

Look-Alike Report

FEBRUARY 26, 2020
REPORT # R3346923



What is Look-Alike Report?

Look-Alike Report functionality provides users with a list of potential new customers that share attributes with (or “look like”) their most-successful customer lists. In other words, the report contains our recommendations for prospects based on the client data you submit, as well as useful details that pertain to your target audience. The process is simple – After you upload a file containing a list of your best customers, the file is analyzed and specific criteria is matched with other records in the database. You then receive a list of new records with similar attributes – geographic, demographic or psychographic – that match those in your “best customer” list.

Additionally, the system calculates your list’s Market Penetration Index (MPI), which enables you to define its prospective market potential. The higher the index calculation, the greater success you had penetrating that particular demographic or geographic area. High MPI is shown in **red** text in your reports.

Please note that this report is most accurate within 90 days.

Click the links below to learn more about your report:

[How is Market Penetration Index calculated?](#)

[How to read your report?](#)

[How to use your report?](#)

Report Overview

Date:	02/26/2020
Report #:	R3346923
Total records uploaded:	345
Total uploaded records matched:	317
Match rate:	91.88%
Total Look-Alike records:	63
Database:	Consumer Database

The following geography has been analyzed:

ZIP Codes

The following demographic elements have been analyzed:

Age	Number of Adults
Gender	Number of Children
Education Level	Mail Responder
Marital Status	Credit Card Users
Working Woman Indicator	Preferred Retail Store Type
Country of Origin	Number of Vehicles
Housing Type	Vehicle Type - 1st Vehicle
Available Home Equity	Vehicle Type - 2nd Vehicle
Net Worth - Premier	Vehicle 1 - Year (1988 - Present)
Length of Residence with Uncoded	Vehicle 2 - Year (1988 - Present)

Did you know that...

View demographic facts about your current customers that are crucial for your Look-Alike model.

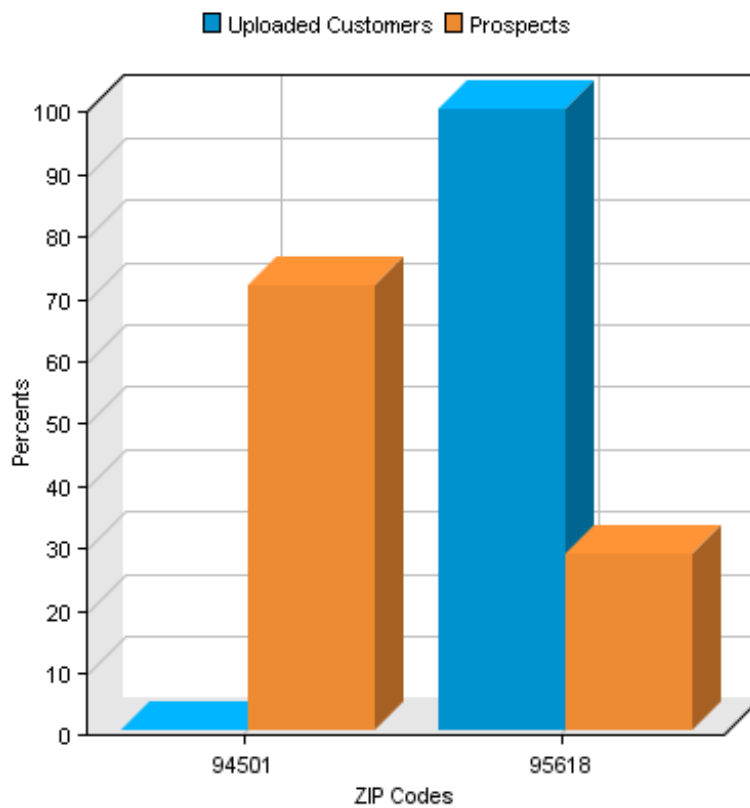
Your Customers have "Education Level":	Completed college - 30.92%
	Attended vocational/tech - 1.26%
Your Customers have "Net Worth - Premier":	Less than or equal to 0 - 14.51%
	\$1 - \$4,999 - 14.83%
	\$5,000 - \$9,999 - 12.3%
	\$10,000 - \$24,999 - 8.2%
	\$50,000 - \$99,999 - 12.93%
Your Customers have "Length of Residence with Uncoded":	Five years - 10.1%
	Six years - 8.83%
	Seven years - 11.67%
	Eight years - 7.89%
	Eleven years - 6.31%
Your Customers have "Housing Type":	Multi family dwelling unit - 64.67%
Your Customers have "Marital Status":	Single - 64.35%
Your Customers have "Number of Adults":	One adult - 50.47%
Your Customers have "Gender":	Female - 48.27%

Geographic Segment

Geographic segment displays the distribution of your Look-Alikes in the certain geographic area (State, ZIP Code, and so on).

ZIP Codes

ZIP codes are a system of postal codes used by the United States Postal Service (USPS).



Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
94501	ALAMEDA, CA	1	0.32 %	43,825	71.52 %	0
95618	DAVIS, CA	316	99.69 %	17,453	28.48 %	350

All the analyzed geography except for the nationwide will be included into your Data Analytics search.

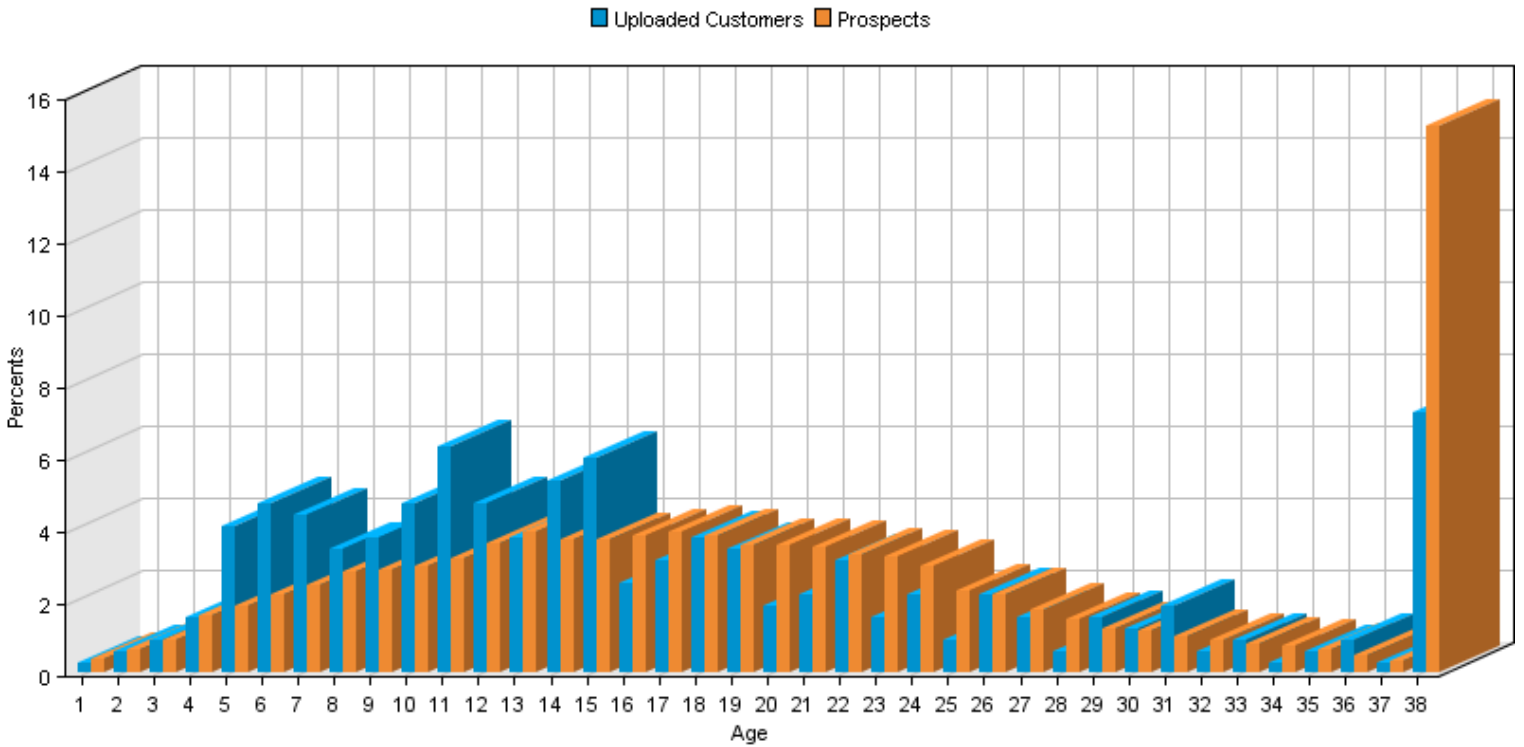
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Demographic Segment

Demographic segment includes age, gender, race, education, income, marital status, family size, children, home ownership, and so on.

Age

Indicates adults' age in 2-year increments for each individual from 18 to 100+ .



