

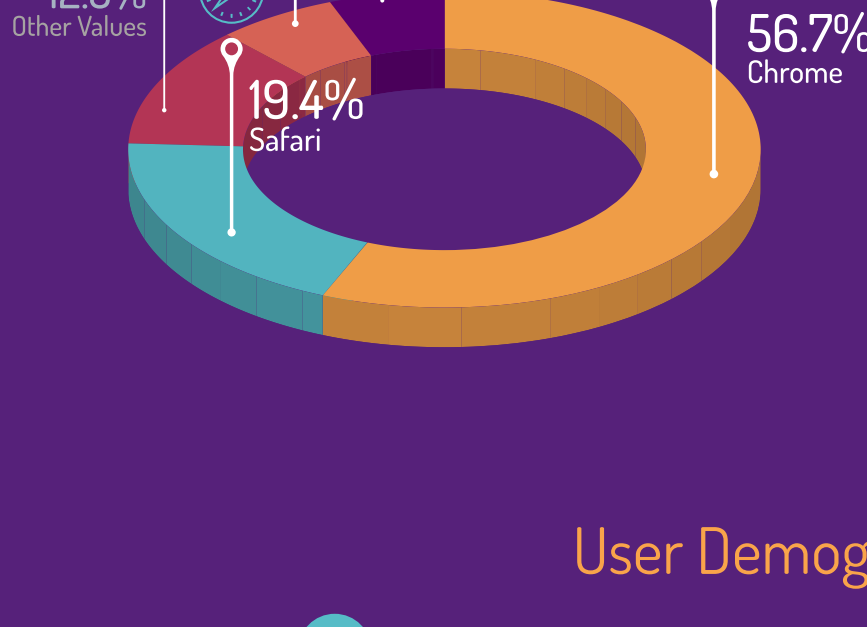


Laundry Analytica

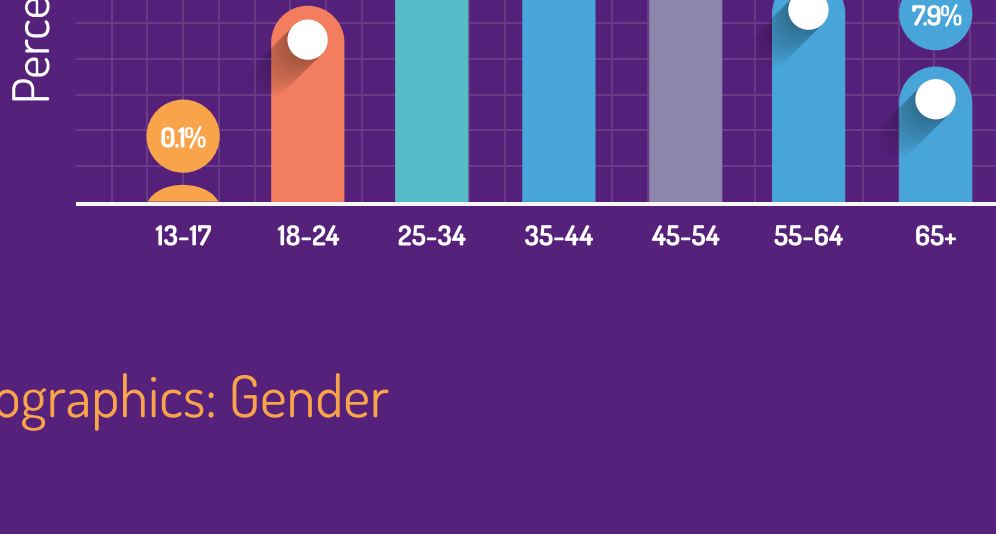
Linen & Uniform Customer Data



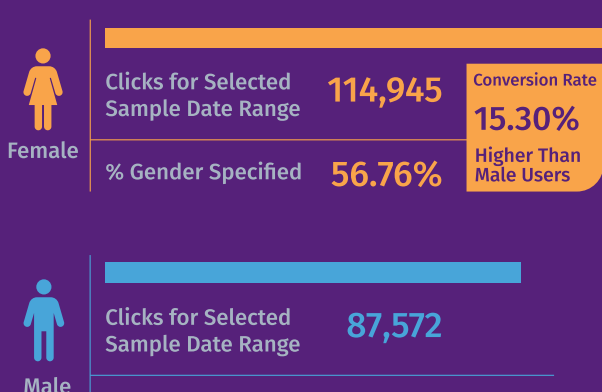
Browser Relativity



User Demographics: Age



User Demographics: Gender



Household Income

	Select Sample Size
Top 10%	23,976
11-20%	18,821
21-30%	18,277
31-40%	13,895
41-50%	12,800
Lowest Converting > Lower 50%	31,179

