CentraForce Data

- Best in class segmentation
- Leading 3rd party/secondary
- 100,000+ Individual level variables appended to each household (HH as well)

ABC Data

- 7.7 Million File
- 290k study sample
- High, Mid, Low
  - Workouts
  - Distances
  - Food
- * all in full PII compliance

Resulted in 49,000 Measures

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71 audience segments for

- All Users
- Premium Subs
- ABC Mid-High
- ABC Mid-High
- ABC Activity 3 Mid-High
- Low Users
- Non Users/partial

+

Profiles of ABC Database

All Users
Food Instances: High
Food Instances: Low
Food Instances: Mid
Premium Members Duration: 1 Year+
Premium Members Duration: 3 - 6 Months
Premium Members Duration: 6 - 9 Months
Premium Members Duration: 9 - 12 Months
Premium Members Duration: <3 Months
Premium Members Membership Type: Bronze
Premium Members Membership Type: Bronze Premium Members Duration: 1 Year+
Premium Members Membership Type: Bronze Premium Members Duration: 3 - 6 Months
Premium Members Membership Type: Bronze Premium Members Duration: 6 - 9 Months
Premium Members Membership Type: Bronze Premium Members Duration: 9 - 12 Months
Premium Members Membership Type: Bronze Premium Members Duration: <3 Months
Premium Members Membership Type: Champ
Premium Members Membership Type: Champ Premium Members Duration: 1 Year+
Premium Members Membership Type: Champ Premium Members Duration: 9 - 12 Months
Premium Members Membership Type: Gold
Premium Members Membership Type: Gold Premium Members Duration: 1 Year+
Premium Members Membership Type: Gold Premium Members Duration: 3 - 6 Months
Premium Members Membership Type: Gold Premium Members Duration: 6 - 9 Months
Premium Members Membership Type: Gold Premium Members Duration: 9 - 12 Months
Premium Members Membership Type: Gold Premium Members Duration: <3 Months
Premium Members Membership Type: Silver
Premium Members Membership Type: Silver Premium Members Duration: 1 Year+
Premium Members Membership Type: Silver Premium Members Duration: 3 - 6 Months
Premium Members Membership Type: Silver Premium Members Duration: 6 - 9 Months
Premium Members Membership Type: Silver Premium Members Duration: 9 - 12 Months
Premium Members Membership Type: Silver Premium Members Duration: <3 Months
Premium Members by Gender: F
Premium Members by Gender: M

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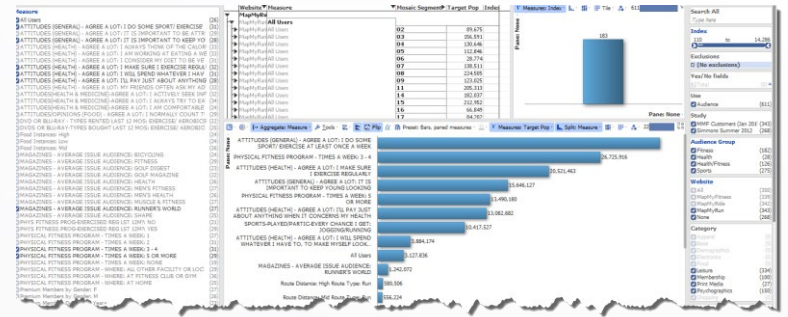**Insights that Drive Better Business Performance**

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71 audience segments for:

- All Users
- Premium Subs
- ABCActivity 1 Mid-High
- ABCActivity 2 Mid-High
- ABCActivity 3 Mid-High
- Low Users
- Non Users/partial

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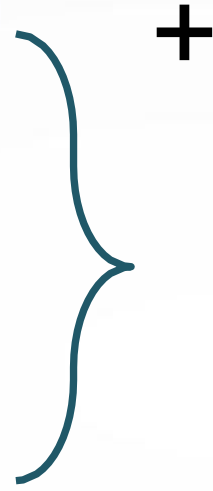
Profiles of ABC Database

Route Distance: High Route Type: Other
Route Distance: High Route Type: RideBike
Route Distance: High Route Type: Run
Route Distance: High Route Type: Swim
Route Distance: High Route Type: Walk
Route Distance: Low Route Type: Other
Route Distance: Low Route Type: RideBike
Route Distance: Low Route Type: Run
Route Distance: Low Route Type: Swim
Route Distance: Low Route Type: Walk
Route Distance: Mid Route Type: Other
Route Distance: Mid Route Type: RideBike
Route Distance: Mid Route Type: Run
Route Distance: Mid Route Type: Swim
Route Distance: Mid Route Type: Walk
Route Instances: High
Route Instances: High Route Type: Other
Route Instances: High Route Type: RideBike
Route Instances: High Route Type: Run
Route Instances: High Route Type: Swim
Route Instances: High Route Type: Walk
Route Instances: Low
Route Instances: Low Route Type: Other
Route Instances: Low Route Type: RideBike
Route Instances: Low Route Type: Run
Route Instances: Low Route Type: Swim
Route Instances: Low Route Type: Walk
Route Instances: Mid
Route Instances: Mid Route Type: Other
Route Instances: Mid Route Type: RideBike
Route Instances: Mid Route Type: Run
Route Instances: Mid Route Type: Swim
Route Instances: Mid Route Type: Walk