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Age 18-19	1	0.32 %	227	0.37 %	85
2	Age 20-21	2	0.63 %	410	0.67 %	94
3	Age 22-23	3	0.95 %	580	0.95 %	100
4	Age 24-25	5	1.58 %	988	1.61 %	98
5	Age 26-27	13	4.10 %	1,160	1.89 %	217*
6	Age 28-29	15	4.73 %	1,344	2.19 %	216*
7	Age 30-31	14	4.42 %	1,488	2.43 %	182*
8	Age 32-33	11	3.47 %	1,728	2.82 %	123*
9	Age 34-35	12	3.79 %	1,757	2.87 %	132*
10	Age 36-37	15	4.73 %	1,812	2.96 %	160*
11	Age 38-39	20	6.31 %	1,935	3.16 %	200*
12	Age 40-41	15	4.73 %	2,200	3.59 %	132*
13	Age 42-43	12	3.79 %	2,414	3.94 %	96
14	Age 44-45	17	5.36 %	2,278	3.72 %	144*
15	Age 46-47	19	5.99 %	2,280	3.72 %	161*
16	Age 48-49	8	2.52 %	2,341	3.82 %	66

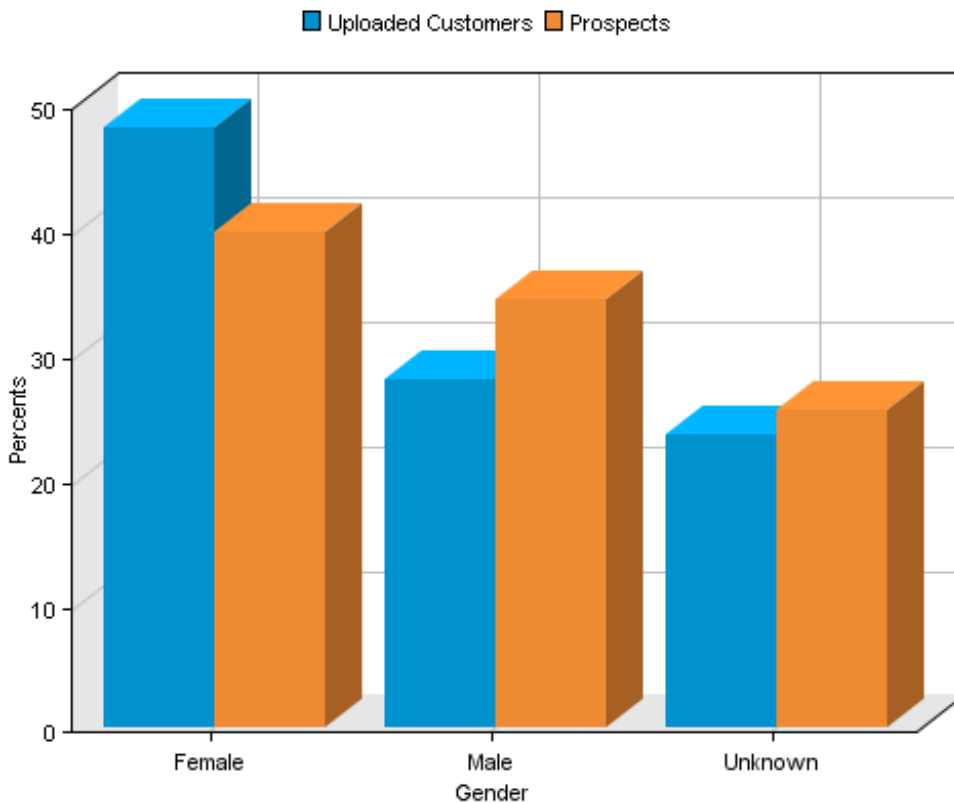
17	Age 50-51	10	3.16 %	2,402	3.92 %	80
18	Age 52-53	12	3.79 %	2,330	3.80 %	100
19	Age 54-55	11	3.47 %	2,185	3.57 %	97
20	Age 56-57	6	1.89 %	2,171	3.54 %	53
21	Age 58-59	7	2.21 %	2,137	3.49 %	63
22	Age 60-61	10	3.16 %	2,020	3.30 %	96
23	Age 62-63	5	1.58 %	1,996	3.26 %	48
24	Age 64-65	7	2.21 %	1,836	3.00 %	74
25	Age 66-67	3	0.95 %	1,409	2.30 %	41
26	Age 68-69	7	2.21 %	1,327	2.17 %	102
27	Age 70-71	5	1.58 %	1,086	1.77 %	89
28	Age 72-73	2	0.63 %	913	1.49 %	42
29	Age 74-75	5	1.58 %	773	1.26 %	125*
30	Age 76-77	4	1.26 %	728	1.19 %	106
31	Age 78-79	6	1.89 %	623	1.02 %	186*
32	Age 80-81	2	0.63 %	549	0.90 %	70
33	Age 82-83	3	0.95 %	511	0.83 %	113
34	Age 84-85	1	0.32 %	477	0.78 %	40
35	Age 86-87	2	0.63 %	394	0.64 %	98
36	Age 90-91	3	0.95 %	304	0.50 %	191*
37	Age 92-93	1	0.32 %	205	0.34 %	94
38	Unknown	23	7.26 %	9,314	15.20 %	48

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Gender

Indicates the gender of the individual. When individual's first name and title are unknown or ambiguous and no additional sources reflect gender, the gender is coded as "Unknown".

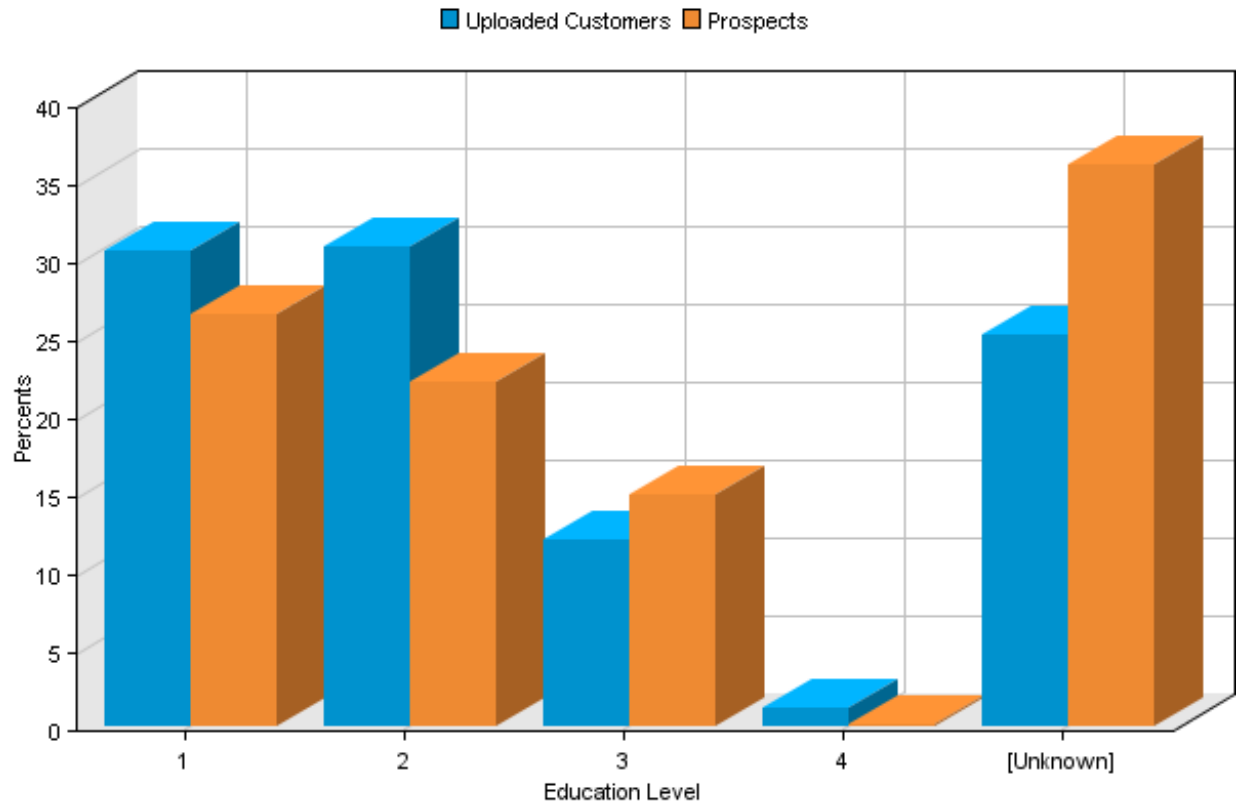


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
F	Female	153	48.27 %	24,423	39.86 %	121
M	Male	89	28.08 %	21,145	34.51 %	81
[Unknown]	Unknown	75	23.66 %	15,710	25.64 %	92

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Education Level

Indicates individual's education level.

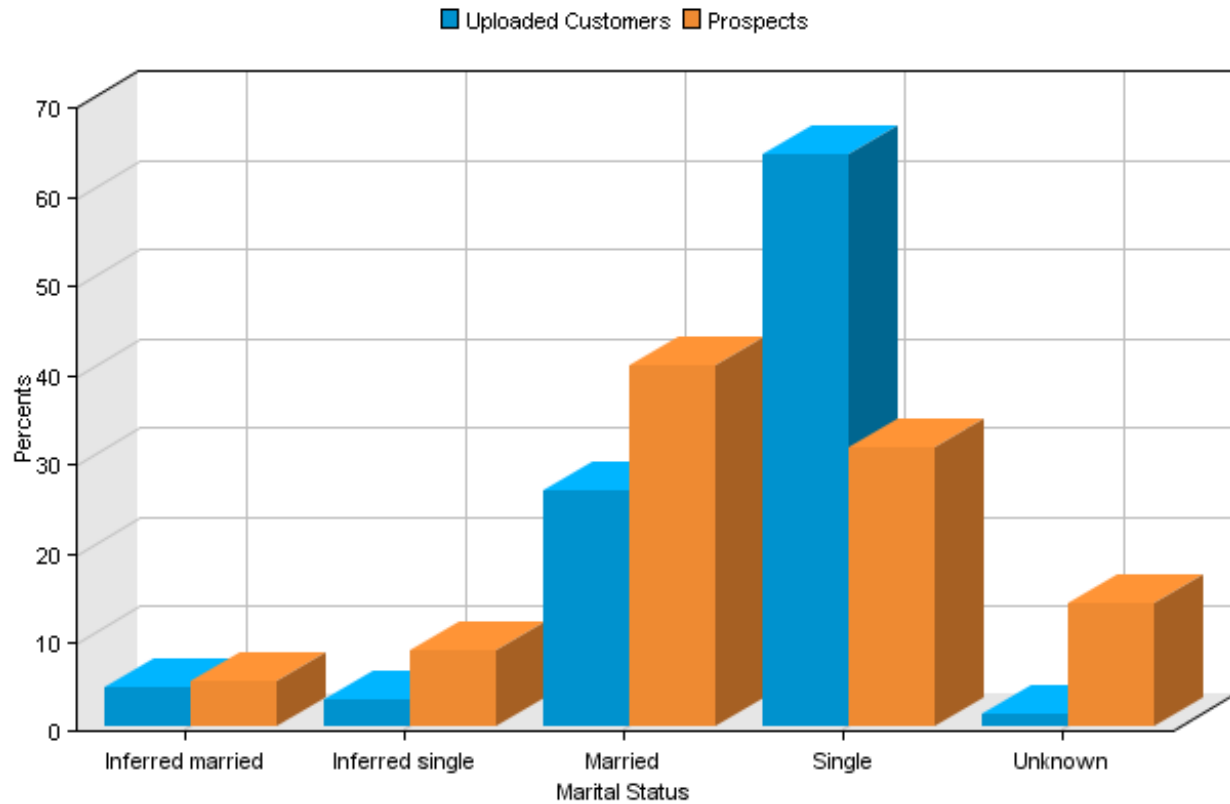


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Completed high school	97	30.60 %	16,234	26.49 %	116
2	Completed college	98	30.92 %	13,577	22.16 %	140
3	Completed graduate school	38	11.99 %	9,146	14.93 %	80
4	Attended vocational/tech	4	1.26 %	152	0.25 %	509
[Unknown]	Unknown	80	25.24 %	22,169	36.18 %	70

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Marital Status

Indicates whether a consumer lives in a household where someone is married.

