DIGITAL AUDIENCE PROFILE

ADVERTISE WITH ASI

ASI is focused on in-depth coverage of adhesive and sealant manufacturing, formulations and finished products such as pressure-sensitive adhesives (PSAs), structural adhesives, sealants and coatings. **ASI** offers useful information targeted toward global manufacturers, formulators and end users of adhesives and sealants, as well as coatings, for applications in automotive, electronics, packaging, construction and more.

www.adhesivesmag.com

BNP Media Inc.

Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology

platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management

and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media

audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of December 31, 2023.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

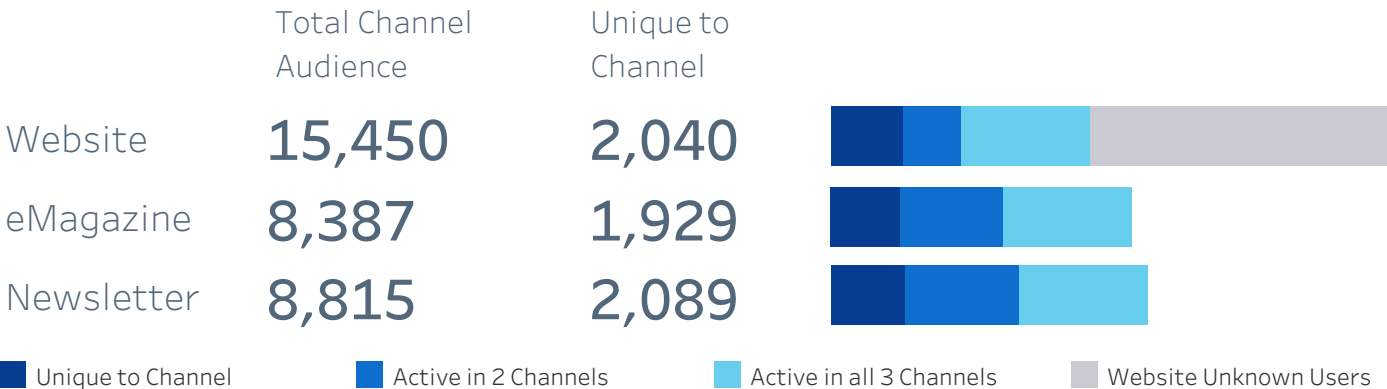Alliance for Audited Media

March 31, 2024

Audience Profile

Total Audience

Adhesives & Sealants Industry serves global manufacturers, formulators, and end users of adhesives and sealants, pressure sensitives and other adhesive/sealant products.
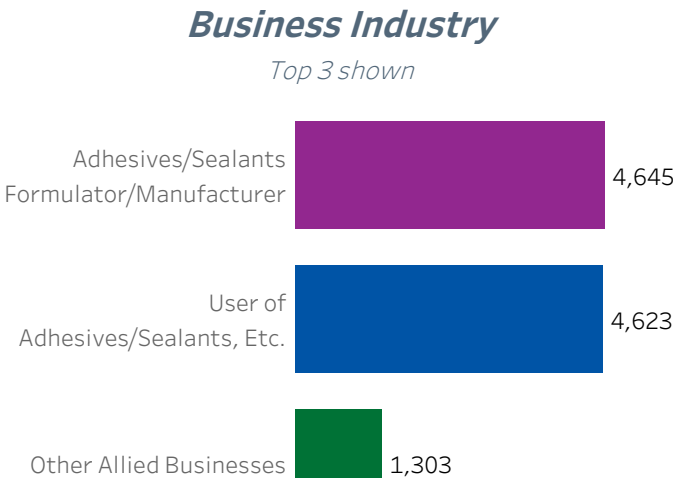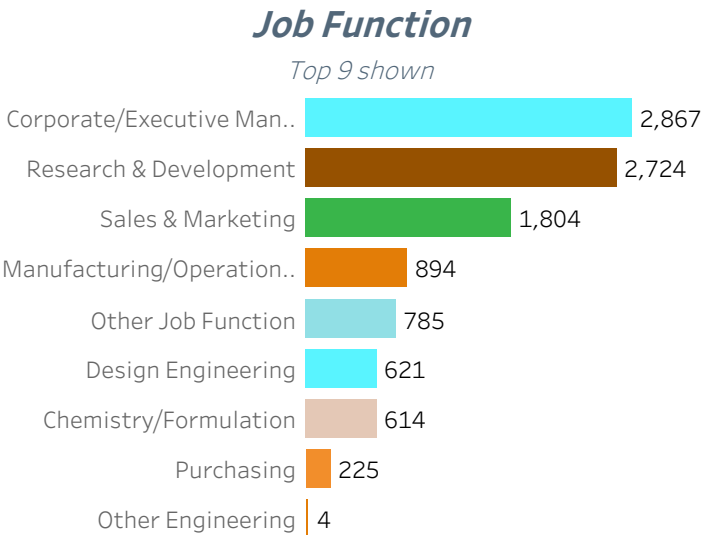
52,044
Total Audience Reach

14,064
Unique Active Audience

75%
Engaged

Core Channels

	Total Channel Audience	Unique to Channel	
Website	15,450	2,040	
eMagazine	8,387	1,929	
Newsletter	8,815	2,089	

- Unique to Channel
- Active in 2 Channels
- Active in all 3 Channels
- Website Unknown Users

Additional Channels

8,354
Standard eBlast Delivery

19,392
Social Media Total Followers

Demographics

Job Function
Top 9 shown

Corporate/Executive Man..	2,867
Research & Development	2,724
Sales & Marketing	1,804
Manufacturing/Operation..	894
Other Job Function	785
Design Engineering	621
Chemistry/Formulation	614
Purchasing	225
Other Engineering	4

10,538 responses

Business Industry
Top 3 shown

Adhesives/Sealants Formulator/Manufacturer	4,645
User of Adhesives/Sealants, Etc.	4,623
Other Allied Businesses	1,303

10,571 responses

Time Frame - *As of Last day of Month shown*

- *Total Audience:*
  Total Audience Reach: Reflects the combined exposure across Website, Newsletter, Social Media Followers, and eMagazine channels. Counts are cumulative and may include overlap between platforms. Only where applicable, also includes Continuing Education user counts.
- *Unique Active Audience:* Number of unique active customers with known first-party data active within product specific time frames for all products.
  Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.
  * Product-specific time frames for each Channel may be found in Table A.

Core Channels
The three core channels are Website, Newsletter, and eMagazine.
- *Total Channel Audience:* Total number of customers for specified product.
- *Unique to Channel:* Number of unique customers active only in specified channel.
- *Active in 2 Channels:* Number of unique customers active in two channels. Examples: A customer is active within Website and Newsletter channels but not eMagazine. Or a customer is active within Newsletter and eMagazine channels but not the Website.
- *Active in all 3 Channels:* Number of unique customers active in all three channels.
- *Website Unknown Users:* Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels
Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.
- *Webinar Average Registrants (if applicable):* Average registrants per webinar.
- *Unique Event Registrants (if applicable):* Average registrants per event.
- *CE Active Registered Users (if applicable):* Total active registered users for the Continuing Education Center.
- *Standard eBlast Delivery (sponsored only):* Delivery count of a typical eBlast within the last 3 months.
- *Social Media Total Followers (if applicable):* Follower counts by channel for the most recent month.

