

# ADWALLET ANALYTICS OVERVIEW

Congratulations! Your AdWallet campaign has officially ended, and now the fun part...THE NUMBERS! On behalf of all of us at AdWallet, thank you for your business, and we hope you continue to trust AdWallet when it comes to making sure your message gets the attention it deserves!

## THE HIGHLIGHTS

AD TITLE:	"Attention to Detail"
BUDGET:	\$ 5,000
RUN DATES:	8/10/2017 - 10/3/2017
BUDGET REMAINING:	\$ 363
FAVORABILITY:	 20.45 %  20.94 %  58.61 %
LAST AD WAS ENGAGED ON:	10/2/2017
TOTAL ENGAGEMENTS ON ADWALLET:	4627
TOTAL SHARES:	1134

## YOUR ENGAGEMENTS:

3121 @ \$ 1.00  
1498 @ \$ 1.25  
8 @ \$ 1.75  
769 Facebook  
365 Twitter

## YOUR OFFER:

1112 OFFERS WERE DOWNLOADED  
50 PEOPLE CLICKED ON THE LINKS YOU INCLUDED

## MORE INSIGHTS:

10.11 % VIEWED YOUR AD WITHIN ONE DAY OF RECEIVING IT.  
3.51 % DID NOT ANSWER YOUR QUESTION RIGHT THE FIRST TIME  
32.53 % SHARED YOUR AD ON SOCIAL MEDIA

## DEMOGRAPHIC BREAK DOWN

### AGE

214 (4.13 %)	13-15
352 (6.79 %)	16-18
1371 (26.44 %)	19-25
1733 (33.42 %)	26-35
869 (16.76 %)	36-45
362 (6.98 %)	46-55
222 (4.28 %)	56-65
63 (1.21 %)	66+

### ANNUAL HOUSEHOLD INCOME

845 (16.26 %)	\$25,000-\$40,000
537 (10.33 %)	\$40,000-\$55,000
426 (8.20 %)	\$55,000-\$70,000
278 (5.35 %)	\$70,000-\$85,000
268 (5.16 %)	\$85,000-\$100,000
495 (9.52 %)	Over \$100,000
2349 (45.19 %)	Under \$25,000

### MARRIED

3014 (57.98 %)	No
2184 (42.02 %)	Yes

### HOME

1017 (18.62 %)	Live with parents
353 (6.46 %)	None of the above
1991 (36.45 %)	Own
2101 (38.47 %)	Rent

### CAR

787 (14.45 %)	Lease
1003 (18.41 %)	Neither
3658 (67.14 %)	Own

### BANKING

2896 (47.09 %)	Bank
2717 (44.18 %)	Credit Union
537 (8.73 %)	Neither

### SMOKING

816 (14.93 %)	Cigarettes
374 (6.84 %)	Cigars
4275 (78.23 %)	None

### CHILDREN

678 (9.87 %)	Adult Children
455 (6.63 %)	Infants
2606 (37.95 %)	No
991 (14.43 %)	Pre-Teens
295 (4.30 %)	Pregnant
751 (10.94 %)	Teens
1091 (15.89 %)	Toddlers

### LANGUAGE IN HOME

5124 (98.58 %)	English
74 (1.42 %)	Spanish

### GENDER

2726 (52.44 %)	Female
2389 (45.96 %)	Male
30 (0.58 %)	Non-binary/Other
53 (1.02 %)	Prefer not to disclose