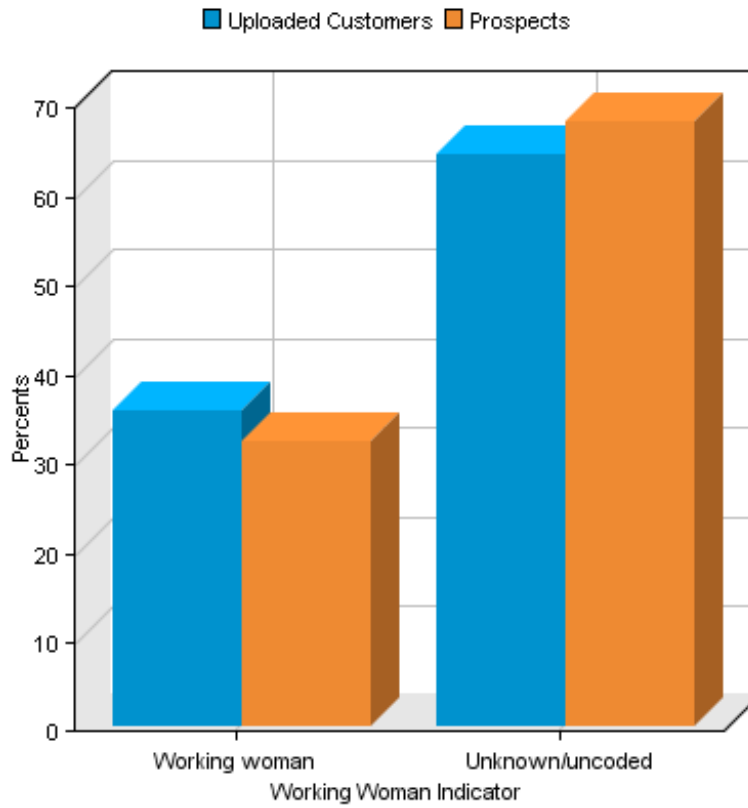


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
A	Inferred married	14	4.42 %	3,208	5.24 %	84
B	Inferred single	10	3.16 %	5,358	8.74 %	36
M	Married	84	26.50 %	24,865	40.58 %	65
S	Single	204	64.35 %	19,291	31.48 %	204
[Unknown]	Unknown	5	1.58 %	8,556	13.96 %	11

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Working Woman Indicator

Indicates presence of the working woman in the household.

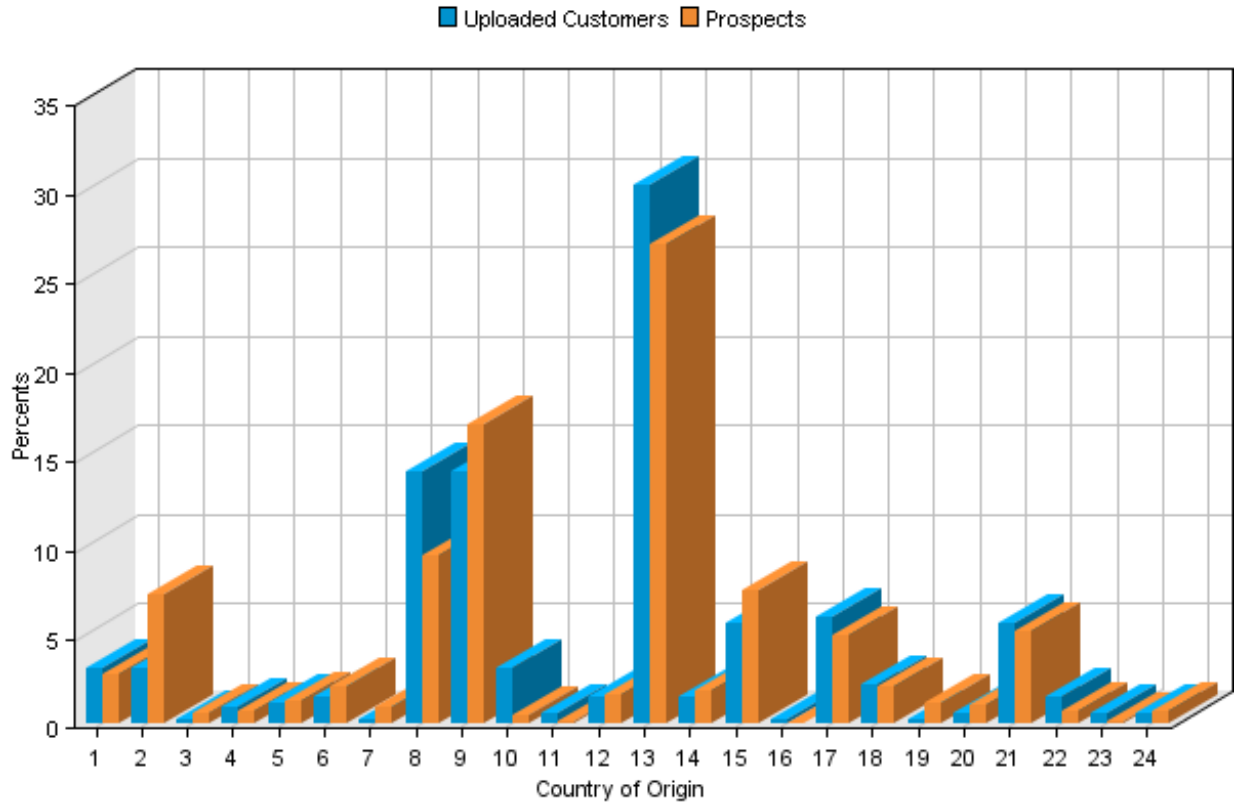


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
Y	Working woman	113	35.65 %	19,636	32.04 %	111
[NULL]	Unknown/uncoded	204	64.35 %	41,642	67.96 %	95

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Country of Origin

Indicates the individuals ethnicity based on their names and the geographic area where they reside.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Asian	10	3.16 %	1,743	2.84 %	111
2	China	10	3.16 %	4,452	7.27 %	43
3	India	1	0.32 %	376	0.61 %	51
4	Japan	3	0.95 %	443	0.72 %	131*
5	Korea	4	1.26 %	785	1.28 %	99
6	Vietnam	5	1.58 %	1,332	2.17 %	73
7	African american	1	0.32 %	575	0.94 %	34
8	Hispanic	45	14.20 %	5,848	9.54 %	149*
9	White	45	14.20 %	10,344	16.88 %	84
10	Arabia	10	3.16 %	351	0.57 %	551*
11	Czech	2	0.63 %	108	0.18 %	359*
12	Denmark	5	1.58 %	1,043	1.70 %	93
13	England	96	30.28 %	16,561	27.03 %	112
14	France	5	1.58 %	1,179	1.92 %	82
15	Germany	18	5.68 %	4,604	7.51 %	76
16	Greece	1	0.32 %	41	0.07 %	470*
17	Ireland	19	5.99 %	3,046	4.97 %	121*
18	Italy	7	2.21 %	1,326	2.16 %	102

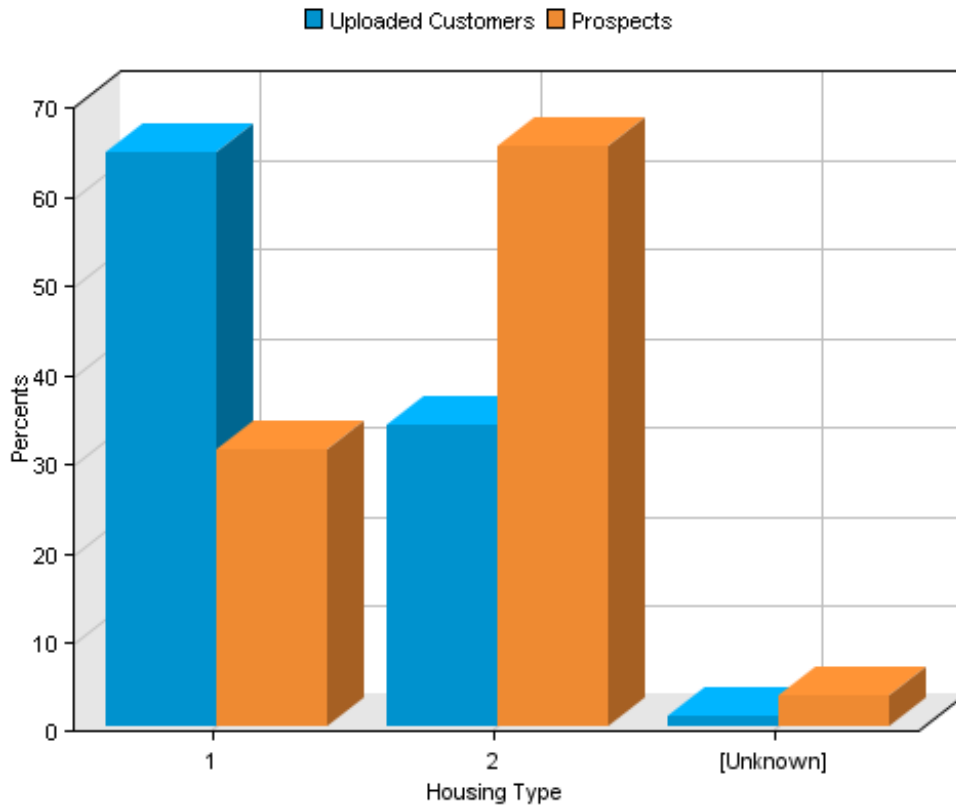
19	Jewish	1	0.32 %	746	1.22 %	26
20	Portugal	2	0.63 %	650	1.06 %	59
21	Scotland	18	5.68 %	3,179	5.19 %	109
22	Sweden	5	1.58 %	453	0.74 %	213*
23	Turkey	2	0.63 %	89	0.15 %	435*
24	Wales	2	0.63 %	472	0.77 %	82

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Housing Type

Indicates the dwelling type—single-family or multiple-family.