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71 audience segments for:

- All Users
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- ABCActivity 1 Mid-High
- ABCActivity 2 Mid-High
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- Low Users
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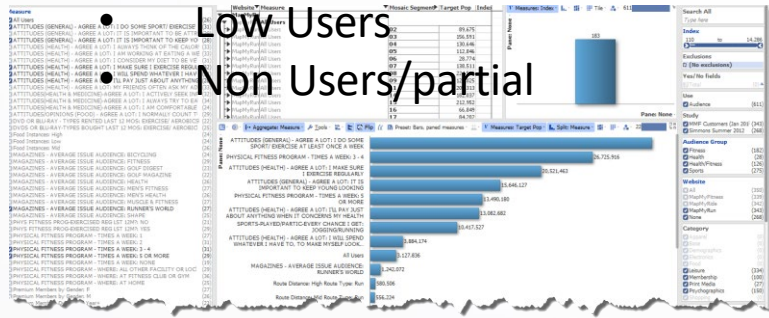
Profiles of ABC Database

Users by Age: 18 - 24
Users by Age: 25 - 34
Users by Age: 35 - 44
Users by Age: 45 - 54
Users by Age: 55 - 64
Users by Age: 65+
Users by Age: <18
Users by Gender: F
Users by Gender: M
Workout Distance: High Workout Type: Cardio Aerobic Workout
Workout Distance: High Workout Type: Other
Workout Distance: High Workout Type: RideBike
Workout Distance: High Workout Type: Run
Workout Distance: High Workout Type: Swim
Workout Distance: High Workout Type: Walk
Workout Distance: High Workout Type: Weight Lifting Training
Workout Distance: Low Workout Type: Cardio Aerobic Workout
Workout Distance: Low Workout Type: Other
Workout Distance: Low Workout Type: RideBike
Workout Distance: Low Workout Type: Run
Workout Distance: Low Workout Type: Swim
Workout Distance: Low Workout Type: Walk
Workout Distance: Low Workout Type: Weight Lifting Training
Workout Distance: Mid Workout Type: Cardio Aerobic Workout
Workout Distance: Mid Workout Type: Other
Workout Distance: Mid Workout Type: RideBike
Workout Distance: Mid Workout Type: Run
Workout Distance: Mid Workout Type: Swim
Workout Distance: Mid Workout Type: Walk
Workout Distance: Mid Workout Type: Weight Lifting Training

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681 profiles across

71 audience segments for:

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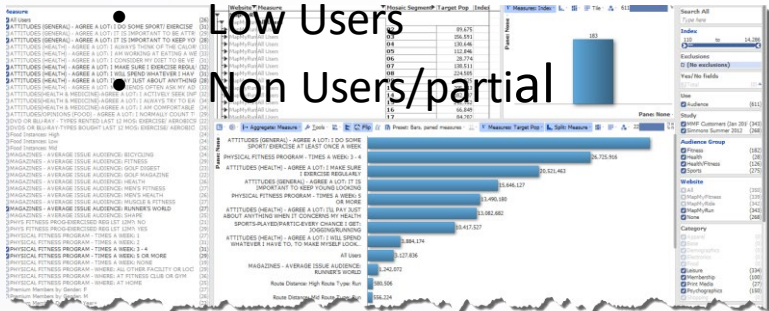
Profiles of ABC Database

Workout Instances: High
Workout Instances: High Workout Type: Cardio Aerobic Workout
Workout Instances: High Workout Type: RideBike
Workout Instances: High Workout Type: Run
Workout Instances: High Workout Type: Swim
Workout Instances: High Workout Type: Walk
Workout Instances: High Workout Type: Weight Lifting Training
Workout Instances: Low
Workout Instances: Low Workout Type: Cardio Aerobic Workout
Workout Instances: Low Workout Type: RideBike
Workout Instances: Low Workout Type: Run
Workout Instances: Low Workout Type: Swim
Workout Instances: Low Workout Type: Walk
Workout Instances: Low Workout Type: Weight Lifting Training
Workout Instances: Mid
Workout Instances: Mid Workout Type: Cardio Aerobic Workout
Workout Instances: Mid Workout Type: RideBike
Workout Instances: Mid Workout Type: Run
Workout Instances: Mid Workout Type: Swim
Workout Instances: Mid Workout Type: Walk
Workout Instances: Mid Workout Type: Weight Lifting Training

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71 audience segments for: +

- All Users
- Premium Subs
- ABCActivity 1 Mid-High
- ABCActivity 2 Mid-High
- ABCActivity 3 Mid-High
- Low Users
- Non Users/partial

