



Member Behavior and Trend (during the last 12 months)

Member Login

Total Members

New Member

Repeat Member

849,588

1,061,699

1,101,378

1,125,827

1,156,456

1,839,294

1,328,424

1,143,536

1,189,234

1,091,392

1,175,894

562,729

Month

TA Comparative

Clear Selections < Undo Redo >

Filters

To segment members based on their behavioral and demographic information. The selection(s) will directly reflect on the size (# members) of each group.

By Behavior

Message & Email Subscription

Last Login Time

Last Product Registration Time

Product Registration Duration

Registered Units per Member

Registered Units per Member (Cross Product Types)

TA Comparison

Make selection(s) in groups of product types and models below to compare the difference between targets.

*As default all the product registrants are counted in each groups.

*Press 'CTL' to select multiple products under the same group.

*Click 'on' to enable to group in the graph and 'off' to drop

Base: 3,017,928 on / off

Select by Type

Notebook

3,017,928

Select by Model

T100TA

279,815

X551MA

173,165

X551CA

97,330

X550CA

89,920

X200MA

83,592

X550LD

79,957

X553MA

79,215

Group 1: 229,895 on / off

Select by Type

ZenFone

229,895

Select by Model

ASUS ZenFone 5

121,485

ASUS ZenFone 6

34,726

ASUS ZenFone 2 (ZE551

24,557

ASUS ZenFone 4

16,034

ASUS ZenFone 5 (A500K

15,468

ASUS ZenFone 4 (A450C

7,579

ASUS ZenFone 2 (ZE550

6,886

Group 2: 138,396 on / off

Select by Type

Eee Pad

138,396

Select by Model

ASUS MeMO Pad 7 (ME17

10,145

ASUS Fonepad 7 (FE170C

9,249

Nexus 7

7,928

ASUS Transformer Pad TF

7,623

ASUS VivoTab 8 (M81C)

6,472

ASUS MeMO Pad HD 7

5,868

ASUS MeMO Pad HD 7

4,460

Group 3: 290,140 on / off

Select by Type

All-in-one PCs

64,088

Desktop PC

226,232

Select by Model

M32AD

26,954

M32BF

21,799

M11AD

20,090

M11BB

19,932

M51AD

16,431

G20AJ

13,479

K30AD

12,787

Age Distribution

Base

Group1

Group2

Group3

15 & below

16-20

21-25

26-30

31-35

36-40

41-45

46-50

51-55

56-60

60 & above

Gender

Base

Group1

Group2

Group3

M

F

Education

Base

Group1

Group2

Group3

College and University

High School

Elementary & Secondary School

Graduate School

Top 5 Profession

Base

Group1

Group2

Group3

12-Finance/Insurance/Salesman

07-Medical/Law Professional

17-Others

06-Programmer/Internet/Computer Engineer

10-Manufactory Worker

17-Others

13-Students

06-Programmer/Internet/Computer Engineer

02-Office Staff/Government Employee

09-Manager/Leader/Chairperson