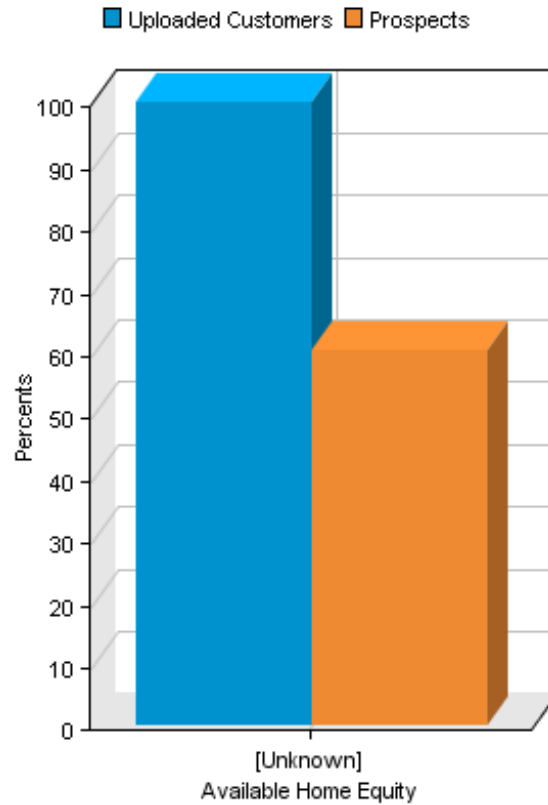


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Multi family dwelling unit	205	64.67 %	19,081	31.14 %	208
2	Single family dwelling unit	108	34.07 %	40,055	65.37 %	52
[Unknown]	Unknown	4	1.26 %	2,142	3.50 %	36

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Available Home Equity

Indicates ranges of the home equity, which is the market value of a homeowner's unencumbered interest in their real property—that is, the current market value of a home minus the outstanding balance of all liens on the property.



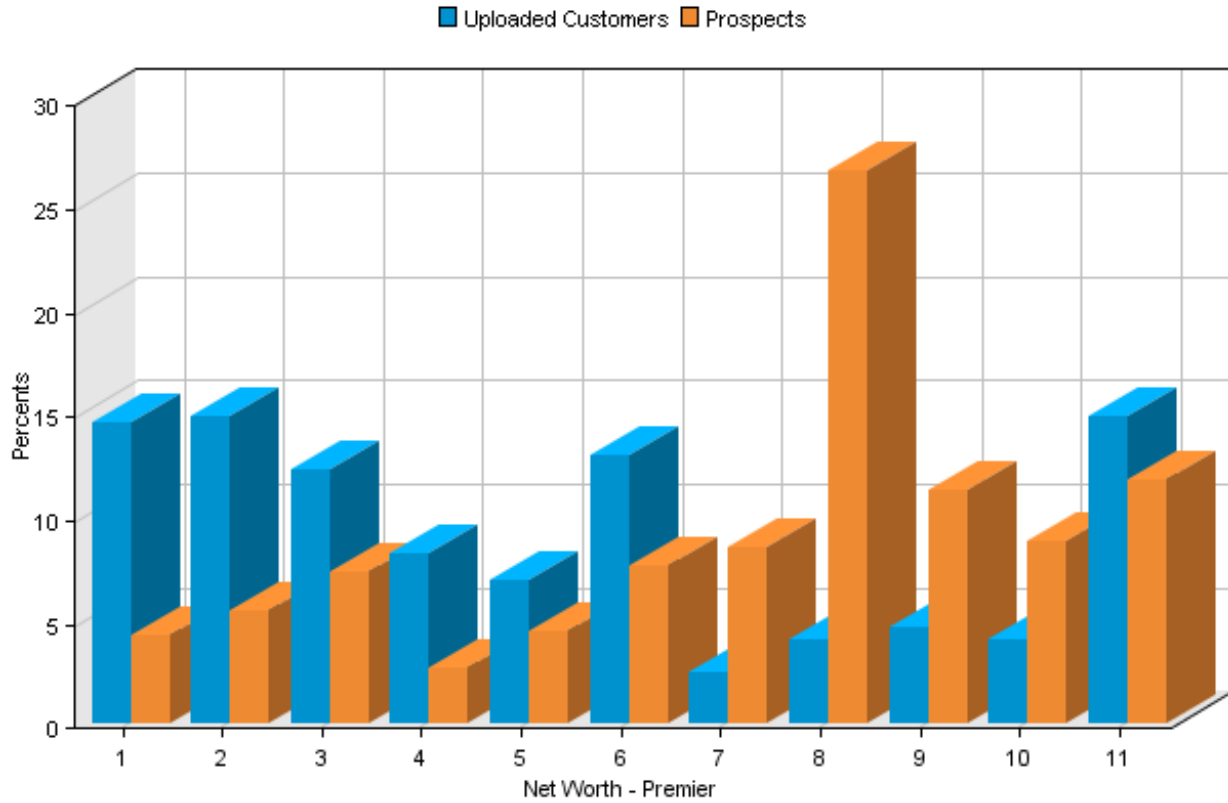
Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
[Unknown]	Unknown	317	100.00 %	37,003	60.39 %	166*

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Net Worth - Premier

Indicates the total assets minus total outside liabilities of an individual or a company from the upper wealth groups.



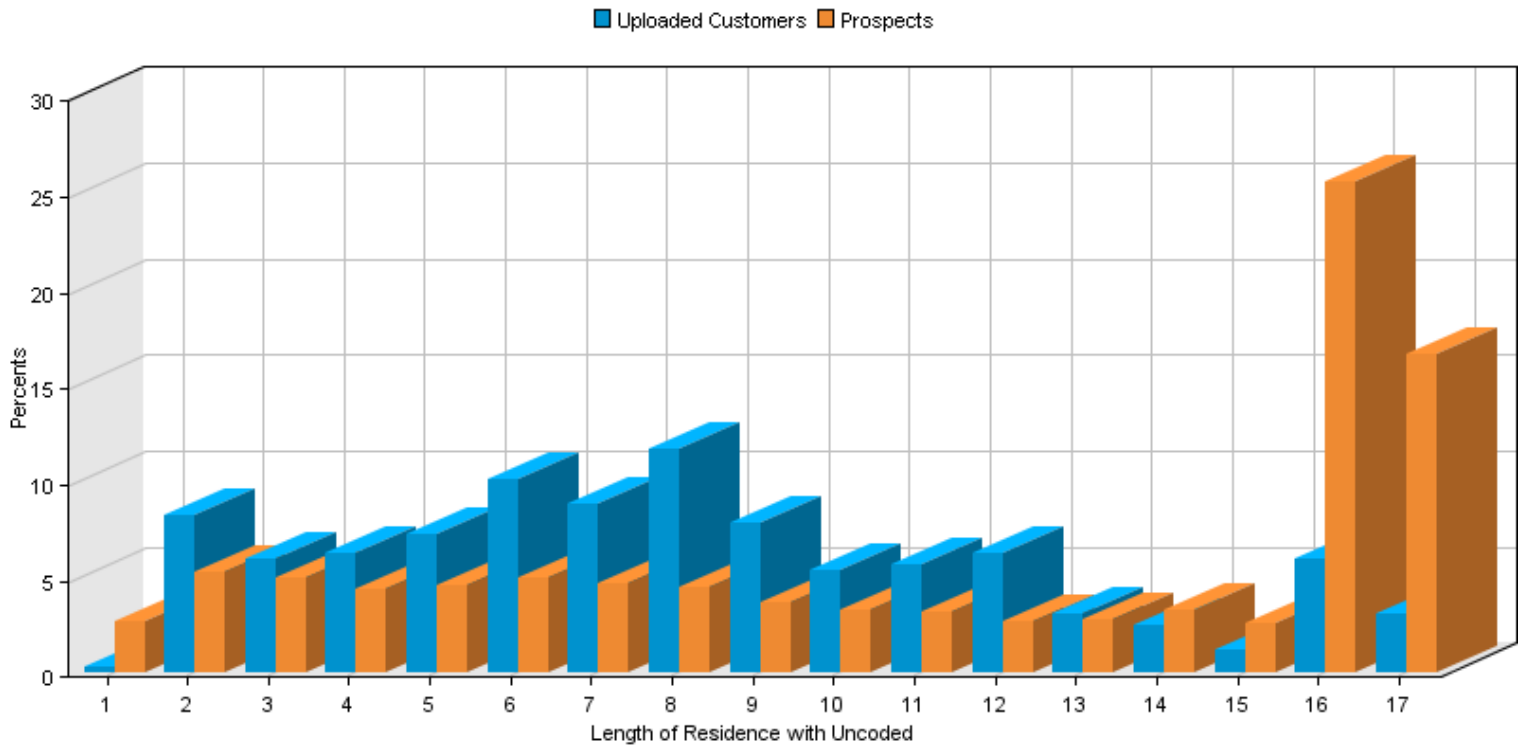
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Less than or equal to 0	46	14.51 %	2,601	4.25 %	342
2	\$1 - \$4,999	47	14.83 %	3,334	5.44 %	272
3	\$5,000 - \$9,999	39	12.30 %	4,529	7.39 %	166
4	\$10,000 - \$24,999	26	8.20 %	1,647	2.69 %	305
5	\$25,000 - \$49,999	22	6.94 %	2,755	4.50 %	154*
6	\$50,000 - \$99,999	41	12.93 %	4,713	7.69 %	168
7	\$100,000 - \$249,999	8	2.52 %	5,213	8.51 %	30
8	\$250,000 - \$499,999	13	4.10 %	16,380	26.73 %	15
9	\$500,000 - \$999,999	15	4.73 %	6,916	11.29 %	42
10	\$1,000,000 - \$1,999,999	13	4.10 %	5,413	8.83 %	46
11	\$2,000,000+	47	14.83 %	7,234	11.81 %	126*

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Length of Residence with Uncoded

Indicates the length of the individual's residence in 1-year increment.



