

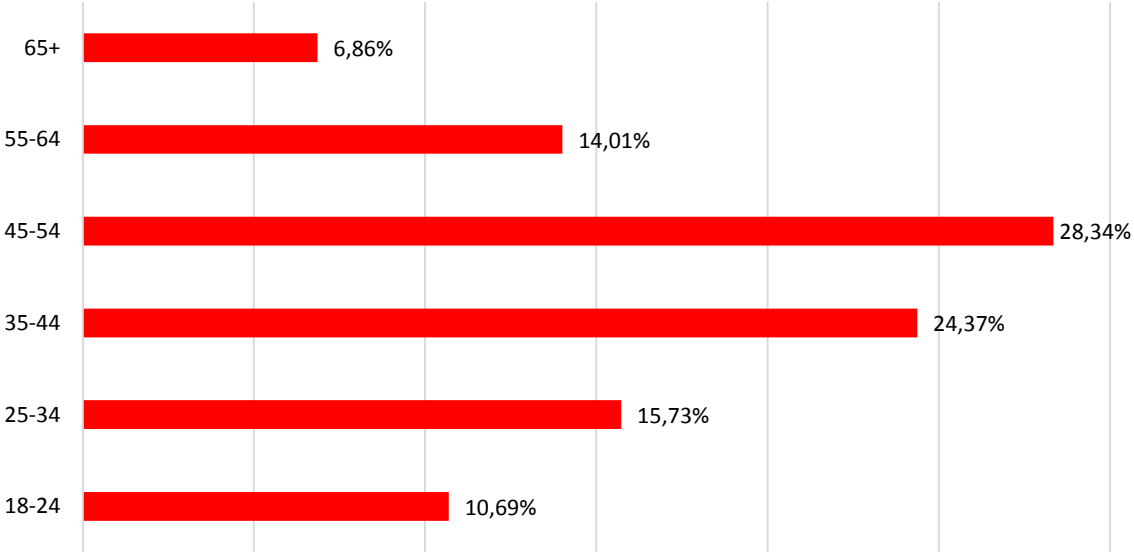


Website (Google Analytics)

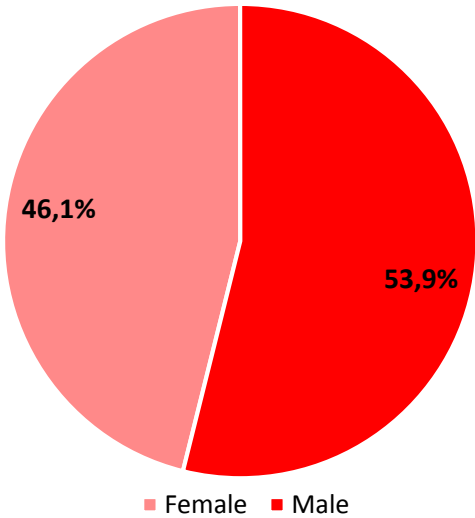
Website visits in 12 months: 153,000 (08 Jul 2014 – 08 Jul 2015)

Demographics

Age (61.91% of total visits)

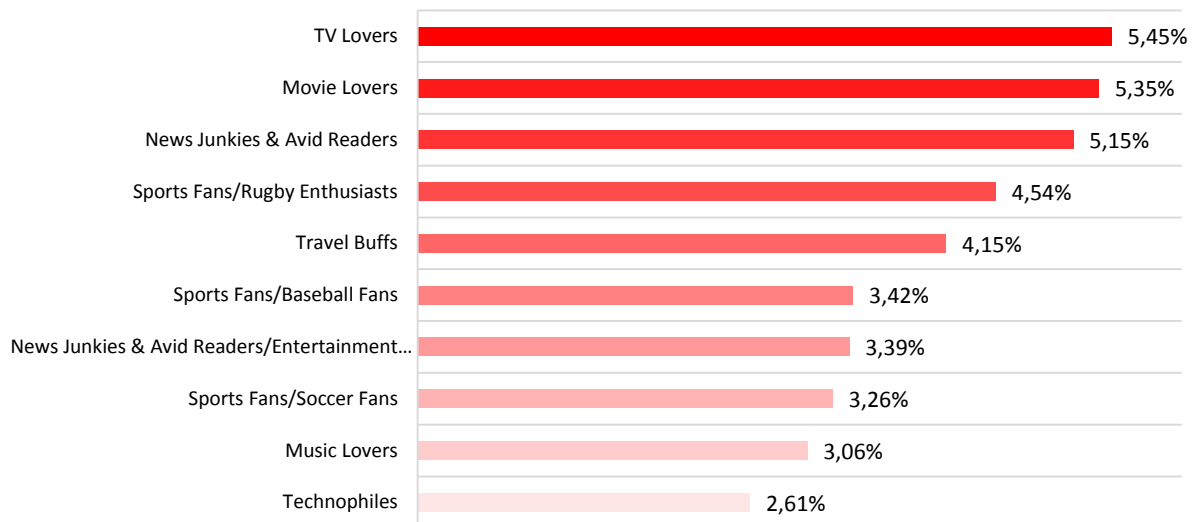


Gender (65.69% of total visits)