Most Expensive Search Clicks

(Top 10 Descending)

California	\$\$\$\$\$\$\$\$\$\$
Arizona	\$\$\$\$\$\$\$\$\$\$
District of Columbia	\$\$\$\$\$\$\$\$\$\$
New York	\$\$\$\$\$\$\$\$\$\$
New Jersey	\$\$\$\$\$\$\$\$\$\$
Washington	\$\$\$\$\$\$\$\$\$\$
Tennessee	\$\$\$\$\$\$\$\$\$\$
Michigan	\$\$\$\$\$\$\$\$\$\$
Maryland	\$\$\$\$\$\$\$\$\$\$
Illinois	\$\$\$\$\$\$\$\$\$\$

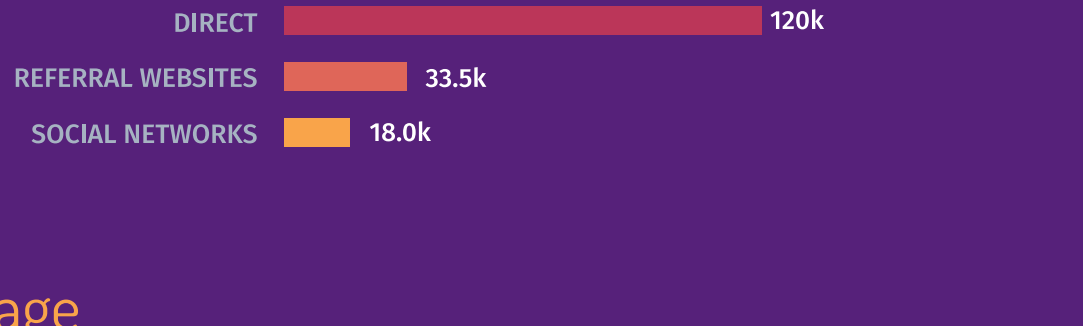
Most Search Impressions by State

(Top 10 Descending)

California	9999999999
New York	9999999999
Ontario, Canada	9999999999
Texas	9999999999
Florida	9999999999
Illinois	9999999999
Pennsylvania	9999999999
New Jersey	9999999999
North Carolina	9999999999
Georgia	9999999999