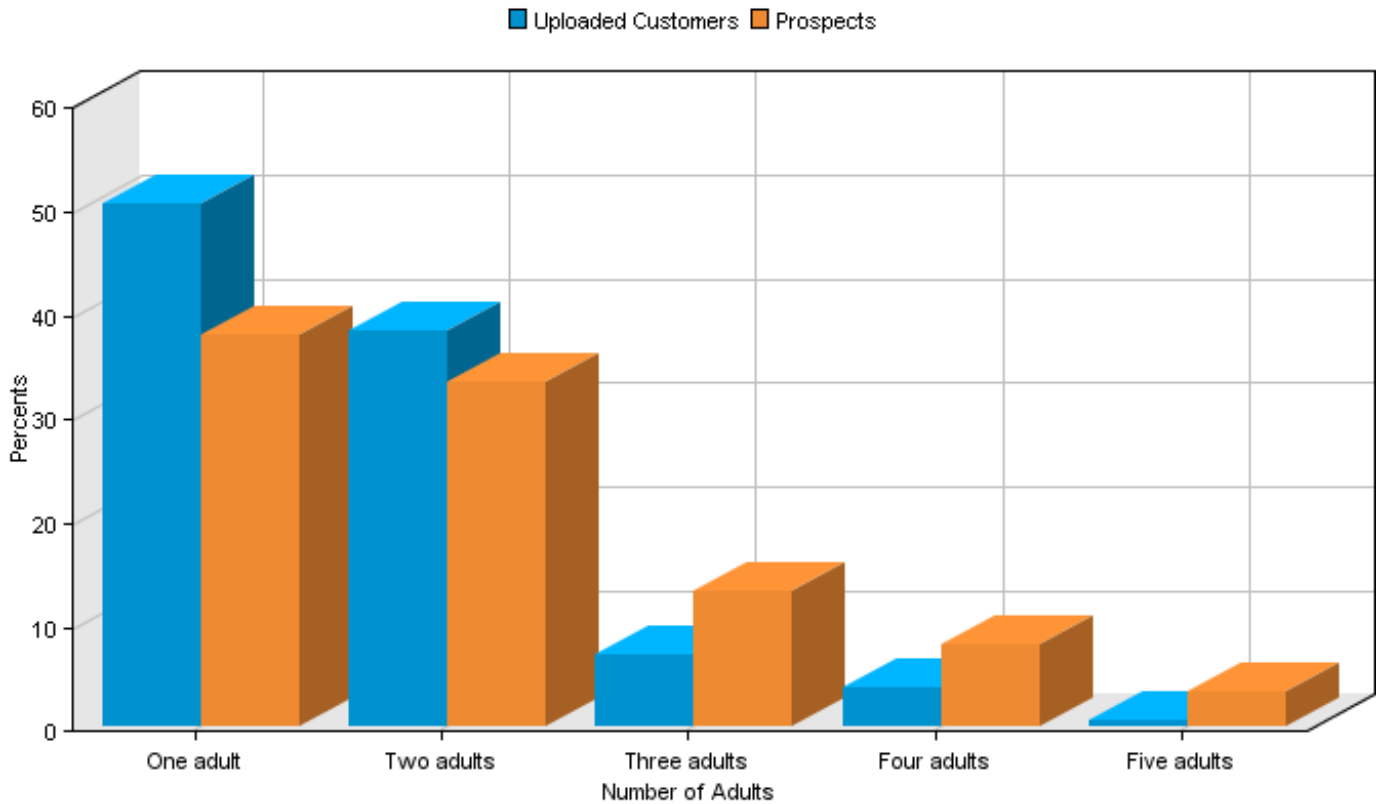
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Less than one year	1	0.32 %	1,677	2.74 %	12
2	One year	26	8.20 %	3,246	5.30 %	155*
3	Two years	19	5.99 %	3,031	4.95 %	121*
4	Three years	20	6.31 %	2,699	4.41 %	143*
5	Four years	23	7.26 %	2,799	4.57 %	159*
6	Five years	32	10.10 %	3,026	4.94 %	204
7	Six years	28	8.83 %	2,857	4.66 %	189
8	Seven years	37	11.67 %	2,735	4.46 %	262
9	Eight years	25	7.89 %	2,291	3.74 %	211
10	Nine years	17	5.36 %	2,056	3.36 %	160*
11	Ten years	18	5.68 %	1,949	3.18 %	178*
12	Eleven years	20	6.31 %	1,633	2.67 %	237
13	Twelve years	10	3.16 %	1,749	2.85 %	111
14	Thirteen years	8	2.52 %	2,036	3.32 %	76
15	Fourteen years	4	1.26 %	1,603	2.62 %	48
16	Fifteen years or more	19	5.99 %	15,680	25.59 %	23
17	Unknown	10	3.16 %	10,211	16.66 %	19

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Number of Adults

Indicates the number of adults in the household.

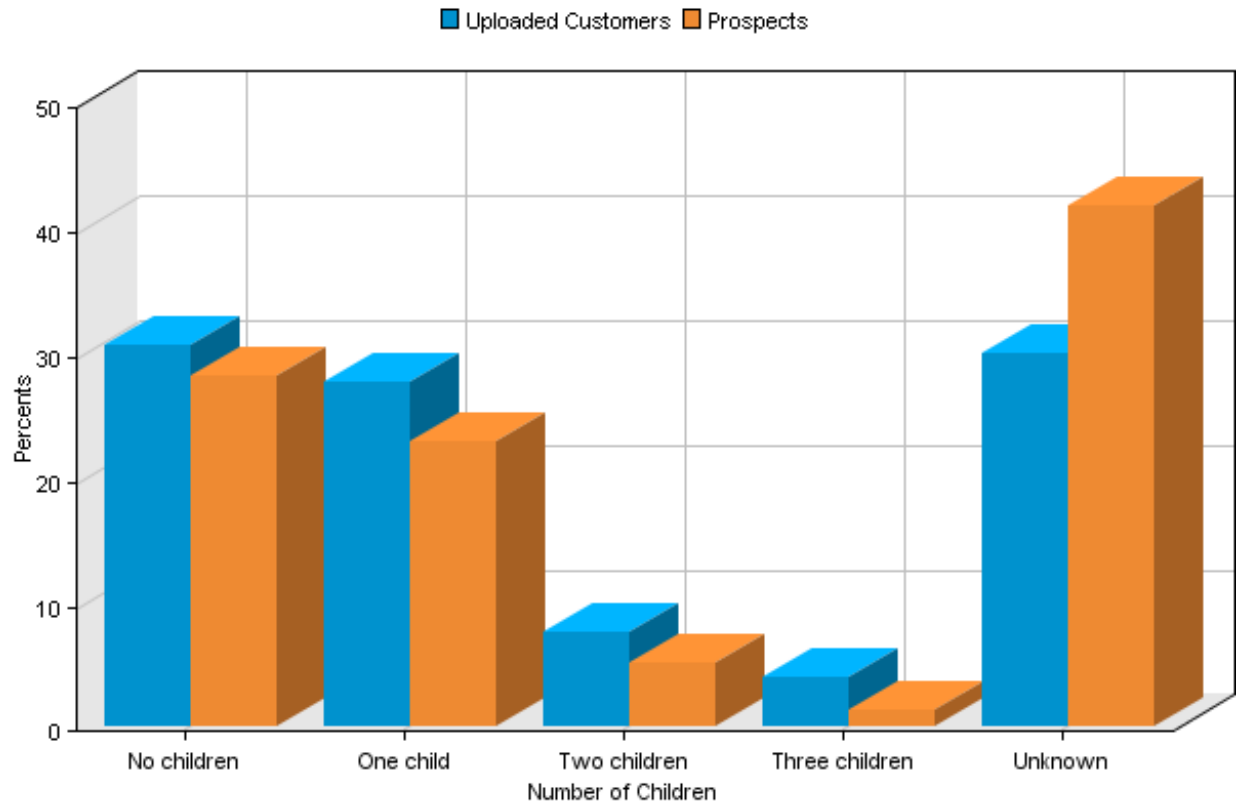


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	One adult	160	50.47 %	23,175	37.82 %	133
2	Two adults	121	38.17 %	20,375	33.25 %	115
3	Three adults	22	6.94 %	8,094	13.21 %	53
4	Four adults	12	3.79 %	4,921	8.03 %	47
5	Five adults	2	0.63 %	2,105	3.44 %	18

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Number of Children

Indicates the number of children in the household.