Demographics
- *Job Function:* Top job functions of the Unique Active Audience.
- *Business Industry:* Top business industries of the Unique Active Audience.

Table A
* BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.

	Active Criteria	*Engaged Criteria*
Website	6 Months	6 Months
Newsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months

eMagazine *- Summary*

Total Subscribers
7,088

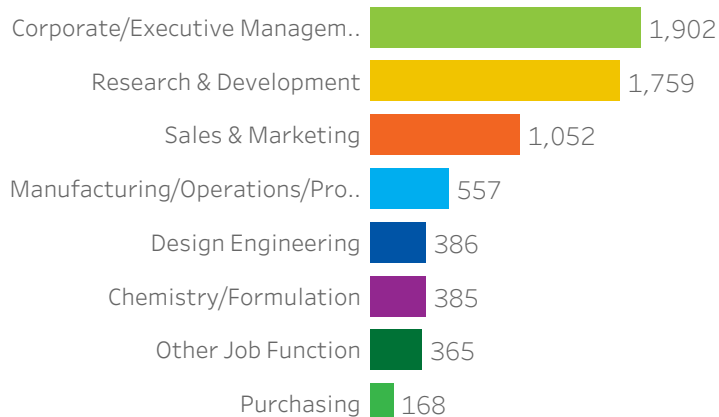Average Issue Pageviews
2,262

Activity by eMagazine Issue

Issue Name	Sessions	Pageviews	Session Duration (min)
October 2025	793	2,325	4
November 2025	841	2,286	3
December 2025	953	2,176	3
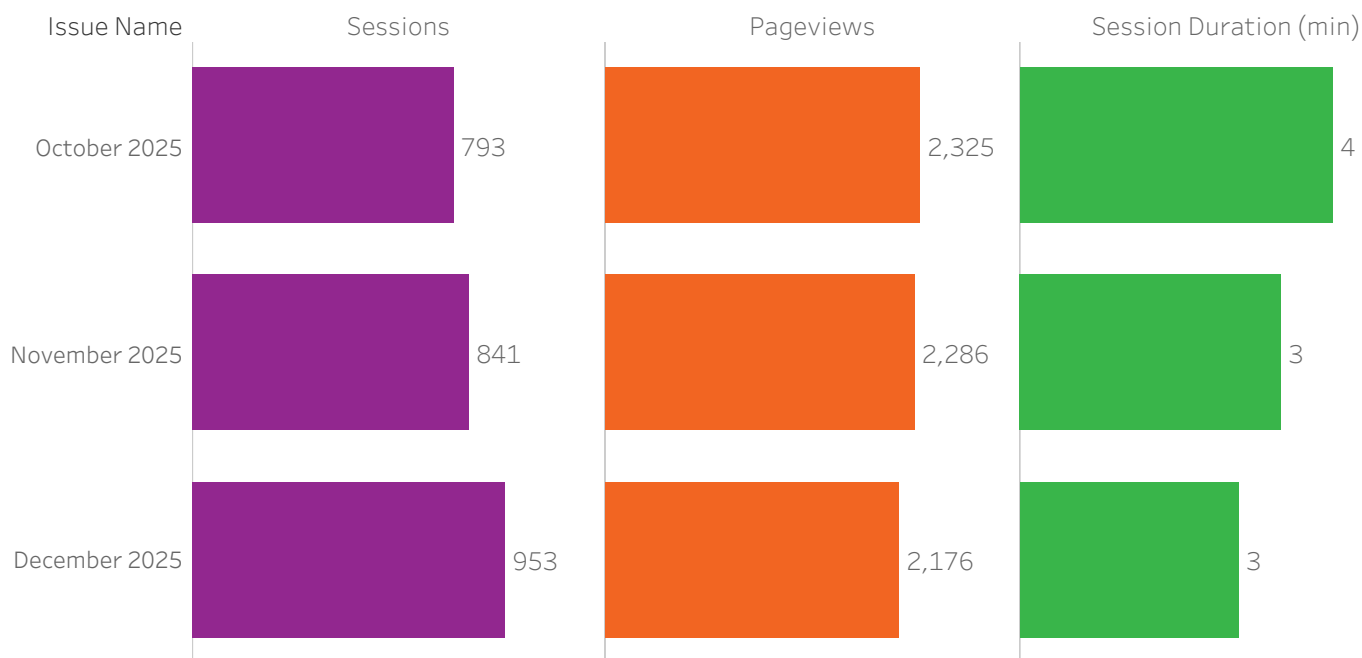
eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
October 2025	4	7,428	2,926	39.4%	248	1.7%
November 2025	4	7,327	2,862	39.1%	255	1.8%
December 2025	4	7,284	2,719	37.3%	240	1.7%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.
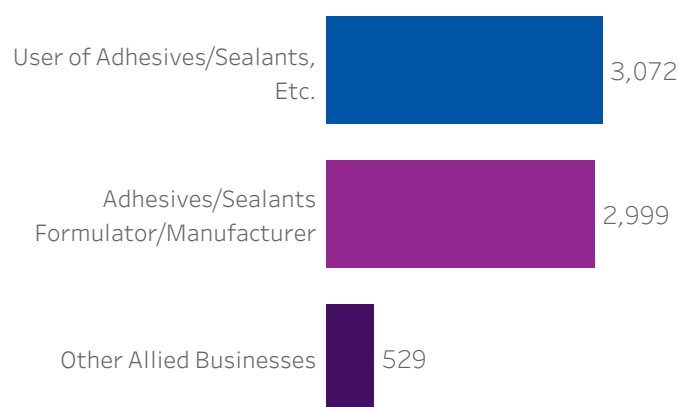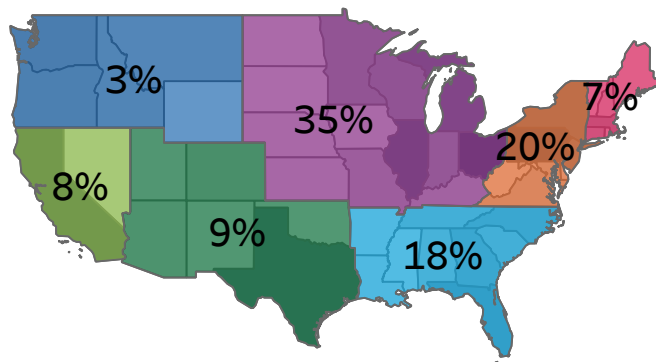
Demographic - Job Function

Top 8 Shown

Job Function	Value
Corporate/Executive Managem..	1,902
Research & Development	1,759
Sales & Marketing	1,052
Manufacturing/Operations/Pro..	557
Design Engineering	386
Chemistry/Formulation	385
Other Job Function	365
Purchasing	168