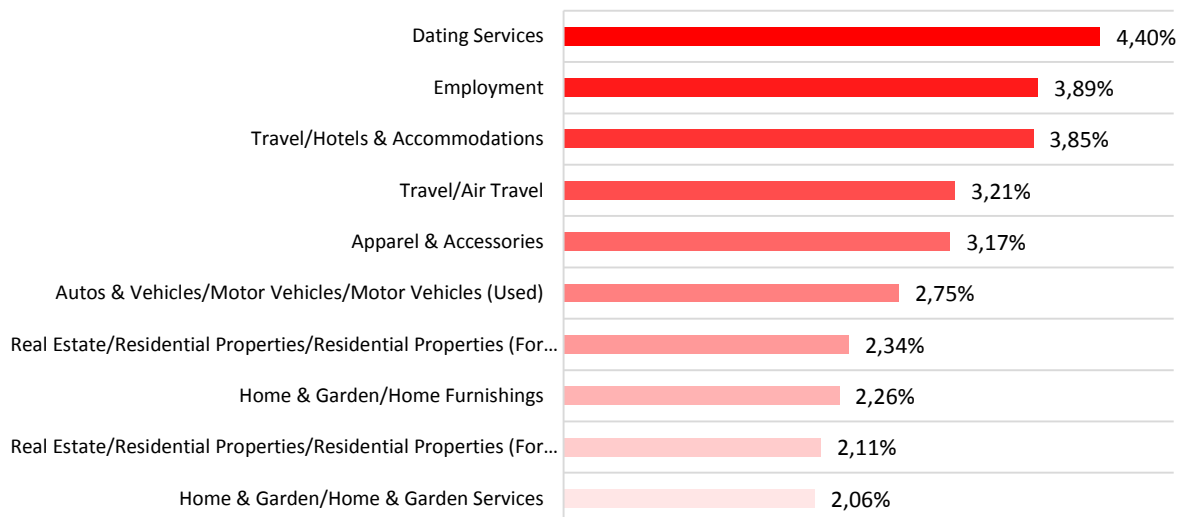


Interests

Affinity Category (65.31% of total visits)
 This category identifies users in terms of their lifestyle



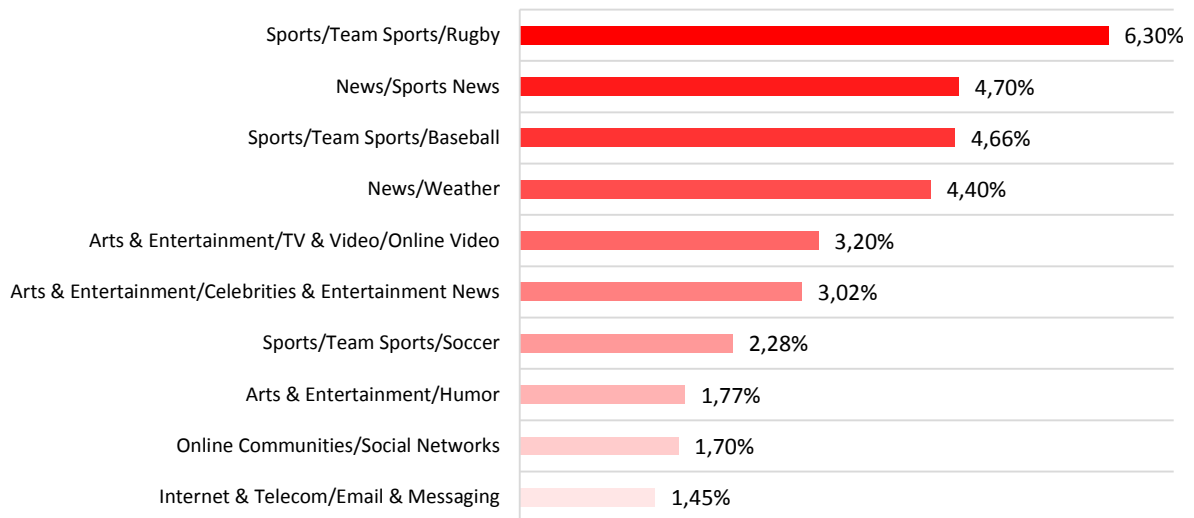
In-Market Segment (51.14% of total visits)
 This category identifies users in terms of their product-purchase interests





Other Category (63.71% of total visits)