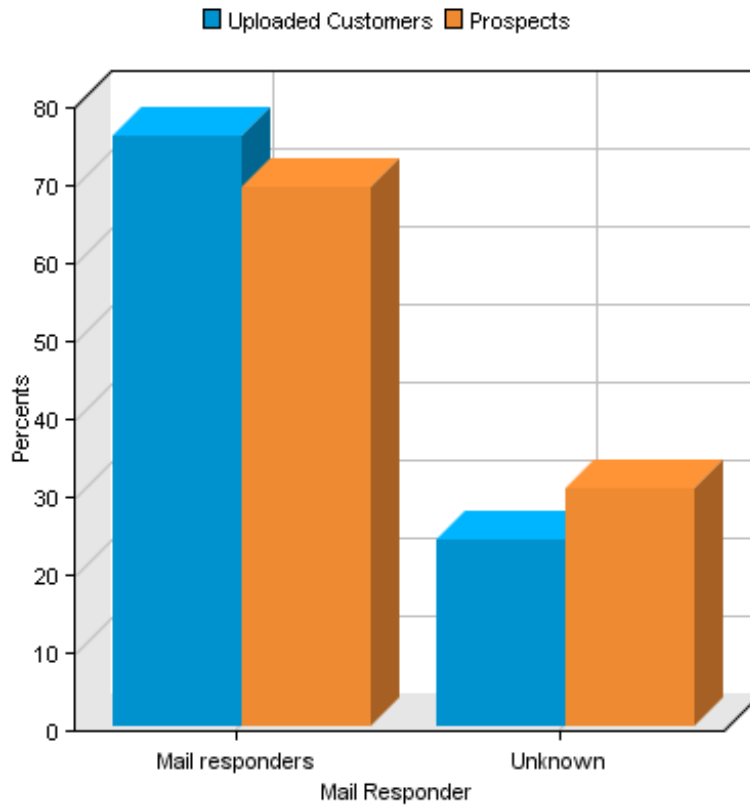
Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
0	No children	97	30.60 %	17,316	28.26 %	108
1	One child	88	27.76 %	14,077	22.97 %	121*
2	Two children	24	7.57 %	3,205	5.23 %	145*
3	Three children	13	4.10 %	828	1.35 %	304*
[Unknown]	Unknown	95	29.97 %	25,679	41.91 %	72

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Mail Responder

Indicates if an individual is a marketing mail responder.

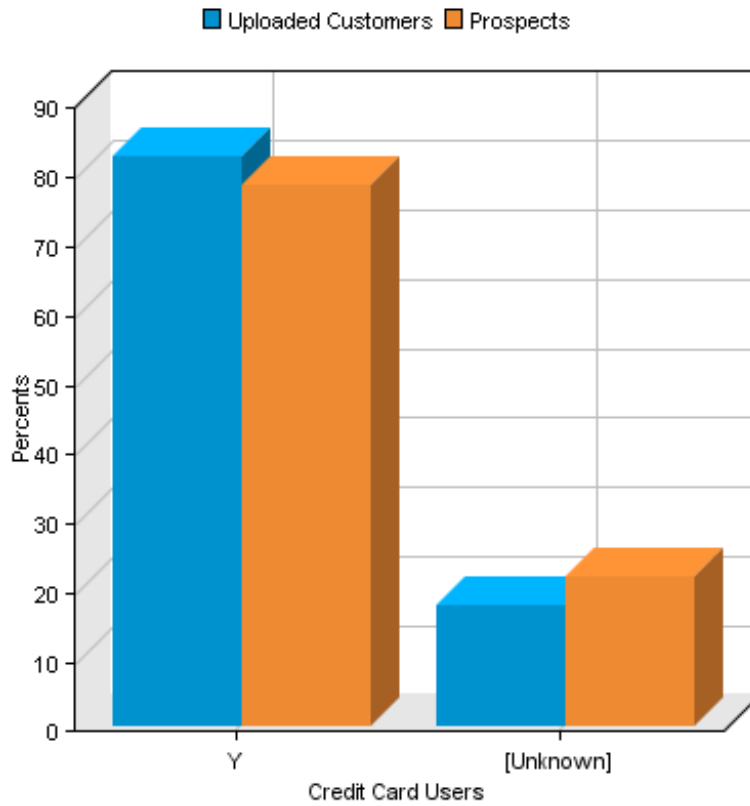


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
R	Mail responders	241	76.03 %	42,527	69.40 %	110
[Unknown]	Unknown	76	23.98 %	18,751	30.60 %	78

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Credit Card Users

Indicates that the individual received a credit card issued by a bank.

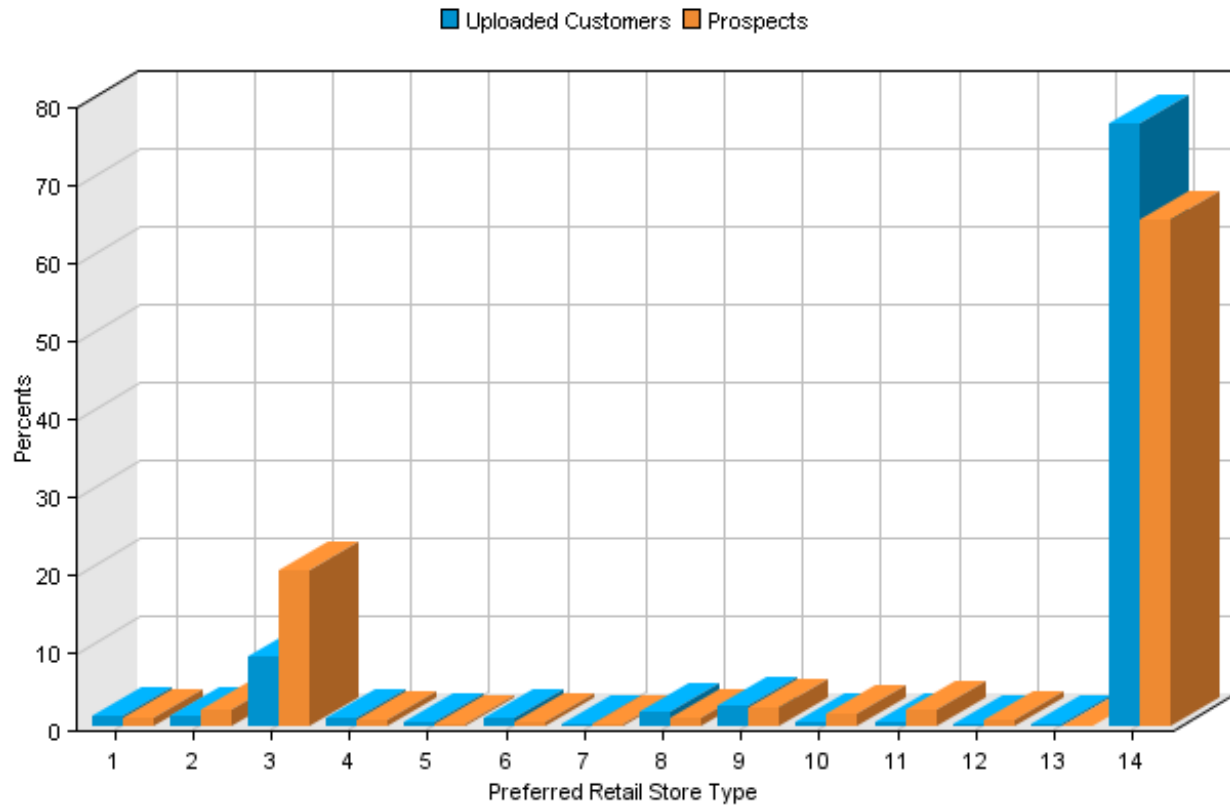


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
Y	Active credit card purchases	261	82.33 %	48,032	78.38 %	105
[Unknown]	Unknown	56	17.67 %	13,246	21.62 %	82

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Preferred Retail Store Type

Indicates the most frequent category of the individual's retail purchases.

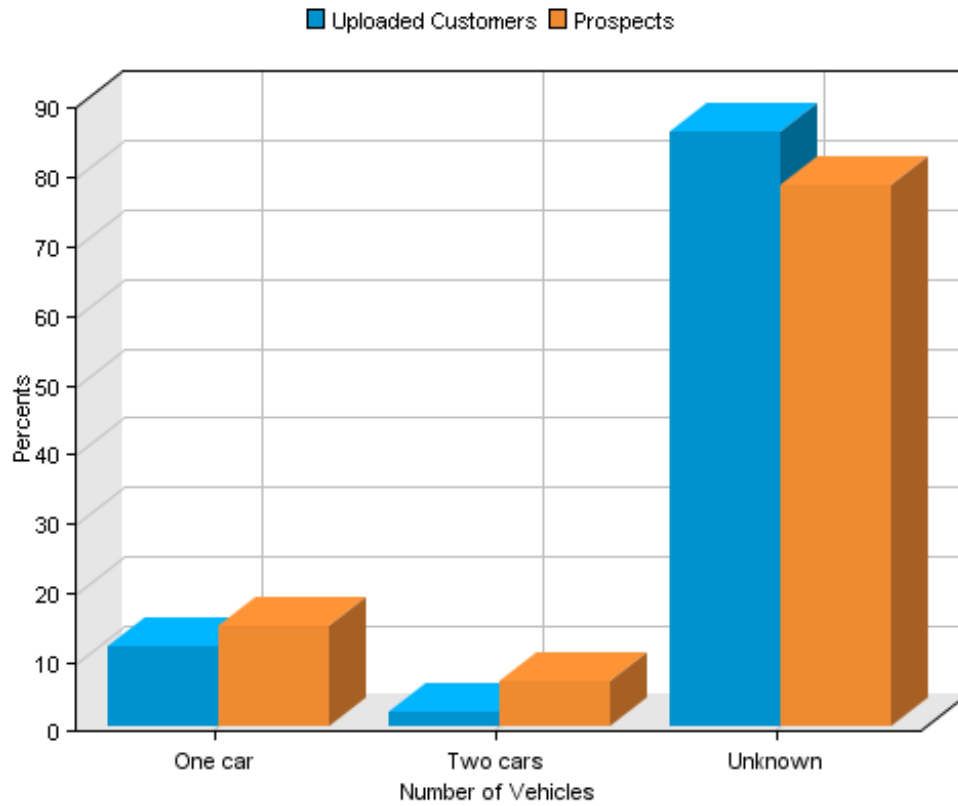


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Main street retail	5	1.58 %	761	1.24 %	127*
2	Hi volume low end dept store	5	1.58 %	1,327	2.17 %	73
3	Standard retail	29	9.15 %	12,406	20.25 %	45
4	Specialty apparel	4	1.26 %	523	0.85 %	148*
5	Specialty	2	0.63 %	288	0.47 %	134*
6	Computer electronics	4	1.26 %	333	0.54 %	232*
7	Home office supply purchases	1	0.32 %	317	0.52 %	61
8	Home improvement	6	1.89 %	651	1.06 %	178*
9	Hi - end retail buyers	9	2.84 %	1,560	2.55 %	112
10	Upscale retail - travel/personal services	2	0.63 %	1,087	1.77 %	36
11	Bank, financial services - banking	2	0.63 %	1,403	2.29 %	28
12	Finance company, financial services - install credit	1	0.32 %	568	0.93 %	34
13	Oil company	1	0.32 %	145	0.24 %	133*
14	Unknown	246	77.60 %	39,889	65.10 %	119

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

Number of Vehicles

Indicates the number of vehicles registered in the household.