6,574 or 93% of subscribers with responses

Demographic - Business/Industry

Top 3 Shown
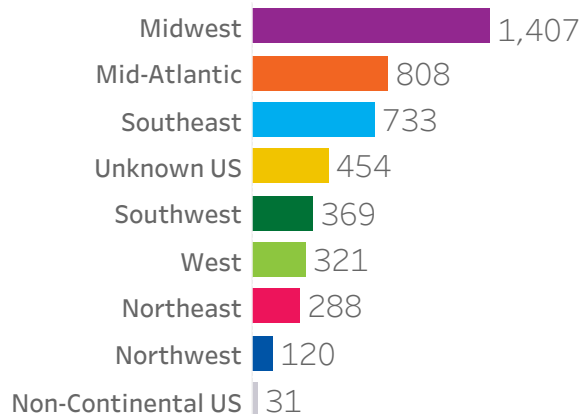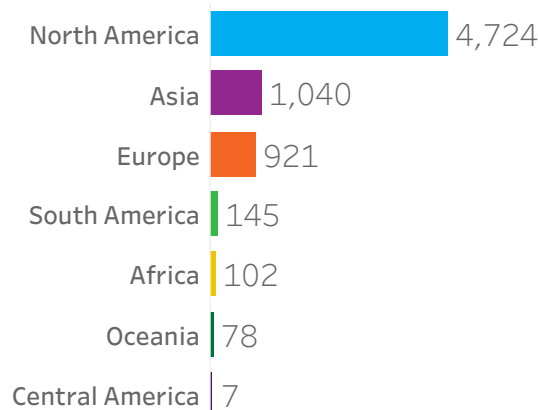
Business/Industry	Value
User of Adhesives/Sealants, Etc.	3,072
Adhesives/Sealants Formulator/Manufacturer	2,999
Other Allied Businesses	529

6,600 or 93% of subscribers with responses

Unique Subscribers by Region

Region	Value
Midwest	1,407
Mid-Atlantic	808
Southeast	733
Unknown US	454
Southwest	369
West	321
Northeast	288
Northwest	120
Non-Continental US	31

64% of subscribers are located in the US

Unique Subscribers by Region
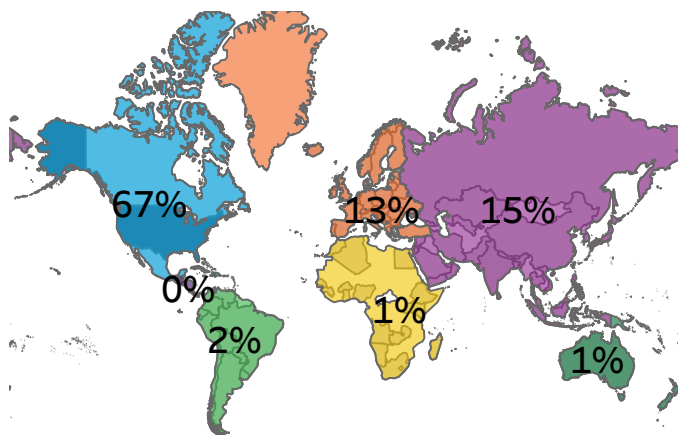
Region	Value
North America	4,724
Asia	1,040
Europe	921
South America	145
Africa	102
Oceania	78
Central America	7

*35% of subscribers are located internationally*

Time Frame
3 months

KPIs
- *Total Qualified Subscribers:* Active digital subscribers as of the most recent issue.
- *Average Issue Pageviews:* The average monthly pageviews on the eMagazines.

Activity by eMagazine Issue
- *Issue Date:* eMagazine issue date.
- *Sessions:* Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- *Session Duration (min):* The average session length.
- *Pageviews:* The total number of eMagazine pageviews.

eMagazine Notification Email Metrics
- *Monthly Sends:* Total number of notification emails deployed per issue.
- *Delivered:* Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- *Unique Opens:* Number of unique subscriber email addresses who opened any notification email for this issue.
- *Open Rate:* Ratio of unique Opens to Delivered.
- *Total Clicks:* Number of subscribers who clicked a link within a particular notification email.
- *CTR:* Click Through Rate is the percentage of subscribers who click on a link within the notification email.
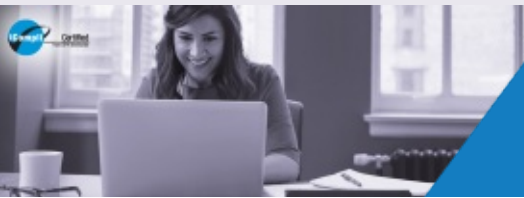
Active Unique Recipients

8,815

% of Recipients Engaged

74%

Sends per Month

7

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered		
ASI Newsletter	6,196	**2,710** * Unique Opens - Single Send Avg *(44%)*	**4,945** * Total Engaged Recipients *(81%)*
Material Matters	5,551	**2,318** * Unique Opens - Single Send Avg *(42%)*	**3,177** * Total Engaged Recipients *(57%)*
Adhesives in Action	5,451	**2,320** * Unique Opens - Single Send Avg *(43%)*	**3,186** * Total Engaged Recipients *(59%)*
Sustainability Now	1,419	**599** * Unique Opens - Single Send Avg *(42%)*	**823** * Total Engaged Recipients *(58%)*

Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

- ■ Unique Opens - Single Send Avg
- ■ Unique Opens - All Sends
- ■ Delivered

Newsletter Activity Averages

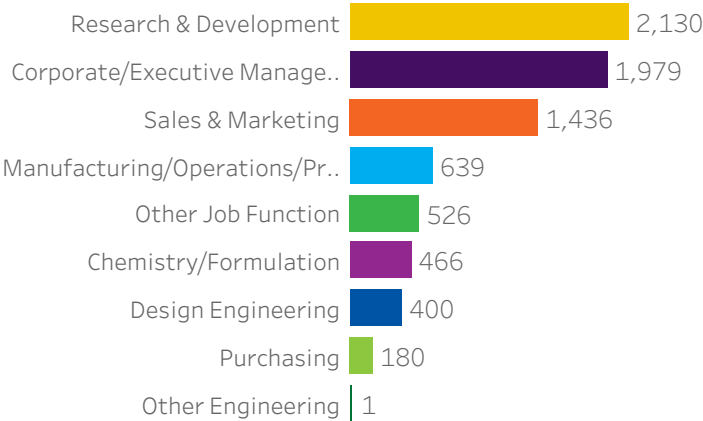| Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
ASI Newsletter	4.3	6,196	2,710	43.7%	300	4.8%
Material Matters	1.0	5,551	2,318	41.8%	212	3.8%
Adhesives in Action	1.0	5,451	2,320	42.6%	245	4.5%
Sustainability Now	1.0	1,419	599	42.2%	68	4.8%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.

