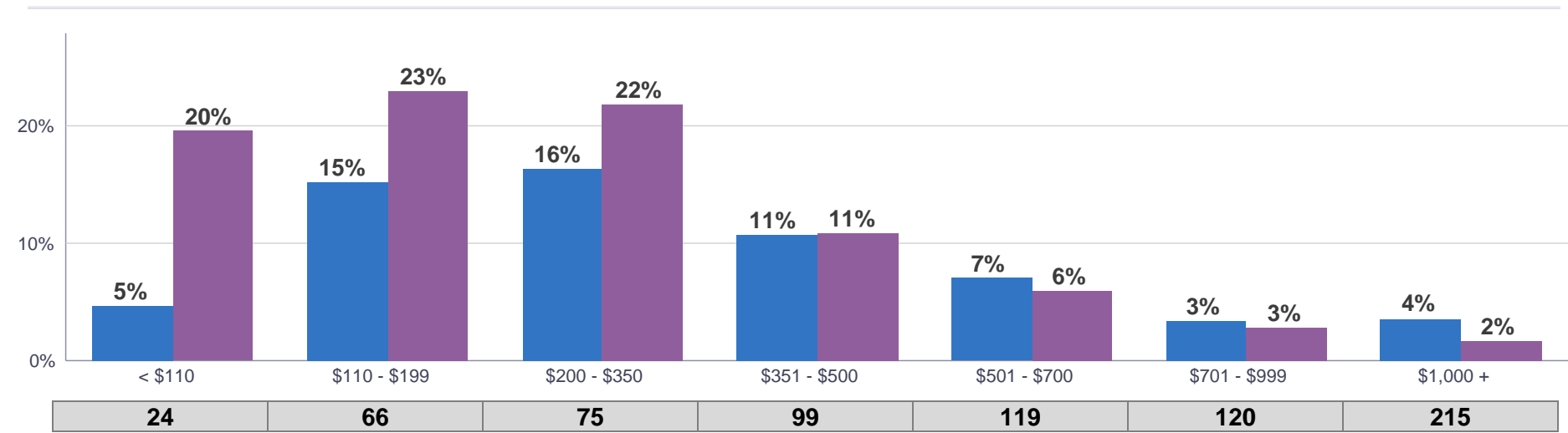
# Their financial strength

## Income



\*These numbers are displayed in thousands

## Home Value



\*These numbers are displayed in thousands

