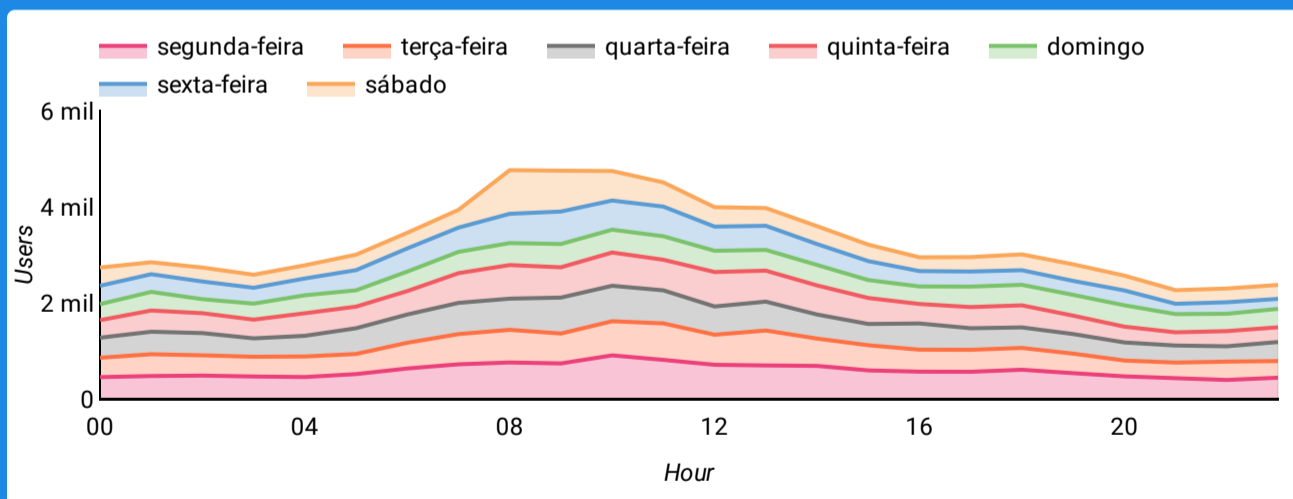
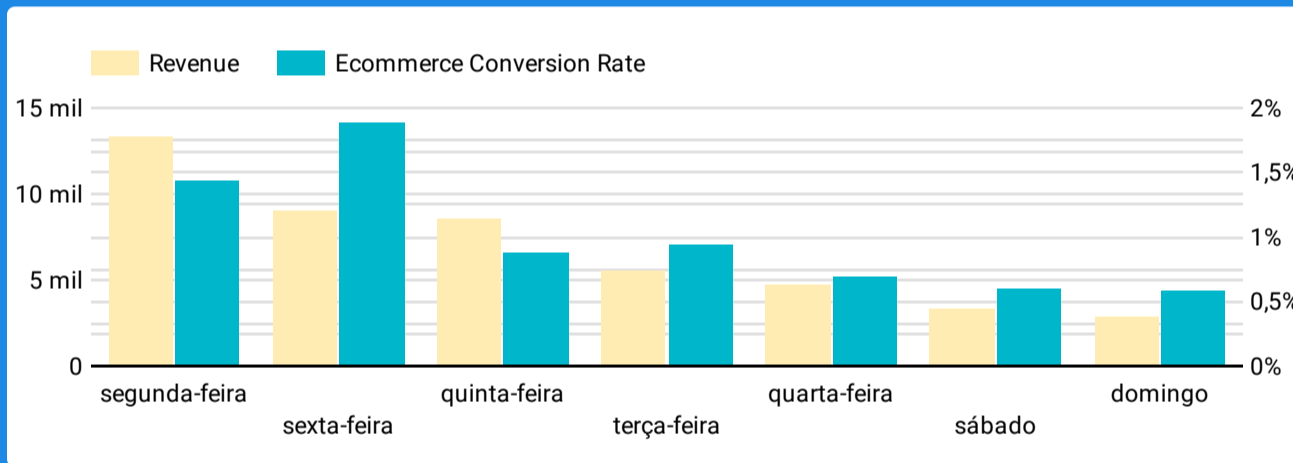


Buyer Persona

	Gender	Age	Country
	male	25-34	United States
	Language	Region	
	en-us	California	
	SO	Browser	City
	Macintosh	Chrome	San Jose

Affinity Category (reach)	In-Market Segment
Shoppers/Value Shoppers	Employment
Technology/Technophiles	Employment/Career Consulting Services
Media & Entertainment/Movie Lovers	Financial Services/Investment Services
Travel/Travel Buffs	Business Services/Staffing & Recruitment Services
Travel/Business Travelers	Apparel & Accessories