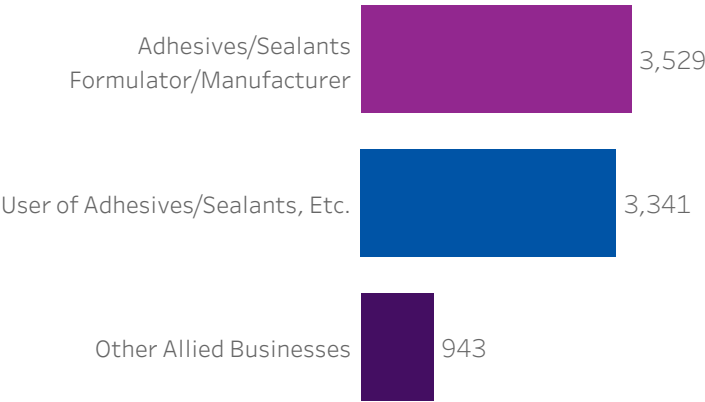# Newsletters - *Recipient Demographics & Locations*
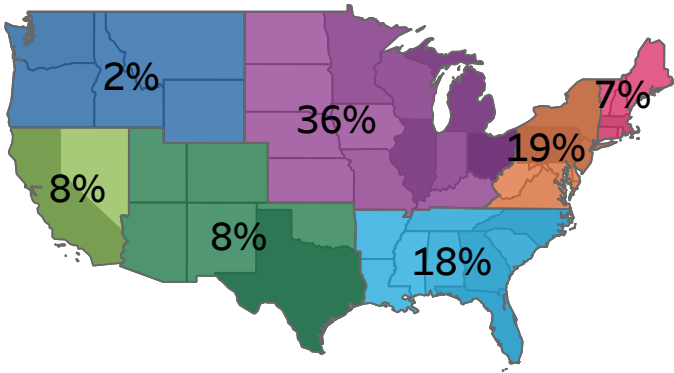
Demographic - Job Function

Top 8 Shown

Job Function	Count
Research & Development	2,130
Corporate/Executive Manage..	1,979
Sales & Marketing	1,436
Manufacturing/Operations/Pr..	639
Other Job Function	526
Chemistry/Formulation	466
Design Engineering	400
Purchasing	180
Other Engineering	1

7,757 recipients with responses
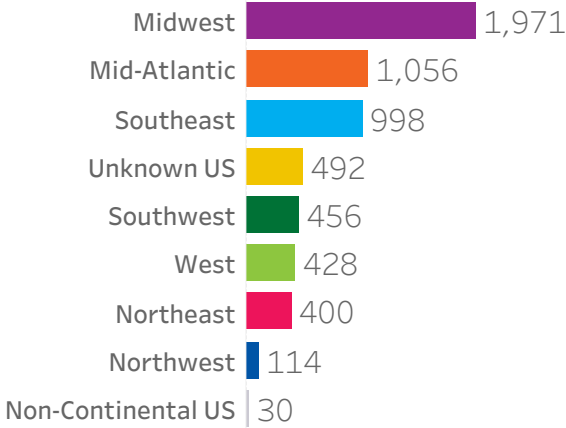
Demographic - Business/Industry

Top 3 Shown

Business/Industry	Count
Adhesives/Sealants Formulator/Manufacturer	3,529
User of Adhesives/Sealants, Etc.	3,341
Other Allied Businesses	943

7,813 recipients with responses

Unique Recipients by Region

Region	Count
Midwest	1,971
Mid-Atlantic	1,056
Southeast	998
Unknown US	492
Southwest	456
West	428
Northeast	400
Northwest	114
Non-Continental US	30

63% of recipients are located in the US

Unique Recipients by Region
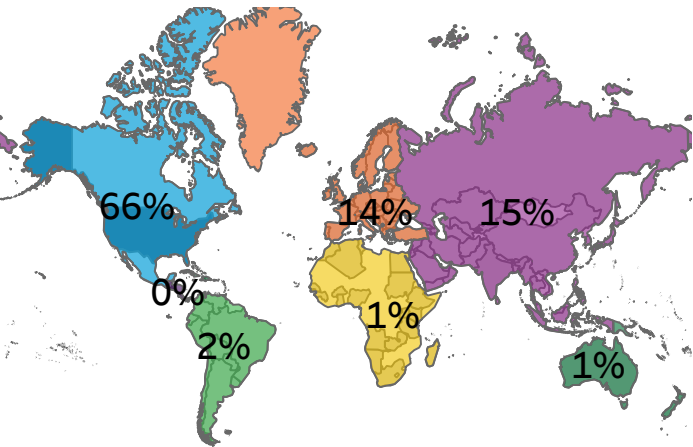
Region	Count
North America	6,241
Asia	1,405
Europe	1,343
South America	235
Africa	126
Oceania	101
Central America	12

37% of recipients are located internationally
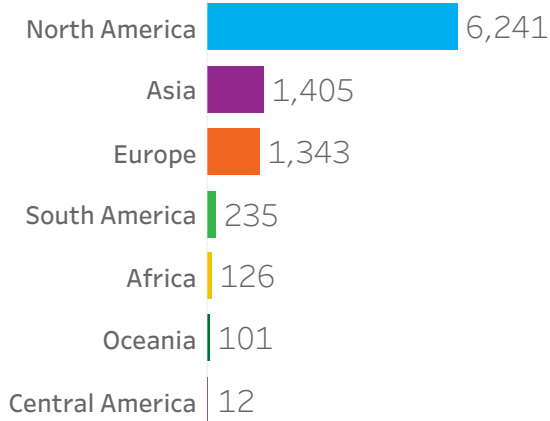
Time Frame
3 Months

KPIs
- *Active Unique Recipients:* Number of unique email addresses that received any brand Newsletter in the 3-month period.
- *% of Recipients Engaged:* Percent of recipients who opened* any Newsletter.
- *Sends / Month:* Total Newsletters sent per month.

Recipient Activity by Newsletter
- *Average Delivered:* The average number of emails delivered per Newsletter.
- *Unique Opens, Single Send Avg:* Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- *Total Engaged Recipients:* Number of unique Recipients who have opened* one or more of the delivered emails.

Newsletter Activity Averages
- *Monthly Sends:* Total number of Newsletters deployed per month.
- *Delivered:* Average number of eMails, per Newsletter, deployed per month.
- *Unique Opens:* Average number of unique Recipients (delivered) who opened* a particular Newsletter.
- *Open Rate:* The ratio of Unique Opens* to Delivered.
- *Total Clicks:* Average number of recipients who clicked a link within a particular Newsletter.
- *CTR:* Click Through Rate is the percentage of recipients who click on a link within the Newsletter.

Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Average Monthly Users
14,638