This category identifies users based on interests they have shown online

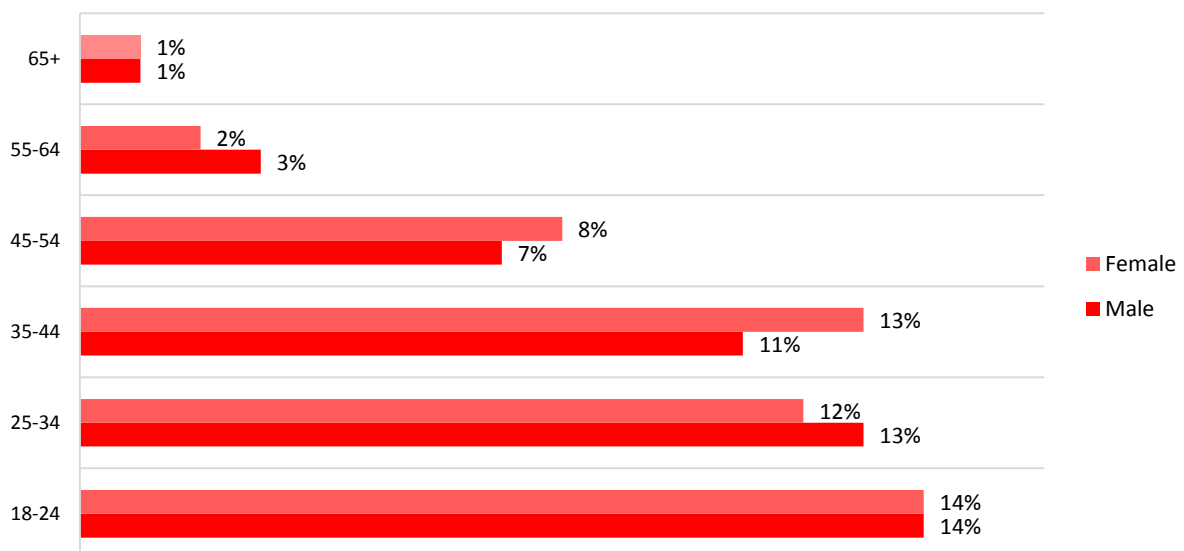


 Facebook

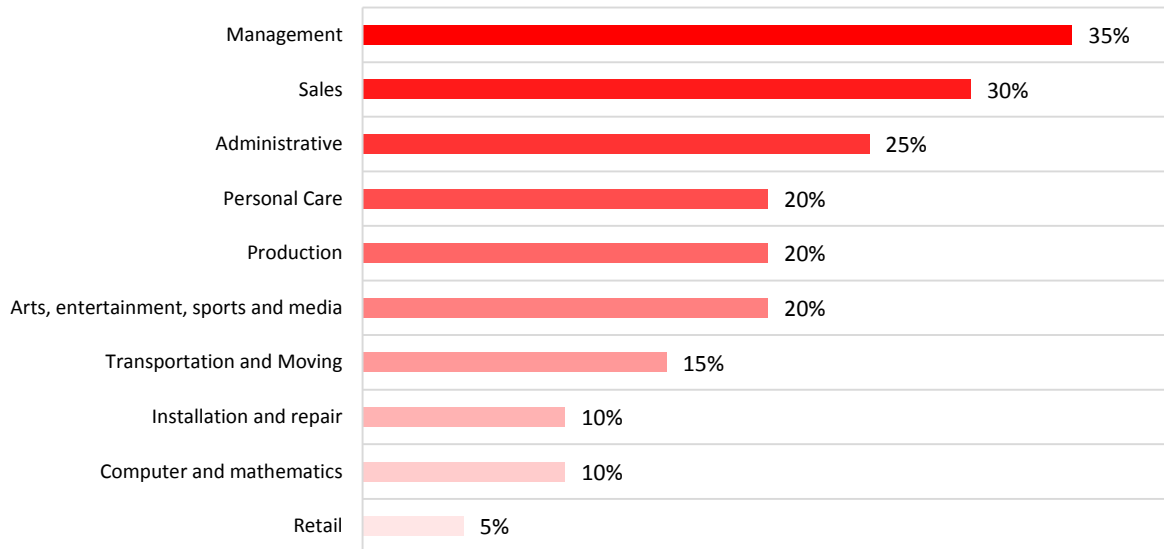
Page Likes: 8,663 (30 Jun 2015) ↗35%

Demographics

Age



Job Title