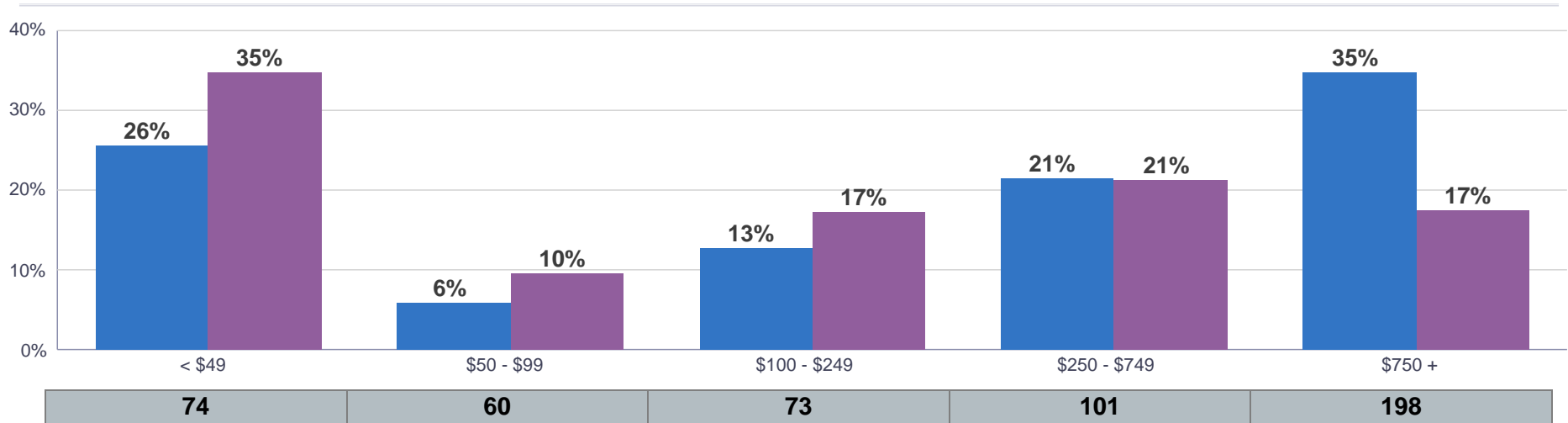
Best B2C Customers

Epsilon Universe

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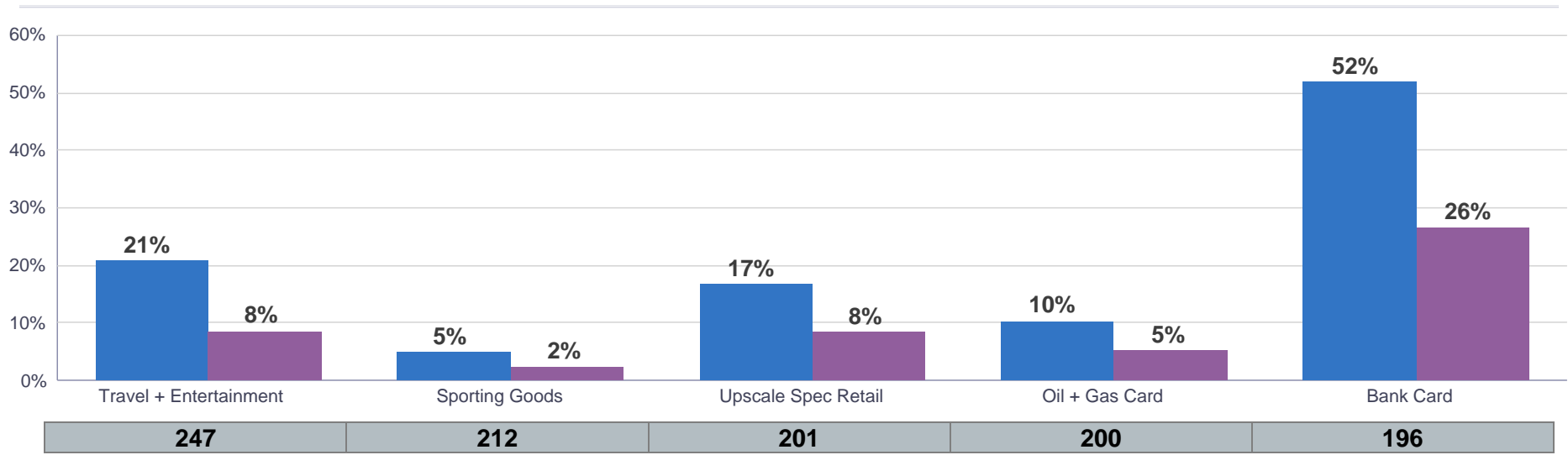
# Their financial strength