Average Monthly Sessions
18,285

Average Monthly Pageviews
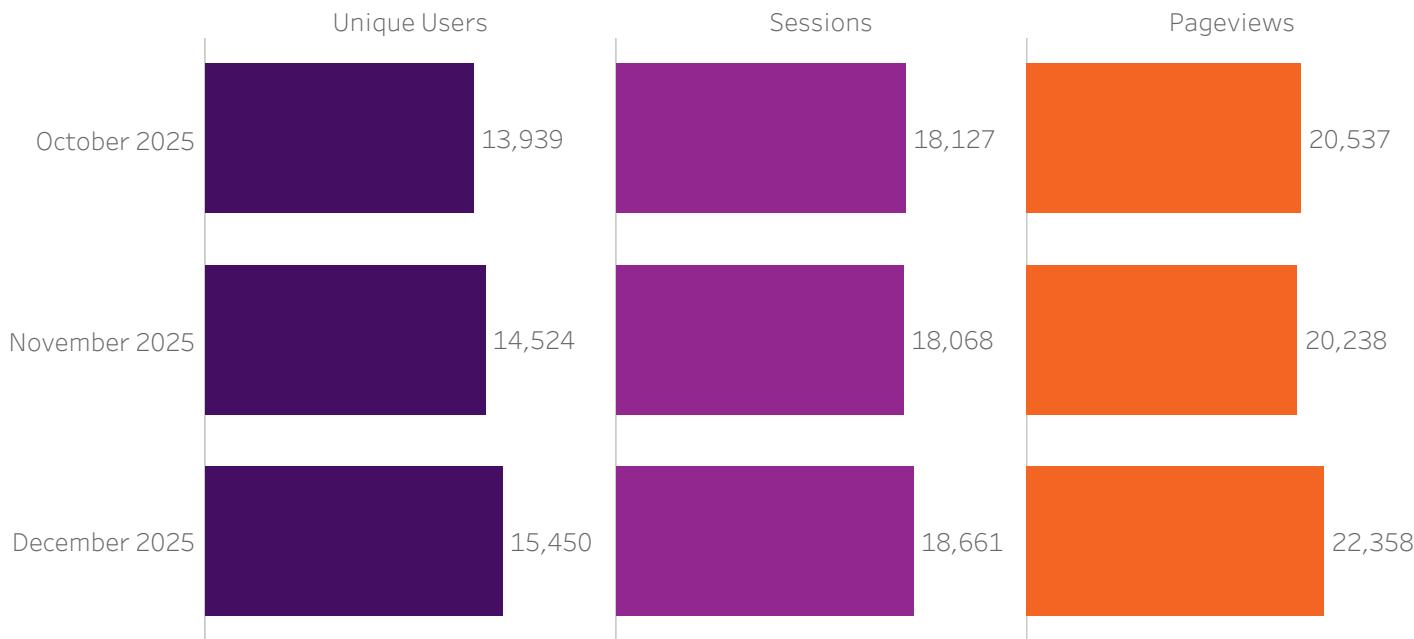**21,044**

Monthly Website Statistics

	Unique Users	Sessions	Pageviews
October 2025	13,939	18,127	20,537
November 2025	14,524	18,068	20,238
December 2025	15,450	18,661	22,358

Top 8 Content Topics Viewed

Average Monthly Pageviews

Topic	Pageviews
Adhesives and Sealants ..	6,424
Finished Adhesives and ..	5,367
Adhesives & Sealants H..	4,955
News	3,973
Raw Materials and Che..	2,466
Sustainability	1,850
Pressure-Sensitive Adh..	1,543
New Products	1,356
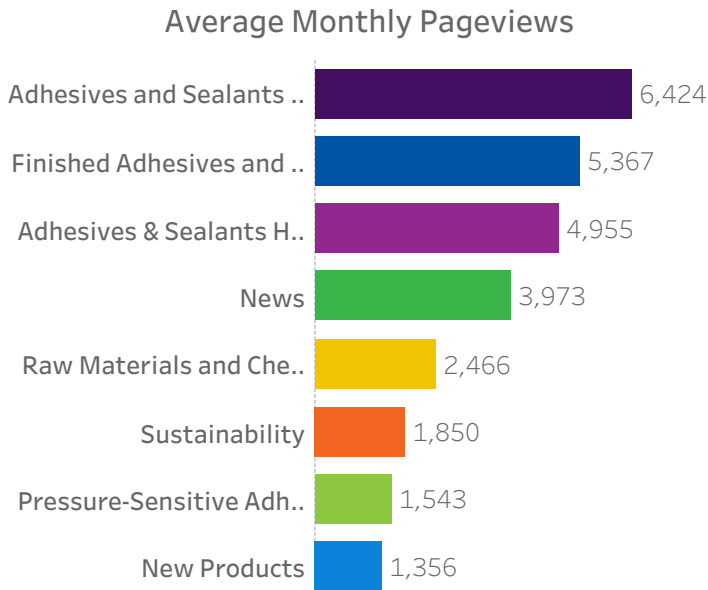
Website - Known User Activity

Active Registered Users
2,076

Active Known Users
3,046

Average Visits per User
11.0

Website Users
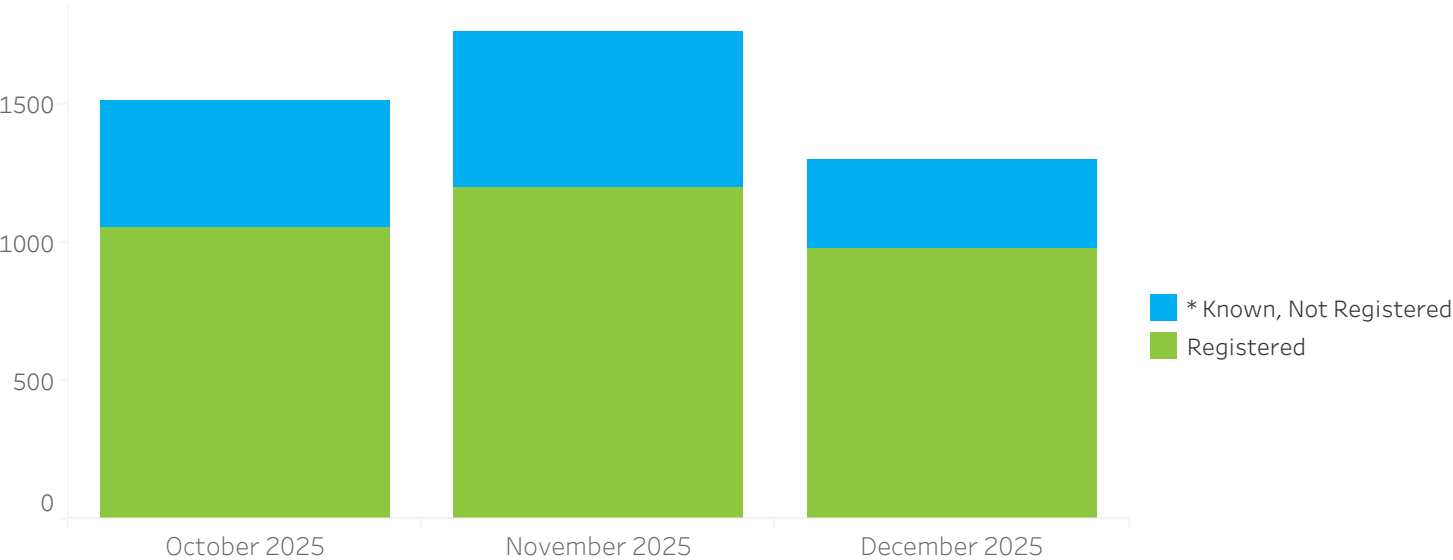
Legend:
* *Known, Not Registered
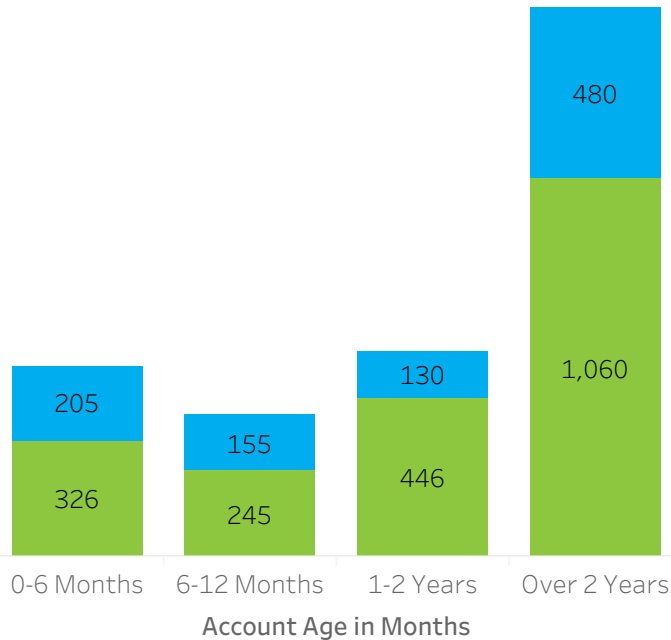* Registered

* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age

Account Age	Registered	Known, Not Registered
0-6 Months	326	205
6-12 Months	245	155
1-2 Years	446	130
Over 2 Years	1,060	480

Account Age in Months

Known Users by Visit Frequency

Number of Visits	Registered	Known, Not Registered
1	164	172
2	443	296
3	150	135
4	132	
5+	1,189	275

Number of Visits

Demographic - Job Function   *Top 9 Shown*

Job Function	Value
Research & Development	935
Corporate/Executive Management	712
Sales & Marketing	612
Other Job Function	214
Chemistry/Formulation	190
Manufacturing/Operations/Production/Import/Export/Supply Chain Management	170
Design Engineering	118
Purchasing	63
Other Engineering	3

3,017 or 99% of users with responses

Demographic - Business/Industry   *Top 3 Shown*

Business/Industry	Value
Adhesives/Sealants Formulator/Manufacturer	1,527
User of Adhesives/Sealants, Etc.	1,087
Other Allied Businesses	410

3,024 or 99% of users with responses

% of Users Based in US
62%

Average Monthly Users Based in US
9,684

Geographic - US Regions
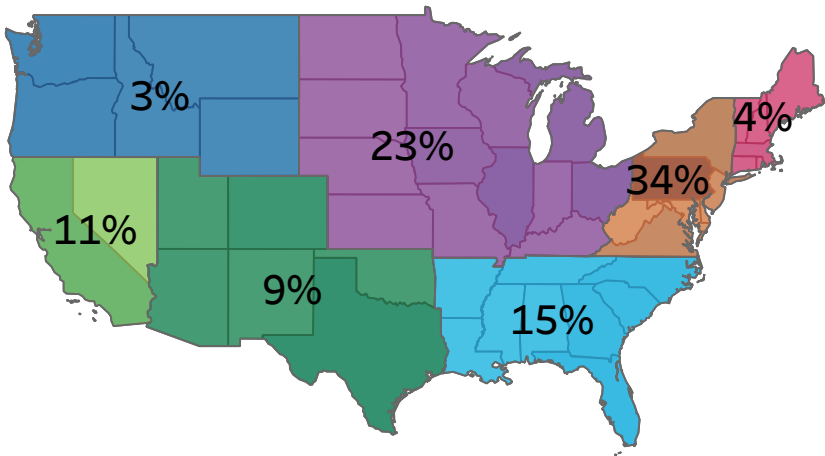
3%

23%

4%

34%

11%

9%

15%

Unique Users by Region

Region	Users
Mid-Atlantic	2,965
Midwest	2,021
Southeast	1,284
Unknown US	1,007
West	952
Southwest	818
Northeast	364
Northwest	264
Non-Continental US	9

Geographic - World Regions

63%

1%

1%

17%

16%

1%

Unique Users by Region

Region	Users
North America	9,870
Europe	2,606
Asia	2,473
Central America	189
South America	185
Africa	161
Oceania	103
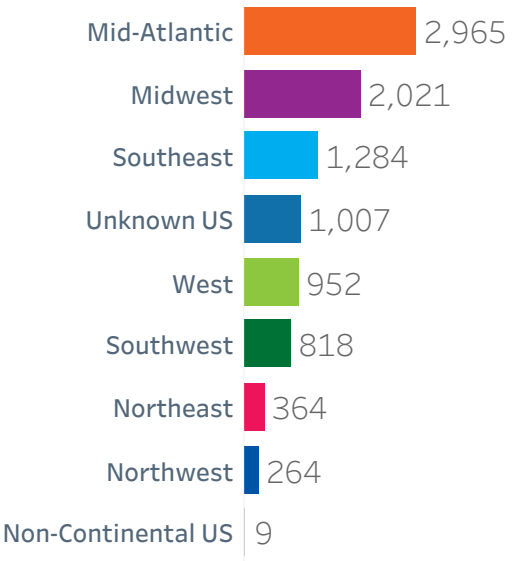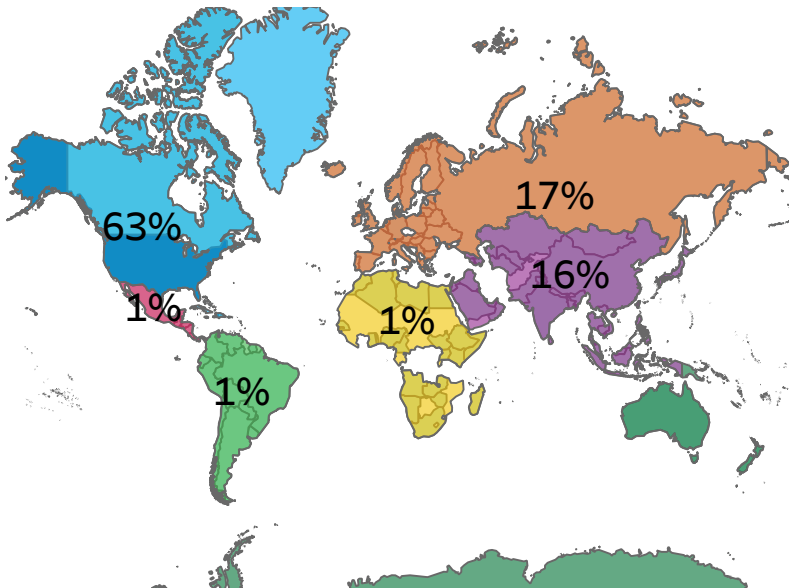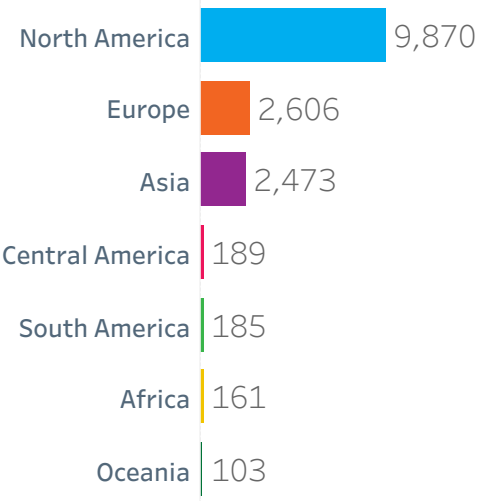
Time Frame
3-months

User Classifications
- *Registered:* Users that have completed the registration form for this website.
- *Known, Not Registered:* Users that are identified in the BNP Media database but are not registered with this website.

KPIs
- *Active Registered Users:* Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- *Active Known Users:* Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- *Average Visits per User:* The ratio of visits, by known users, to the number of known users.