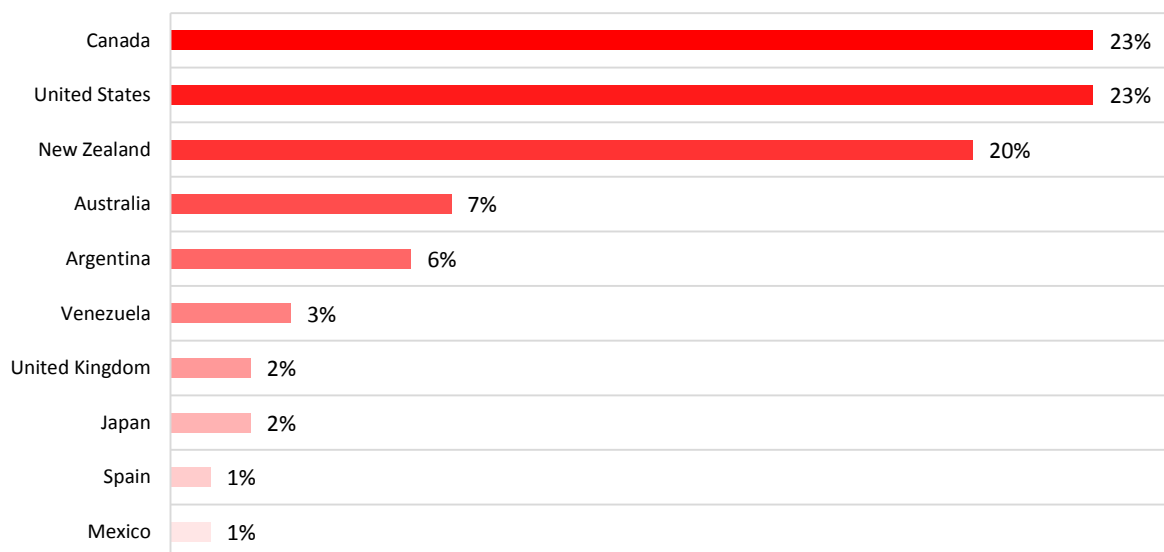


Twitter

Followers: 1,273 (30 Jun 2015) ↗23%

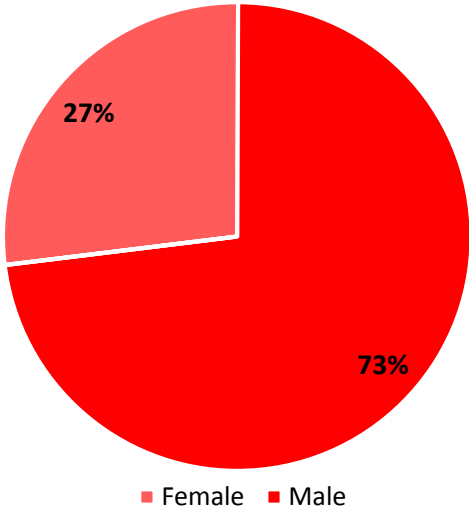
Demographics

Country



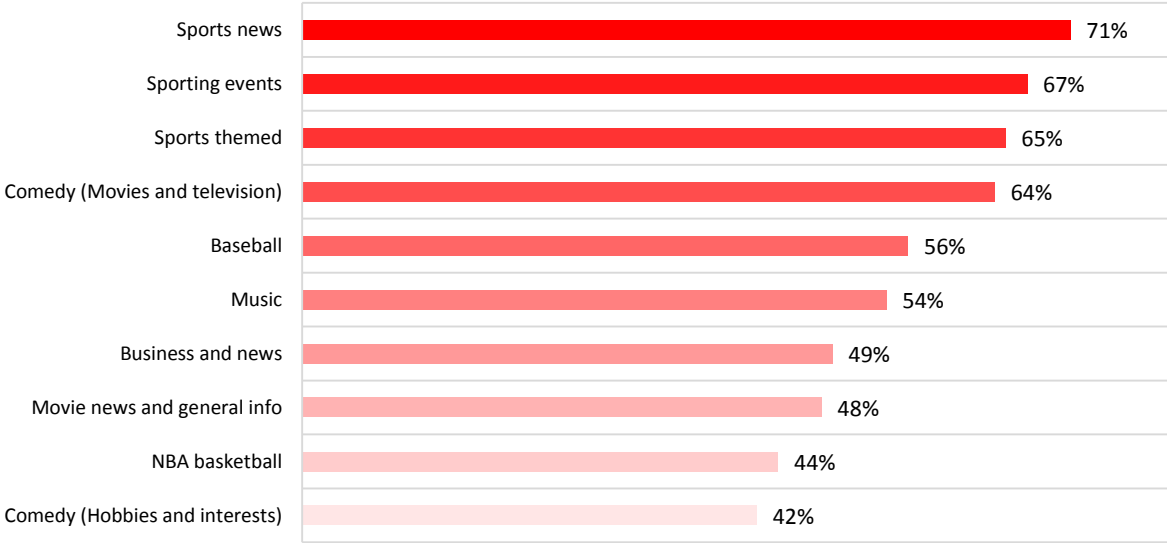


Gender



Interests

Interests





TV Genres