## Net Worth



\*These numbers are displayed in thousands

## Active Credit Cards

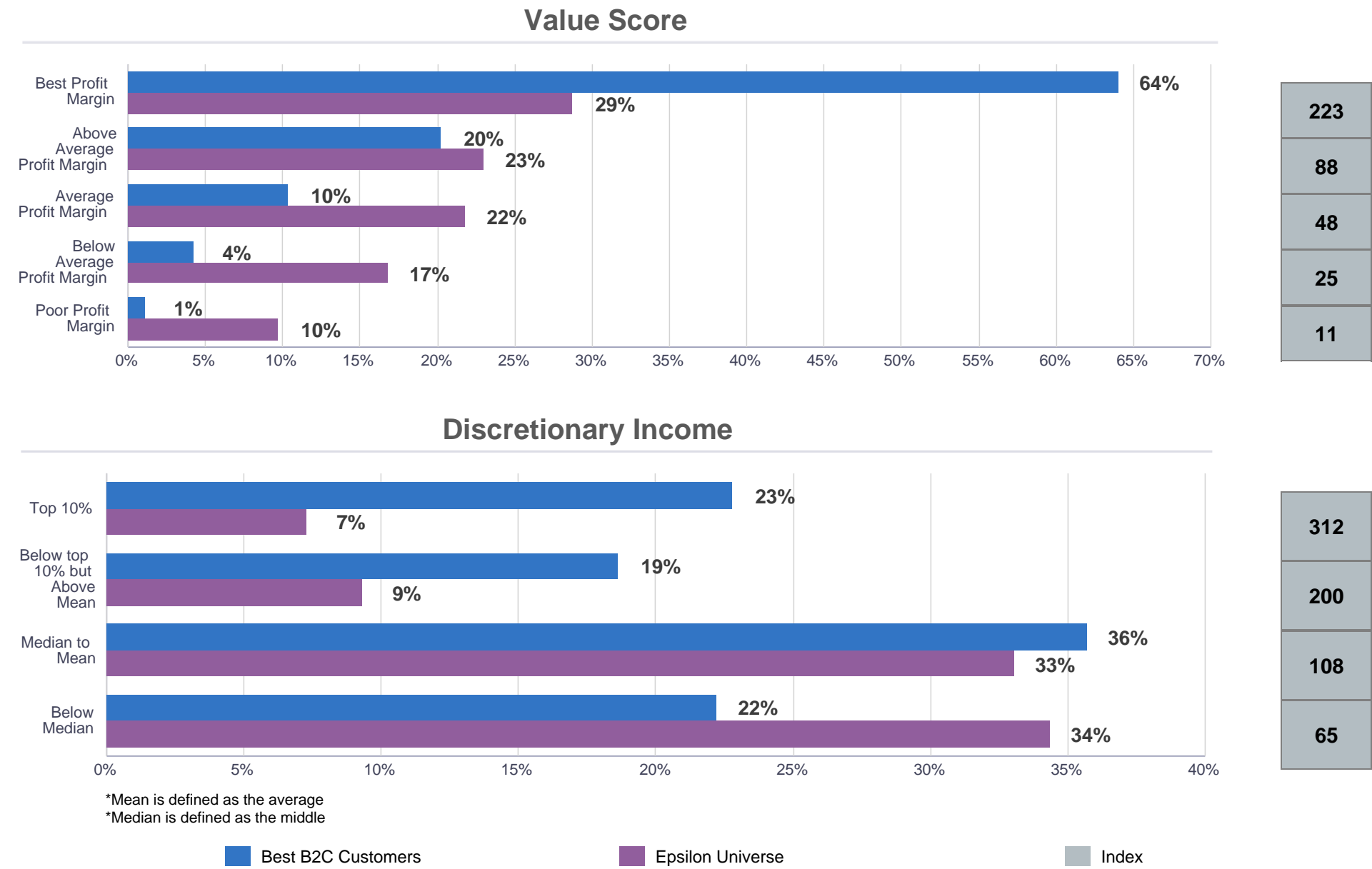


Best B2C Customers

Epsilon Universe

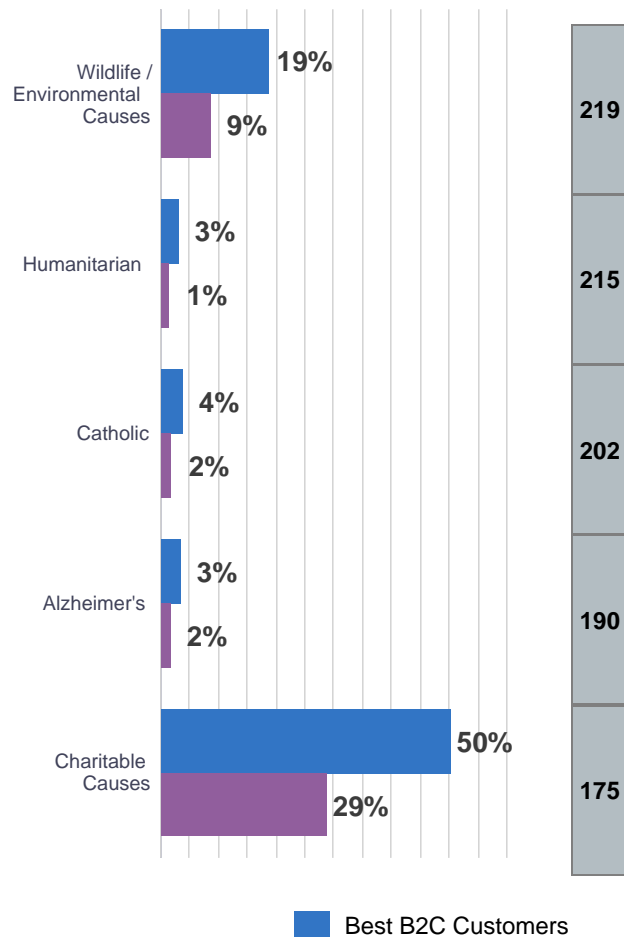
Index

# Their financial strength

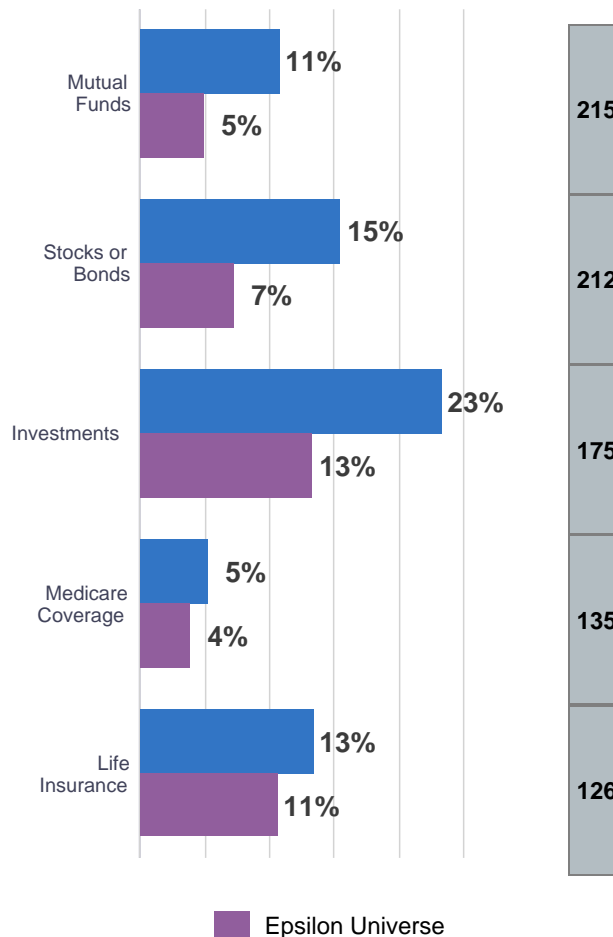