Web Users
- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age
- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency
- Number of times users visited the website within the 3-month time frame, colored by user classification.

Time Frame
3-months

KPIs

- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average number of total monthly pageviews on the website.

Web Visitors

- ***Users:*** Number of Users per month*.*
- ***Sessions:*** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- ***Pageviews:*** Number of Pageviews per month.

Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.

Sponsored eBlasts

Total Average Delivered
8,324

% of Recipients Engaged
51%

Sends per Month
2

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	8,324

2,825 * Unique Opens - Single Send Avg *(34%)*
4,429 * Total Engaged Subscribers *(51%)*

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

- Unique Recipients
- Unique Opens - Single Send Avg
- Unique Opens - All Sends

eBlast Activity Averages

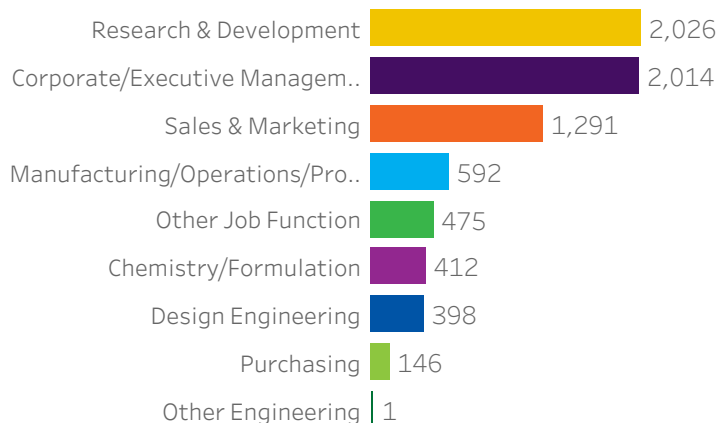| eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Adhesives & Sealants Industry	Exclusive	1.7	8,324	2,825	33.9%	115	1.4%

* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Sponsored eBlasts - *Recipient Demographics & Locations*
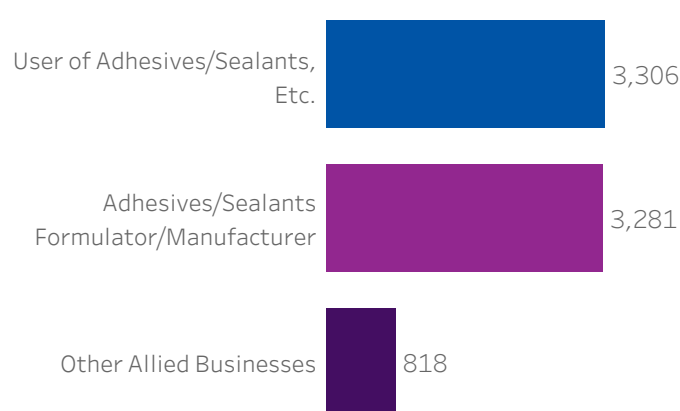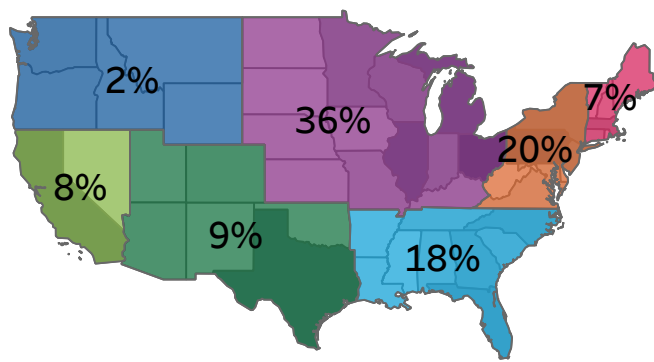
Demographic - Job Function

Top 8 Shown

Job Function	Value
Research & Development	2,026
Corporate/Executive Managem..	2,014
Sales & Marketing	1,291
Manufacturing/Operations/Pro..	592
Other Job Function	475
Chemistry/Formulation	412
Design Engineering	398
Purchasing	146
Other Engineering	1

7,355 or 85% of recipients with responses

Demographic - Business/Industry

Top 3 Shown

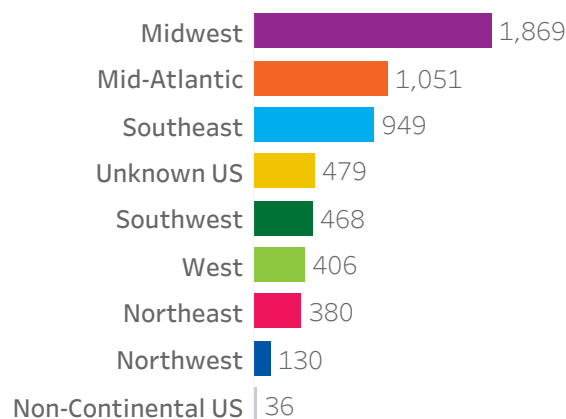| Business/Industry	Value
User of Adhesives/Sealants, Etc.	3,306
Adhesives/Sealants Formulator/Manufacturer	3,281
Other Allied Businesses	818

7,405 or 85% of recipients with responses

Unique Recipients by Region

Region	Value
Midwest	1,869
Mid-Atlantic	1,051
Southeast	949
Unknown US	479
Southwest	468
West	406
Northeast	380
Northwest	130
Non-Continental US	36

67% of recipients are located in the US

US map percentages: 2%, 36%, 7%, 20%, 8%, 9%, 18%

Unique Recipients by Region

Region	Value
North America	5,969
Europe	1,234
Asia	1,076
South America	193
Africa	92
Oceania	91
Central America	10

33% of recipients are located internationally

World map percentages: 69%, 0%, 14%, 12%, 2%, 1%, 1%

Time Frame
3 Months

KPIs
- ***Total Average Delivered:*** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- ***% of Recipients Engaged:*** The percentage of recipients who have opened* an eBlast.
- ***Sends per Month:*** The average number of delivered Advertising eBlasts per month.

Activity by eBlast
- ***Exclusive Sponsorship Type:*** Single advertiser.
- ***Multi-Sponsored Sponsorship Type:*** Multiple advertisers.
- ***Average Delivered:*** The average number of emails delivered per eBlast.
- ***Unique Opens, Single Send Avg:*** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Subscribers:*** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages
- ***Monthly Sends:*** Total number of eBlasts deployed per month.
- ***Delivered:*** Average number of eMails, per eBlast, deployed per month.
- ***Unique Opens:*** The average number of unique recipients (delivered) who opened* a particular eBlast.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular eBlast.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Social Media