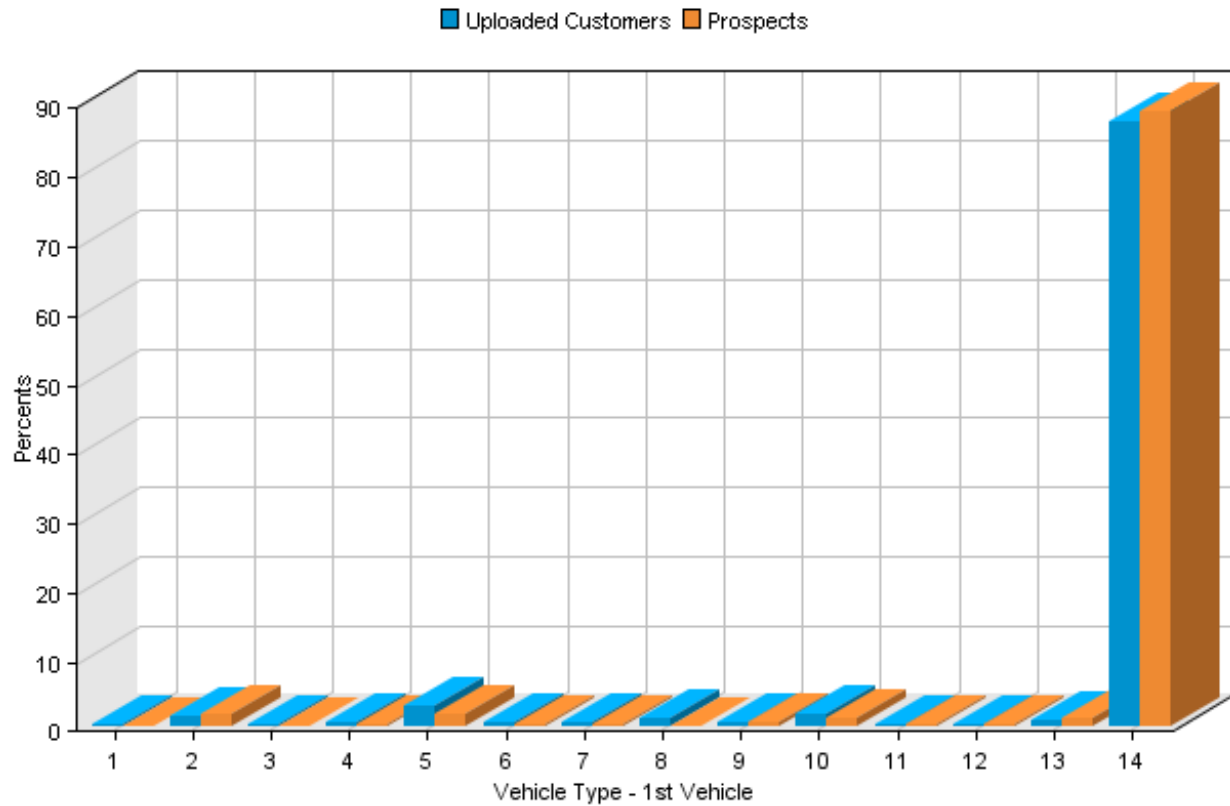


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	One car	37	11.67 %	8,931	14.58 %	80
2	Two cars	7	2.21 %	4,076	6.65 %	33
[Unknown]	Unknown	273	86.12 %	47,914	78.19 %	110

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Vehicle Type - 1st Vehicle

Indicates type of the first vehicle registered in the household.



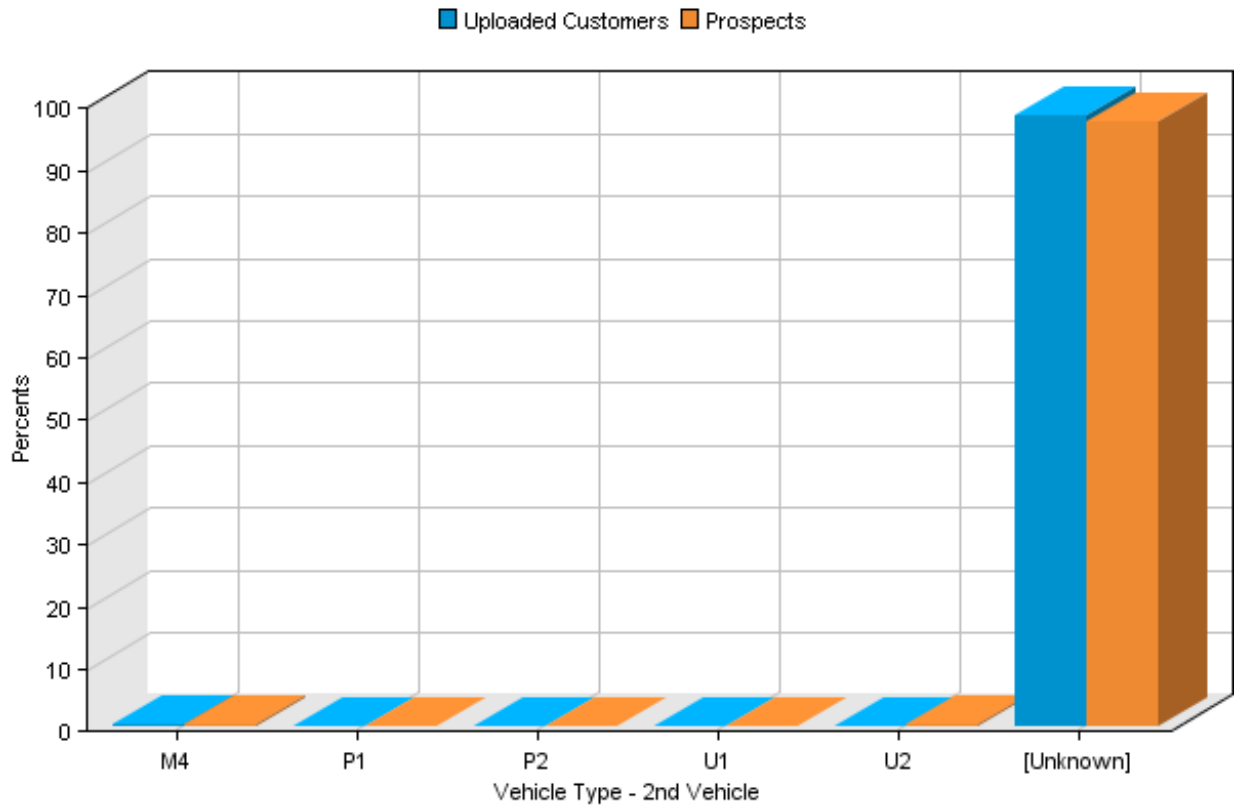
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Entry compact car	1	0.32 %	92	0.15 %	210*
2	Premium compact car	5	1.58 %	1,234	2.01 %	78
3	Premium full size car	1	0.32 %	57	0.09 %	339*
4	Entry luxury car	2	0.63 %	332	0.54 %	116
5	Premium mid-size car	10	3.16 %	1,202	1.96 %	161*
6	Compact pickup	2	0.63 %	289	0.47 %	134*
7	Light duty full-size pickup	2	0.63 %	319	0.52 %	121*
8	Entry sports car	4	1.26 %	129	0.21 %	598*
9	Compact suv	2	0.63 %	420	0.69 %	92
10	Mid-size suv	6	1.89 %	793	1.29 %	146*
11	Full-size suv	1	0.32 %	206	0.34 %	94
12	Luxury suv	1	0.32 %	261	0.43 %	74
13	Compact van	3	0.95 %	819	1.34 %	71
14	Unknown	277	87.38 %	54,583	89.07 %	98

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Vehicle Type - 2nd Vehicle

Indicates type of the second vehicle registered in the household.



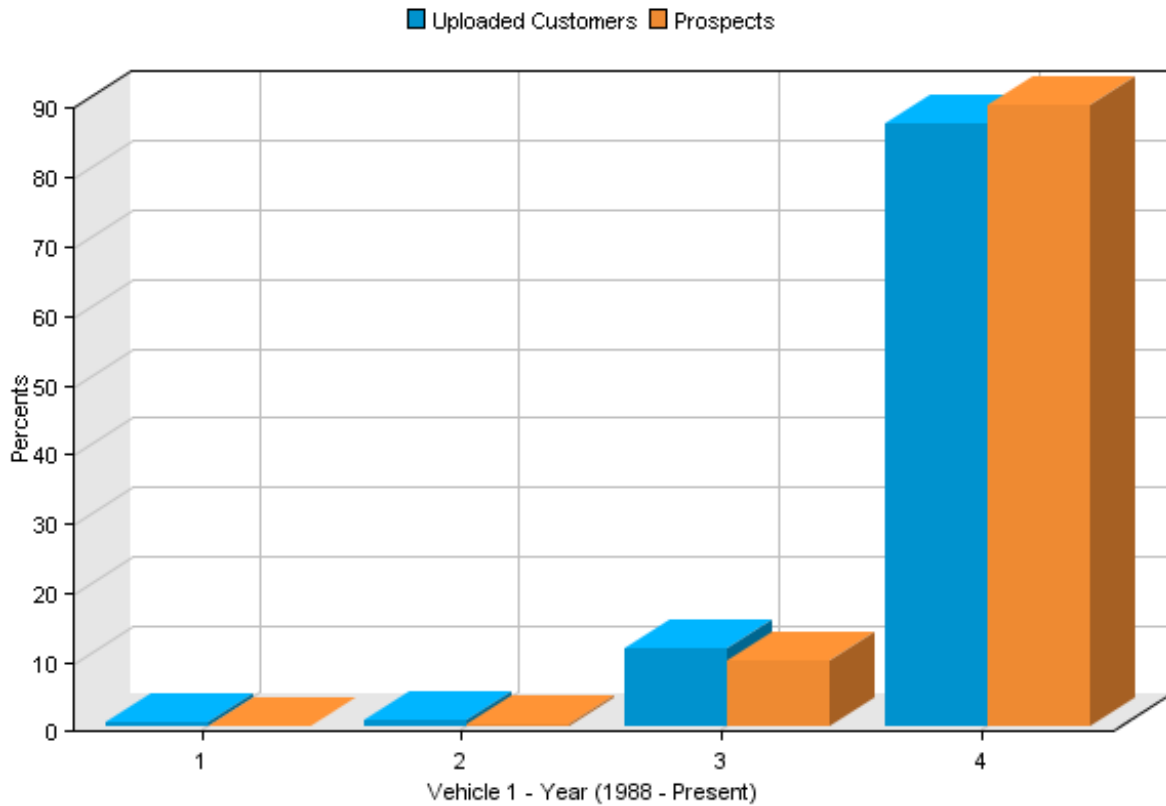
Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
M4	Premium mid-size car	2	0.63 %	310	0.51 %	125*
P1	Compact pickup	1	0.32 %	125	0.20 %	154*
P2	Light duty full-size pickup	1	0.32 %	106	0.17 %	182*
U1	Compact suv	1	0.32 %	86	0.14 %	225*
U2	Mid-size suv	1	0.32 %	203	0.33 %	95
[Unknown]	Unknown	311	98.11 %	59,614	97.29 %	101

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Vehicle 1 - Year (1988 - Present)

Indicates production year of the first vehicle registered in the household.