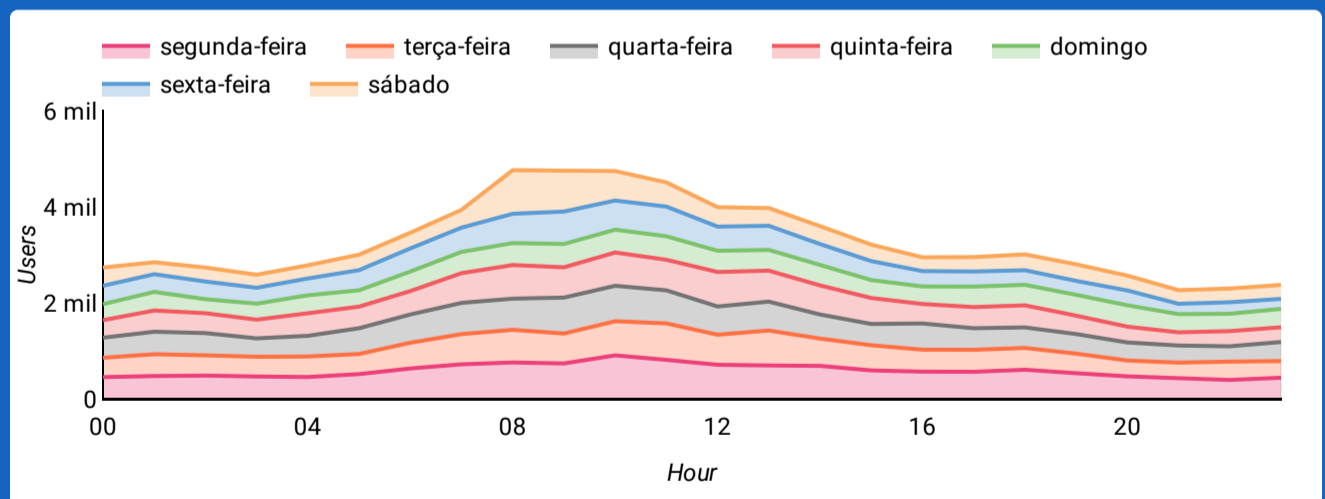
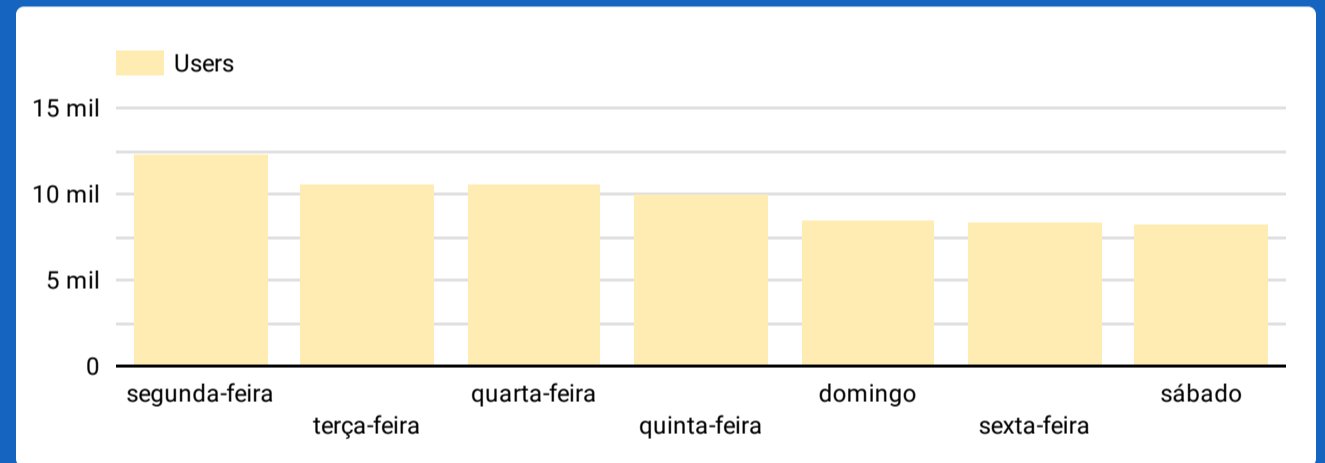


Acquisition Channel	Acquisition Source
Direct	(direct)
Paid Search	google
Referral	mall.googleplex.com
(Other)	(not set)
Organic Search	google

Brand Persona

	Gender	Age	Country
	male	25-34	United States
	Language	Region	
	en-us	California	
	SO	Browser	City
	Windows	Chrome	(not set)

Affinity Category (reach)	In-Market Segment
Shoppers/Value Shoppers	Business Services/Advertising & Marketing Services
Media & Entertainment/Movie Lovers	Employment
Technology/Technophiles	Software/Business & Productivity Software
Media & Entertainment/Music Lovers	Financial Services/Investment Services
Beauty & Wellness/Frequently Visits Salons	Employment/Career Consulting Services



Acquisition Channel	Acquisition Source
Direct	(direct)
Paid Search	google
Display	dfa
Organic Search	google
(Other)	(not set)