# How they spend their time

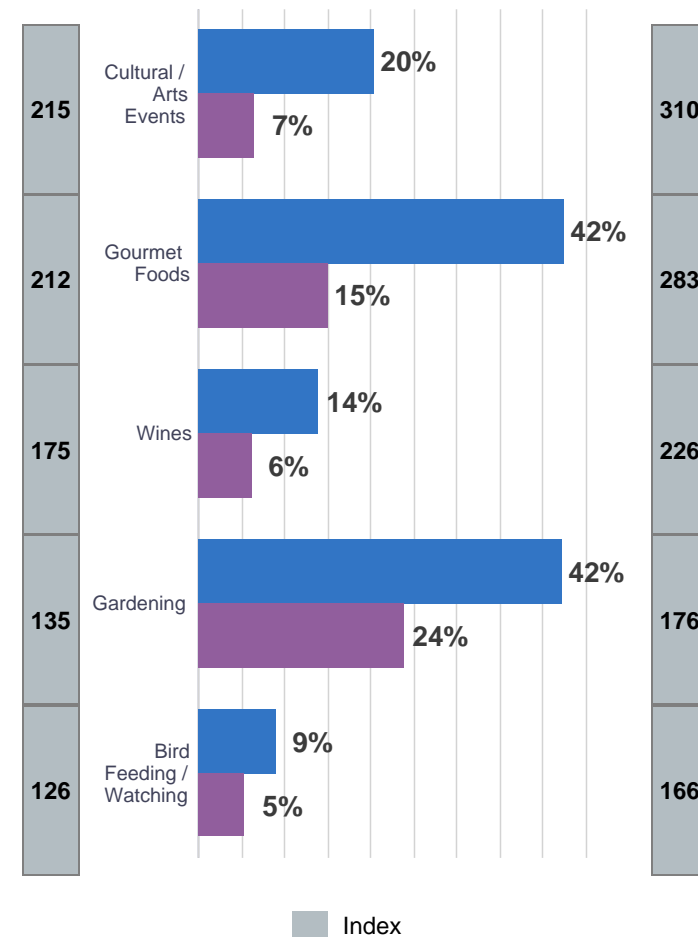
## Charitable Causes



## Investments and Insurance

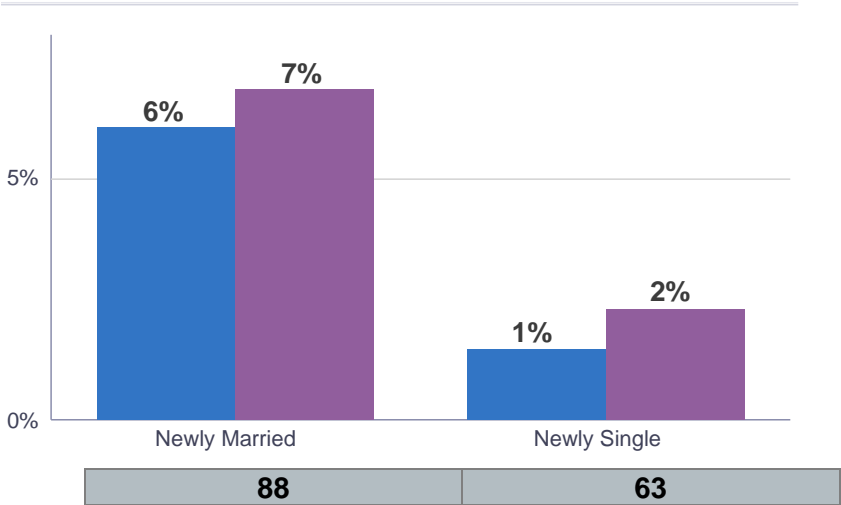


## Hobbies

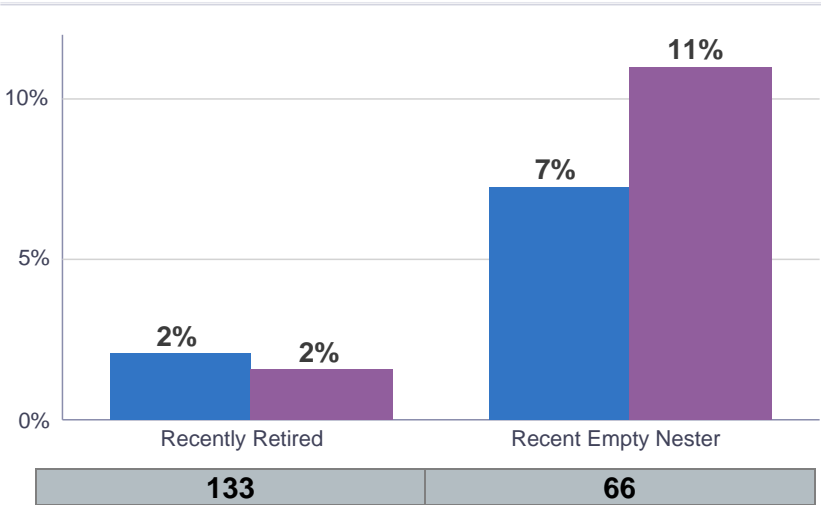


# Their recent events

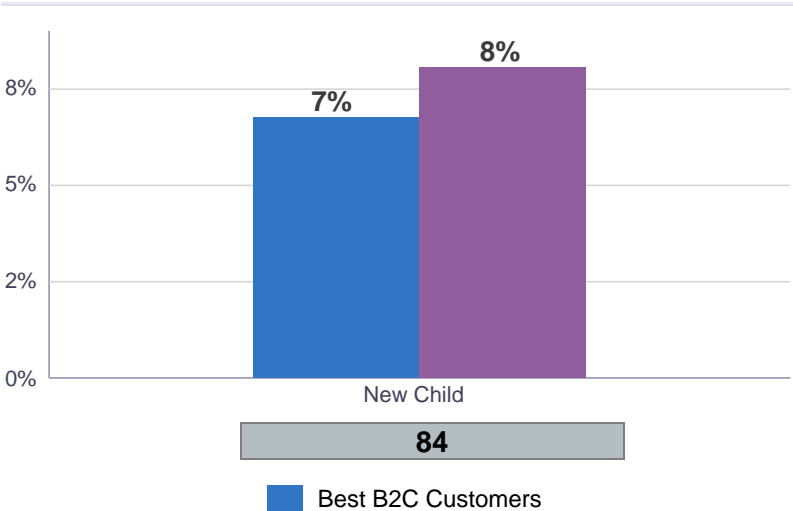