Total Social Media Followers

19,392

Engagements

722
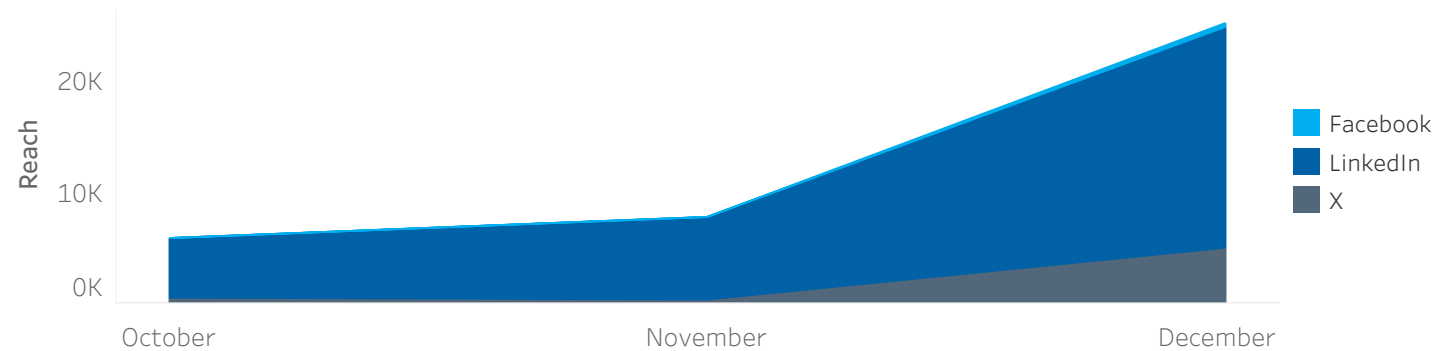
Followers by Channel

Channel	Followers
LinkedIn	14,027
X	3,127
Facebook	2,238

Total Engagements

Facebook 17

X 37

LinkedIn 668

Reach by Month

Legend:
- Facebook
- LinkedIn
- X

Y-axis: Reach (0K, 10K, 20K)

X-axis: October, November, December

Time Frame
3 Months

KPIs
- ***Total Social Media Followers:*** The total number of social media followers per brand, as of the report date (not unique across all channels).
- ***Engagements:*** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel
- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements
- Total engagements by social network.

Reach by Month
- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.

Time Frame
See product specific glossary page

Demographic - Job Function
- Number of customers identified by Job Functions reported.

Demographic - Business/Industry
- Number of customers identified by Business & Industry reported.

Geographic - US Regions
- *Mid-Atlantic:* Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- *Midwest:* Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- *West:* California and Nevada
- *Southeast:* Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- *Southwest:* Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- *Northeast:* Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- *Northwest:* Idaho, Montana, Oregon, Washington and Wyoming
- *Non-Continental US:* Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional
- *North America:* Canada, Mexico and U.S.A.
- *Asia:* Continent of Asia, including Asia minor and Middle East
- *Europe:* Continental European nations (including United Kingdom and Ireland)
- *Oceana:* Australia, New Zealand and surrounding Pacific Island nations
- *South America:* Continental South American nations
- *Africa:* Continental African nations
- *Central America:* Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Display Name	Included Demographics
Chemistry/Formulation	Chemistry/Formulation
Corporate/Executive Management	Corporate/Executive Mgmt
Design Engineering	Design Engineering
Manufacturing/Operations/Production/Import/Export/Supply Chain Management	Mfg/Ops/Prod/Import/Export
Other Engineering	Application Engineering
Other Job Function	Consulting Engineering
	Engineering
	Environmental
	Lab/R&D Engineering
	Manufacturing Engineering
	Must Pay
	Need More Information
	Other (specify)
	Other Engineering (specify)
	Process Engineering
	Quality Management
	Safety
	Technical Engineering
Purchasing	Purchasing
Research & Development	Research & Development
Sales & Marketing	Sales & Marketing

Display Name	Included Demographics
Adhesives/Sealants Formulator/Manufacturer	Adhesives/Sealants Adhesives/Sealants Formulator Adhesives/Sealants Prod Other Adhesives/Sealants/Mfg Pressure Sensitives
Other Allied Businesses	Advanced Ceramics Aerospace Products/Parts Air Conditioning & Refrigeration All Other Thermal Processing Equip Building Materials and Construction Chemicals & Allied Products Chemicals/Raw Materials Coatings Commercial Appliances & Vending Computer & Electronics Products Consumer Goods Contract Manufacturing Control Instruments Distributor Electrical Equipment. Appliances Electrical Housewares & Portable Energy Industry Engineering & Consulting Firms Equipment Fabricated Metal Products Farm Equipment Fibrous Glass Furniture & Fixtures Government Household Laundry Equipment Industrial Machinery Medical Equipment & Supplies Miscellaneous Manufacturing Motor Vehicle. Body. Trailers. Parts Must Pay Need More Information Old Code AE Old Code U1 Old Code V1 Other (specify) Other Electrical Equipment Other Miscellaneous Manufacturing Other Supplier (specify) Other Transportation Equipment Packaging Packaging/Containers Paint/Coatings Formulator/Man Petroleum Refining. Coal Plastics & Rubber Primary Metals Printing Ink Formulator/Manufacturer Printing. Publishing & Allied Process Equipment Research & Development Services Supplier Test & Measurement Equipment Textile Mill Products Transportation Equipment User of Adhesives/Sealants. etc. Wood. Pulp/Paper & Allied Product
User of Adhesives/Sealants, Etc.	Composites Construction Electrical/Electronic Food & Med/Pharm Prod Lumber/Wood/Furniture/Prod Metals Other Users of Adhesives Pckg/Paper Prod/Converting Plastics/Rubber/Elastomers Product Assembly Tapes & Labels Textiles/Nonwovens/Apparel Transportation

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BNP Customer Database - *omeda.com*
Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

Usage by Report Section

Audience Profile
- *Unique Active Customers*
- *Print Magazine, Digital Edition, eMagazine:* Subscriber Counts
- *Newsletter:* Recipients, Engagement, Sends
- *eBlasts:* Delivered, Engagement, Sends
- *Website:* Active Registrants
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Magazine/eMagazine
- *Magazine Summary:* All data
- *eMagazine/Digital Edition Summary:* Total Qualified Subscribers, Notification eMail Metrics
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

eNewsletters
- *All Pages:* All data

Website
- *Known User Activity:* All data
- *User Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts
- *All Pages:* All data

Continuing Education
- *Websites & Newsletter:* Newsletter Delivery, Activity by Newsletter
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Events
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Webinars
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

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Google Analytics - *google.com/analytics*
Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section
Audience Profile
- *Website:* Average Monthly Users, Average Monthly Pageviews
- *Continuing Education:* Monthly Website Pageviews

eMagazine/Magazine
- *eMagazine/Digital Edition Summary:* Issue Pageviews, Sessions, Session Duration

Website
- *Website Overview:* Website Users, Sessions, Pageviews, Top Content Topics
- *User Locations:* Website User Locations

Continuing Education
- *Websites & Newsletter:* Monthly Website Pageviews, All Website Visitors data

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Falcon Social Media Platform - *falcon.io*
Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. falcon.io

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Usage by Report Section
Audience Profile
- *Social Media:* Follower Count by Channel

Social Media
- *All Pages:* All data

Building Media Inc. - *buildingmedia.com*
Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile
- *Continuing Education:* Active Registered Users

Continuing Education
- *Websites & Newsleter:* Active Registered Users
- *CE Courses & Tests:* All data

Aventri - *aventri.com*
Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile
- *Events:* Average Attendees per Event

Events
- *Event Overview:* All data

Intrado - *intrado.com*
Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile
- *Webinars:* Average Registrants, Average Attendees

Webinars
- *Webinars Overview:* All data