ATTITUDES (HEALTH) - AGREE A LOT: I CONSIDER MY DIET TO BE VERY HEALTHY
ATTITUDES (HEALTH) - AGREE A LOT: I MAKE SURE I EXERCISE REGULARLY
ATTITUDES (HEALTH) - AGREE A LOT: I'LL PAY JUST ABOUT ANYTHING WHEN IT CONCERNS MY HEALTH
ATTITUDES (HEALTH) - AGREE A LOT: MY FRIENDS OFTEN ASK MY ADVICE ABOUT HEALTH AND NUTRITION
ATTITUDES(HEALTH & MEDICINE)-AGREE A LOT: I ACTIVELY SEEK INFORMATION ABOUT NUTRITION AND HEALTHY DIET
ATTITUDES(HEALTH & MEDICINE)-AGREE A LOT: I ALWAYS TRY TO EAT HEALTHY FOODS AND MAINTAIN A BALANCED DIET
ATTITUDES(HEALTH & MEDICINE)-AGREE A LOT: I AM COMFORTABLE REGISTERING ON A WEBSITE WHICH CONSISTENTLY OFFERS USEFUL INFORMATION
PHYSICAL Activity 1 PROGRAM - TIMES A WEEK: 3 - 4
PHYSICAL Activity 1 PROGRAM - TIMES A WEEK: 5 OR MORE
PHYSICAL Activity 1 PROGRAM - TIMES A WEEK: NONE
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: AEROBICS
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: BICYCLING - MOUNTAIN/ROAD
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: Activity 1 WALKING/EXERCISE/ WALKING
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: JOGGING/Activity 2NING

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ABC Audience Definition Criteria

- **Mid-High Users**

  Active

  > Mid-high usage levels, workout distances and instances

  Premium subscription prone

  3+ physical activities of any type, per week

  Motivated by health, affinity to sport and/or diet

- **Untapped**

  Heavily engaged with Activity 1, Activity 2ning or riding & currently under penetrated

- **Premium subscribers**

  Match profile of existing premium subs, by website title

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ABC Audience Definition Criteria

- **Low Users**

  Low website usage and engagement levels

  Only seldom for associated activity/sport

- **Non Users**

  Registered but not active

  Ar less frequent for associated activity/sport

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Total U.S. Audience Opportunity, Penetration and Room To Grow

	Total U.S. Opportunity	Existing Users	Current Penetration	Room To Grow
ABCActivity 2: Mid-High	6,522,194	3,115,038	48%	3,407,156
ABCActivity 2: Untapped	1,940,938	273,223	14%	1,667,715
ABCActivity 2: Premium	3,015,659	10,324	0.34%	3,005,335
ABCActivity 3: Mid-High	2,436,754	786,663	32%	1,650,091
ABCActivity 3: Untapped	1,103,153	197,858	18%	905,295
ABCActivity 3: Premium	1,334,289	12,882	0.97%	1,321,407
ABCActivity 1: Mid-High	14,264,209	921,562	6%	13,342,647
ABCActivity 1: Untapped	3,547,858	507,145	14%	3,040,713
ABCActivity 1: Premium	4,746,065	3,391	0.07%	4,742,674

Note: Low users and Non Users have been excluded from this analysis

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Audience Validation Example

MapMyActivity 2

Validation Measure	Index
ATTITUDES (GENERAL) - AGREE A LOT: I DO SOME SPORT/ EXERCISE AT LEAST ONCE A WEEK	240
DVDS OR BLU-RAY-TYPES BOUGHT LAST 12 MOS: EXERCISE/ AEROBICS/ Activity 1	272
MAGAZINES - AVERAGE ISSUE AUDIENCE: Activity 1	248
MAGAZINES - AVERAGE ISSUE AUDIENCE: MEN'S Activity 1	208
PHYSICAL Activity 1 PROGRAM - TIMES A WEEK: 3 - 4	275
PHYSICAL Activity 1 PROGRAM - TIMES A WEEK: 5 OR MORE	318
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: AEROBICS	456
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: Activity 1 WALKING/EXERCISE/ WALKING	503
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: YOGA	432

Index = 100

Just as likely as the average adult

MapMyActivity 1 Users with Mid/High ratings:

403% more likely, than the average adult, to do Activity 1 walking exercise every chance they get

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Audience Validation Example

"ABCR Premium Subscribers"

Validation Measure	Index
ATTITUDES (GENERAL) - AGREE A LOT: I DO SOME SPORT/ EXERCISE AT LEAST ONCE A WEEK	307
ATTITUDES/OPINIONS (FOOD) - AGREE A LOT: I NORMALLY COUNT THE CALORIES OF THE FOODS I EAT	285
PHYSICAL Activity 1 PROGRAM - TIMES A WEEK: 5 OR MORE	916
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: BICYCLING - MOUNTAIN/ROAD	2,994
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: AEROBICS	452
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: BACKPACKING/HIKING	892
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: BASEBALL	84
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: BASKETBALL	57
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: BICYCLING - STATIONARY	621
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: BOXING	341
SPORTS-PLAYED/PARTIC-EVERY CHANCE I GET: CANOEING/KAYAKING	610

Index = 100
Just as likely as the average adult

MapMyActivity 3 Premium Subscribers:

2,894% more likely than the average adult to do mountain/road cycling chance they get

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