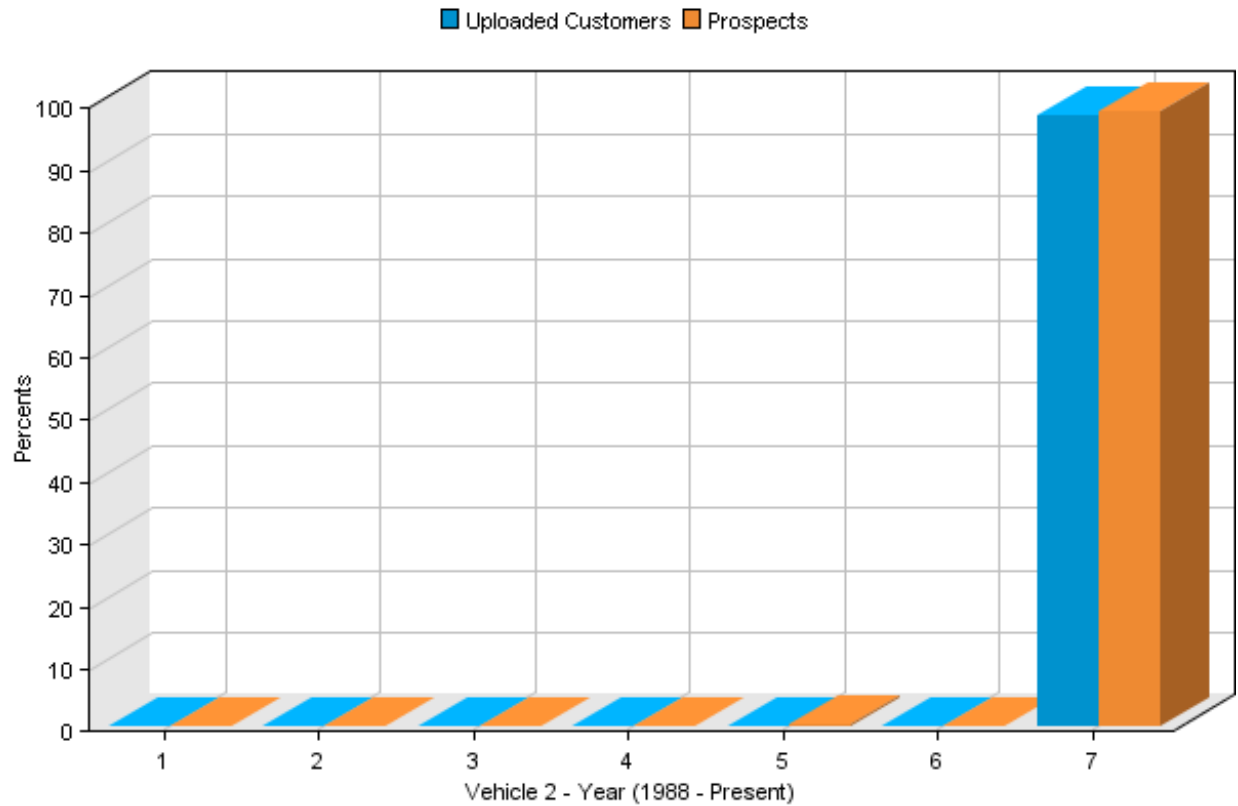
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	1993 to 1994	2	0.63 %	135	0.22 %	287*
2	1996 to 1997	3	0.95 %	362	0.59 %	160*
3	1999 to 2009	36	11.36 %	5,807	9.48 %	120
4	Unknown	276	87.07 %	54,974	89.71 %	97

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Vehicle 2 - Year (1988 - Present)

Indicates production year of the second vehicle registered in the household.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	1994 to 1994	1	0.32 %	56	0.09 %	346*
2	1996 to 1996	1	0.32 %	62	0.10 %	312*
3	1998 to 1998	1	0.32 %	129	0.21 %	149*
4	2002 to 2002	1	0.32 %	180	0.29 %	107
5	2004 to 2004	1	0.32 %	205	0.34 %	94
6	2008 to 2008	1	0.32 %	66	0.11 %	292*
7	Unknown	311	98.11 %	60,580	98.86 %	99

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Look-Alike Summary

View geographic and demographic breakdown of Look-Alikes found based on the segments with high MPI.

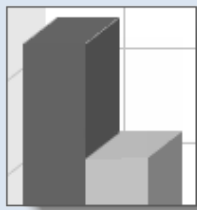
ZIP Codes	Number of Look-Alikes
94501 ALAMEDA, CA	55 (87.30 %)
95618 DAVIS, CA	8 (12.70 %)
Gender	
Female	63 (100.00 %)
Marital Status	
Single	63 (100.00 %)
Education Level	
Completed college	62 (98.41 %)
Attended vocational/tech	1 (1.59 %)
Net Worth - Premier	
Less than or equal to 0	2 (3.17 %)
\$1 - \$4,999	7 (11.11 %)
\$5,000 - \$9,999	9 (14.29 %)
\$10,000 - \$24,999	21 (33.33 %)
\$50,000 - \$99,999	24 (38.10 %)
Housing Type	
Multi family dwelling unit	63 (100.00 %)
Length of Residence with Uncoded	
Five years	19 (30.16 %)
Six years	17 (26.98 %)
Seven years	15 (23.81 %)
Eight years	9 (14.29 %)
Eleven years	3 (4.76 %)
Number of Adults	
One adult	63 (100.00 %)

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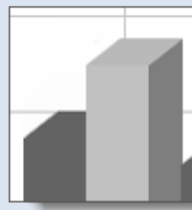
How is Market Penetration Index calculated?

$$MPI = \frac{\% \text{ of existing customers in the segment}}{\% \text{ of total number of prospects in the segment}} \times 100$$

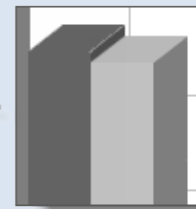
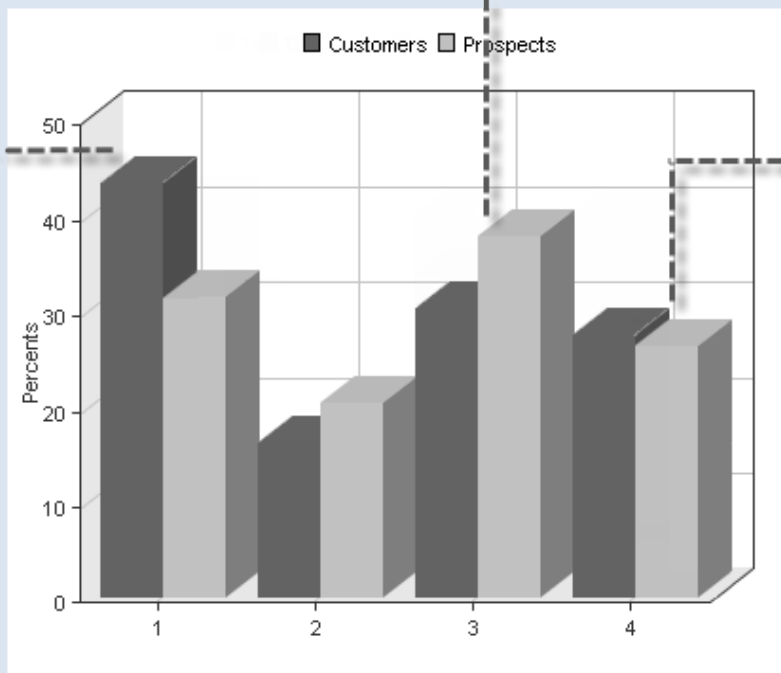
How to read your report?



A taller customer bar than the prospect bar indicates higher than average customer penetration for this demographic.



A shorter customer bar than the prospect bar indicates lower than average customer penetration for this demographic.



Near equal customer and prospect bars indicate average customer penetration for this demographic

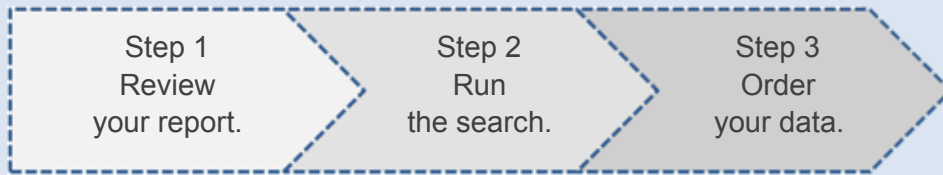
Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1,953	9.56 %	1,467,511	9.82 %	97
2,353	11.63 %	1,309,050	8.76 %	133
863	4.26 %	836,247	5.59 %	76

--- High Market Penetration Indexes are highlighted

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How to use your report?

These simple steps will help you purchase a list of prospects in your trade area that look just like your best customers.



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