Traffic Sources

Sample segments from every linen & uniform customer type



Language



French	917
Filipino	792
Portuguese	706
Arabic	647
German	577

Device Type

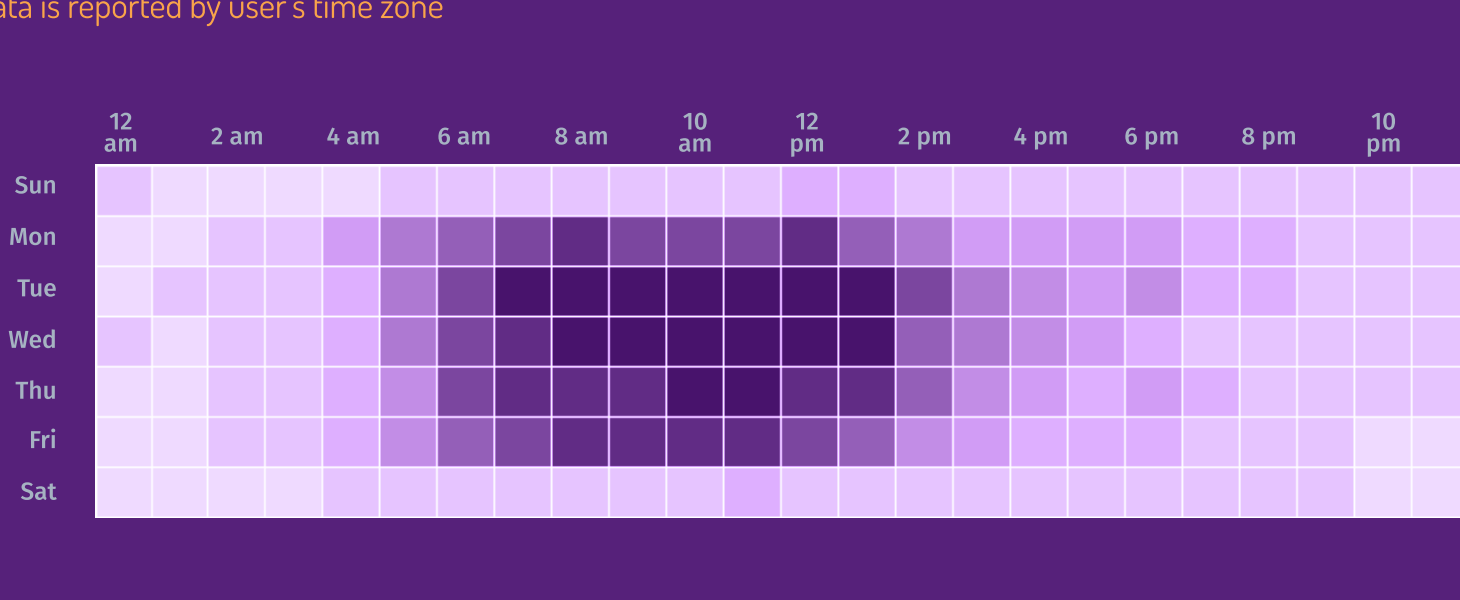


Primary Search Engines



User Activity: By Day and Hour

Data is reported by user's time zone



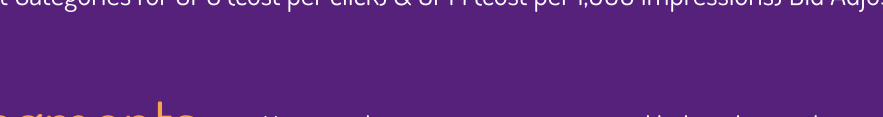
Service Providers

The names of the top internet service providers (ISPs) used by visitors.



COMCAST CABLE COMMUNICATIONS LLC	22.4%
TIME WARNER CABLE INTERNET LLC	8.7%
MCi COMMUNICATIONS SERVICES INC. D/B/A VERIZON BUSINESS	10.9%
CHARTER COMMUNICATIONS	10.7%
CELLCO PARTNERSHIP DBA VERIZON WIRELESS	9.2%
T-MOBILE USA INC.	7.7%
OVH HOSTING INC.	7.5%
CHARTER COMMUNICATIONS INC	6.7%
TELSTRA	6.2%

Advanced Audience Targeting



Interest Categories for CPC (cost per click) & CPM (cost per 1,000 impressions) Bid Adjustments

In-market Segments

Users in these segments are more likely to be ready to purchase products or services in the specified category. These are users lower in the purchase funnel, near the end of the process.

Sample Segment Volume

Highest Converting Segment >	Travel/Hotels & Accommodations	109.803
	Employment	83.124
	Real Estate/Residential Properties (For Sale)	72.990
Highest Converting Segment >	Home & Garden/Home Decor	69.171
	Preowned Houses (For Sale)	67.932
	Travel/Air Travel	67.518
Highest Converting Segment >	Furnishings General	64.812
	Autos & Vehicles	52.846
	Real Estate Residential Properties	51.081
	Home & Garden Services	47.908

Affinity Categories

Affinity categories are used to reach potential customers, to make them aware of your brand or product. These are users higher in the purchase funnel, near the beginning of the process.

	Media & Entertainment/TV Lovers	146.103
	Travel/Travel Buffs	144.796
	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	140.442
	Lifestyles & Hobbies/Business Professionals	137.722
Highest Converting Segment >	News & Politics/Avid News Readers Entertainment News Enthusiasts	134.948
	Media & Entertainment/Movie Lovers	133.956
Highest Converting Segment >	Home & Garden/Home Decor Enthusiasts	128.889
Highest Converting Segment >	Shoppers/Value Shoppers	127.223
	Technology/Technophiles	126.006
	Shoppers/Shopaholics	124.745

Other Categories

*These are the same category designations that Google Ads uses.

These are more granular than Affinity and In-market categories, and let you identify users who are not in those other categories.

	Arts & Entertainment Celebrities & Entertainment News	87.333
	News/Weather	67.395
Highest Converting Segment >	Internet & Telecom Email & Messaging	50.632
	Arts & Entertainment/TV & Video/Online Video	50.342
	Food & Drink/Cooking & Recipes	46.652
	Travel/Air Travel	39.990
Highest Converting Segment >	Shopping/Mass Merchants & Department Stores	37.158
	Reference/General Reference Dictionaries & Encyclopedias	36.028
Highest Converting Segment >	Travel/Hotels & Accommodations	35.003
	Real Estate/Real Estate Listings Residential Sales	33.425