## TARGETING BREAK DOWN

### HOBBIES

2349 (8.13 %)	Music Lover
2012 (6.96 %)	Foodie
1955 (6.77 %)	Pet Lover
1799 (6.23 %)	Outdoorsy
1744 (6.04 %)	Dining Out
1733 (6.00 %)	Traveler
1700 (5.88 %)	DIY
1483 (5.13 %)	Movie Buff
1378 (4.77 %)	Sports Fan
1023 (3.54 %)	Techie
1017 (3.52 %)	Beer / Wine Guru
990 (3.43 %)	Crafty
966 (3.34 %)	Shopaholic
897 (3.10 %)	Bookworm
866 (3.00 %)	Coffee snob
828 (2.87 %)	Health Nut
784 (2.71 %)	Seeing Live Events
743 (2.57 %)	Fashionista
630 (2.18 %)	Theater Goer
588 (2.04 %)	Master Chef
530 (1.83 %)	Green Thumb
441 (1.53 %)	Skier / Snowboarder
372 (1.29 %)	Gambler
372 (1.29 %)	Runner
367 (1.27 %)	Gear Head
360 (1.25 %)	Hunter
358 (1.24 %)	Collector
217 (0.75 %)	Biker
198 (0.69 %)	Golfer
192 (0.66 %)	Cyclist

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### LIFE STAGES

2586 (11.64 %)	Getting Healthy
2561 (11.53 %)	I Need a Vacation
2017 (9.08 %)	Finding Myself
1702 (7.66 %)	Raising Kids
1539 (6.93 %)	Fixing Up the House
1283 (5.77 %)	Student
1156 (5.20 %)	Raising Furbabies
1133 (5.10 %)	Climbing the Ladder
1132 (5.09 %)	Just Starting Out
1064 (4.79 %)	Independent
916 (4.12 %)	Starting a Business
868 (3.91 %)	Dating
837 (3.77 %)	Going Back to School
623 (2.80 %)	Changing Jobs
584 (2.63 %)	House Hunting
364 (1.64 %)	Engaged
332 (1.49 %)	Empty Nester
318 (1.43 %)	Grandparent

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## LIFE STAGES

267 (1.20 %)	Caretaker
257 (1.16 %)	Trying to Quit
184 (0.83 %)	Recovering
181 (0.81 %)	Serving our Country
169 (0.76 %)	Expecting
145 (0.65 %)	Retired

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## PHILOSOPHIES

3065 (12.47 %)	Try Something New
2540 (10.33 %)	Work Hard, Play Hard
2081 (8.46 %)	Love a Bargain
1832 (7.45 %)	Treat Yourself
1735 (7.06 %)	Risk Taker
1705 (6.93 %)	A Believer
1315 (5.35 %)	Spiritual
1225 (4.98 %)	Pro Gun
1112 (4.52 %)	Independent
1050 (4.27 %)	Fast Food Junkie
1045 (4.25 %)	Go Green
990 (4.03 %)	Pro Choice
816 (3.32 %)	Patriotic
677 (2.75 %)	Liberal
648 (2.64 %)	Conservative
620 (2.52 %)	Pro Life
595 (2.42 %)	Safety First
566 (2.30 %)	Gay Pride
366 (1.49 %)	Small Government
319 (1.30 %)	Libertarian
249 (1.01 %)	Early Adopter
35 (0.14 %)	Legalize It

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## BRAND LOYALTIES

2152 (7.82 %)	Apple
1606 (5.84 %)	Online Shopper
1566 (5.69 %)	Target
1553 (5.65 %)	Android
1416 (5.15 %)	Go Lobos!
1411 (5.13 %)	Walmart
1352 (4.92 %)	Costco
1335 (4.85 %)	Nike
1270 (4.62 %)	Buy Local
1164 (4.23 %)	Animal Friendly
1020 (3.71 %)	Made in the USA
1011 (3.68 %)	Thrift
964 (3.51 %)	Verizon
952 (3.46 %)	Playstation
933 (3.39 %)	XBOX
764 (2.78 %)	Home Depot
718 (2.61 %)	T-Mobile
701 (2.55 %)	American Cars
666 (2.42 %)	Eco-Conscious
633 (2.30 %)	All Natural
605 (2.20 %)	Adidas

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## BRAND LOYALTIES

563 (2.05 %)	Lowe's
559 (2.03 %)	ESPN
553 (2.01 %)	Hand Crafted
447 (1.63 %)	Luxury Products
421 (1.53 %)	Charitable
351 (1.28 %)	Foreign Cars
258 (0.94 %)	Boutique
193 (0.70 %)	ATT
183 (0.67 %)	Go Aggies!
182 (0.66 %)	Sprint

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