Marital Status



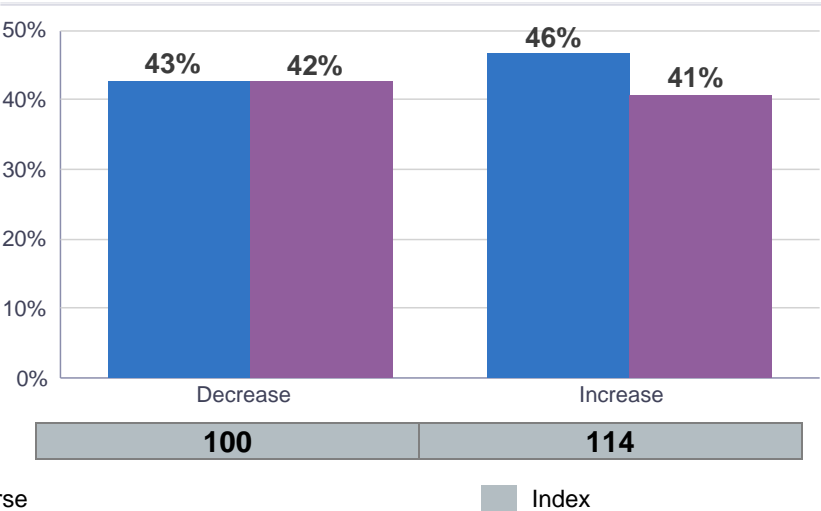
Lifestage



First Child



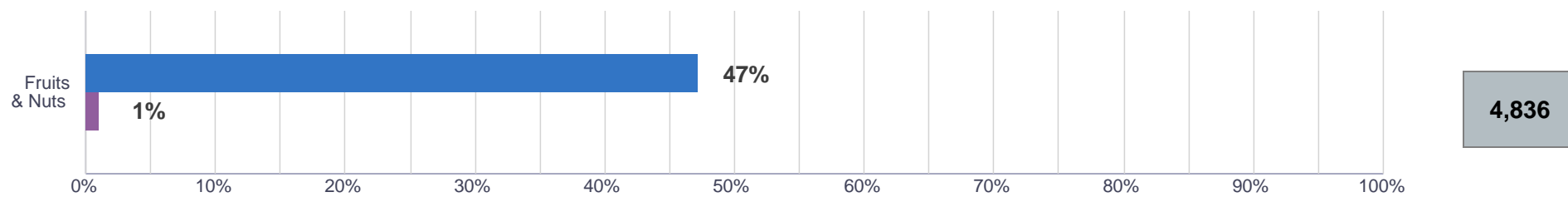
Income



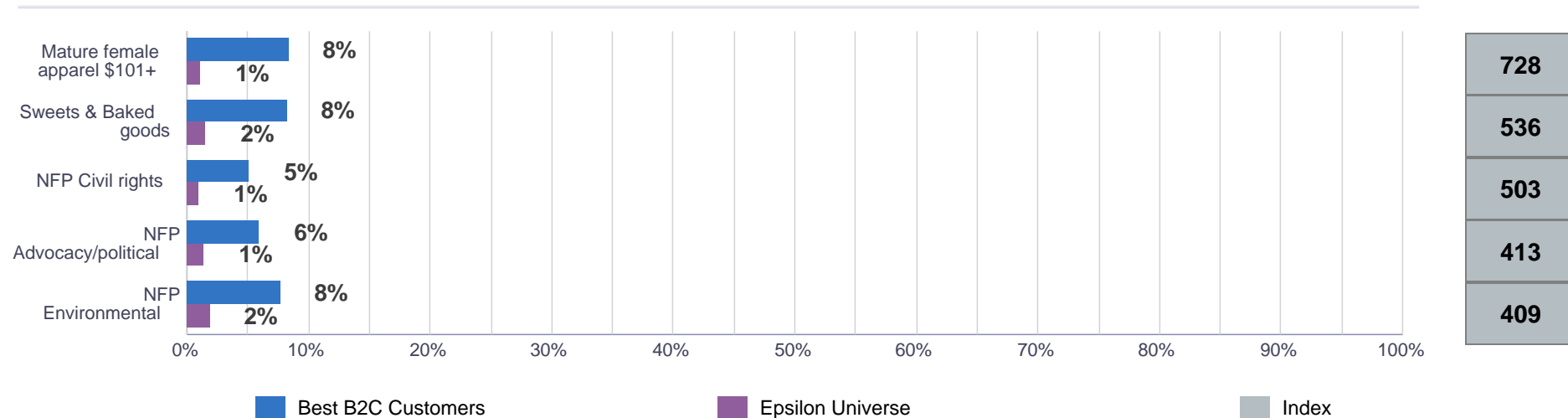
# How they spend their money

	Epsilon		Fruits & Nuts	
0-12 Month Values	Best B2C Customers	Epsilon Universe	Best B2C Customers	Epsilon Universe
Average Dollars	\$1,987	\$894	\$147	\$136
Average Participants	7	3	1	1
Average Transactions	13	6	2	2

## Fruits & Nuts Comparison



## Merchandise Categories Highest Index



# How they spend their money

