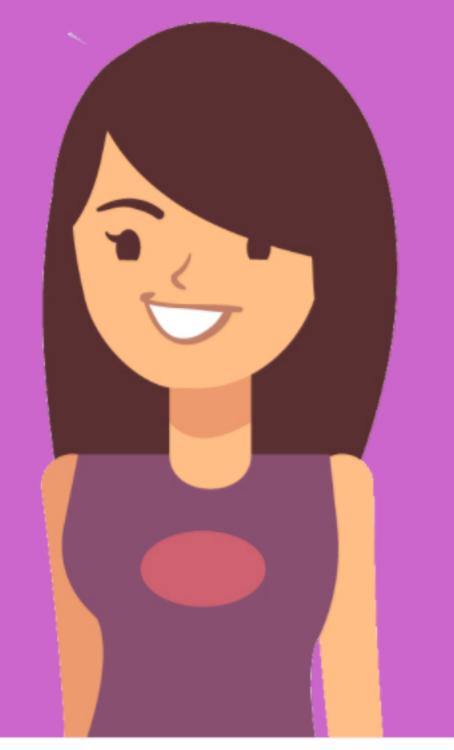
MEET BETTY

Timing Is Everything



Spend: Offline (76%)
Online (24%)
Avg Web: \$112.65
Avg Catalog/MOB: \$139.79
Avg In Store: \$595.91



- HHI \$75-\$99K
- Net Worth \$125-175K
- Age 37
- Credit Utilization 011-020%
- 2 Children
- Associates Degree

Listed home for sale

Doylestown, PA

\$295,000 3 Bed, 2 Bath 2,056 SQ FT.



List date = 6/2/16

Home sold



\$287,500 Sold 8/22/16

Purchased new home

New Hope, PA 11 miles away, remained in PA

\$350,000 4 Bed, 2 Bath 2,700 SQ FT.



COA date = 9/29/16

0-3 mos

4-6 mos

7-9 mos

10-12 mos



Total Spend \$21,657.58

- \$3,000 new furniture
- \$850 small kitchen appliances
- \$3,765 Electronics
- Holiday Shopping
 \$2,000
- Expecting Parents



Total Spend \$3,056.60

- Renewed auto insurance
- Health Food
 Purchases \$163
- \$1,500 home décor
- \$500 Lighting



Total Spend \$4,629.18

- New Parents
- \$650 women's
 apparel (75% online)
- Credit Card
 Activation
- In-Market New
 Vehicle (0-3
 Months)



Total Spend \$1,222.64

- Small box beauty subscription
- New Life insurance inquiry
- Opened savings account
- \$100 Donation Animal Charity