

# SDM



## DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *SDM*

*SDM* is the premier security channel eMagazine, providing comprehensive digital, web and multimedia content to security dealers, installers, integrators, distributors and monitoring companies.

[www.sdmmag.com](http://www.sdmmag.com)

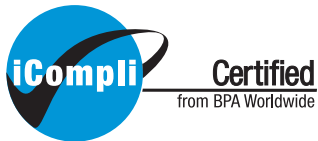


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## Independent Auditor's Report



### **BNP Media**

*Troy, MI*

iCompli, a division of BPA Worldwide, has reviewed the BNP Media Audience Dashboard solution for conformance to the BPA Worldwide Standards and generally accepted information security management requirements.

Our examination was performed in accordance with BPA Worldwide Standards and generally accepted information security management requirements. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Reporting, Access Controls, Software Development Life Cycle, Documentation, 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 Dashboard solution for recording, processing and reporting audience data.

***iCompli, BPA Worldwide***

*iCompli, BPA Worldwide*

*November 30, 2021*



## Audience Profile

### Total Audience

SDM serves the North American security channel-dealers, installers, integrators, distributors, manufacturers, VARs/IT installing and monitoring companies.

36,607

Unique Active Audience

48%

Engaged

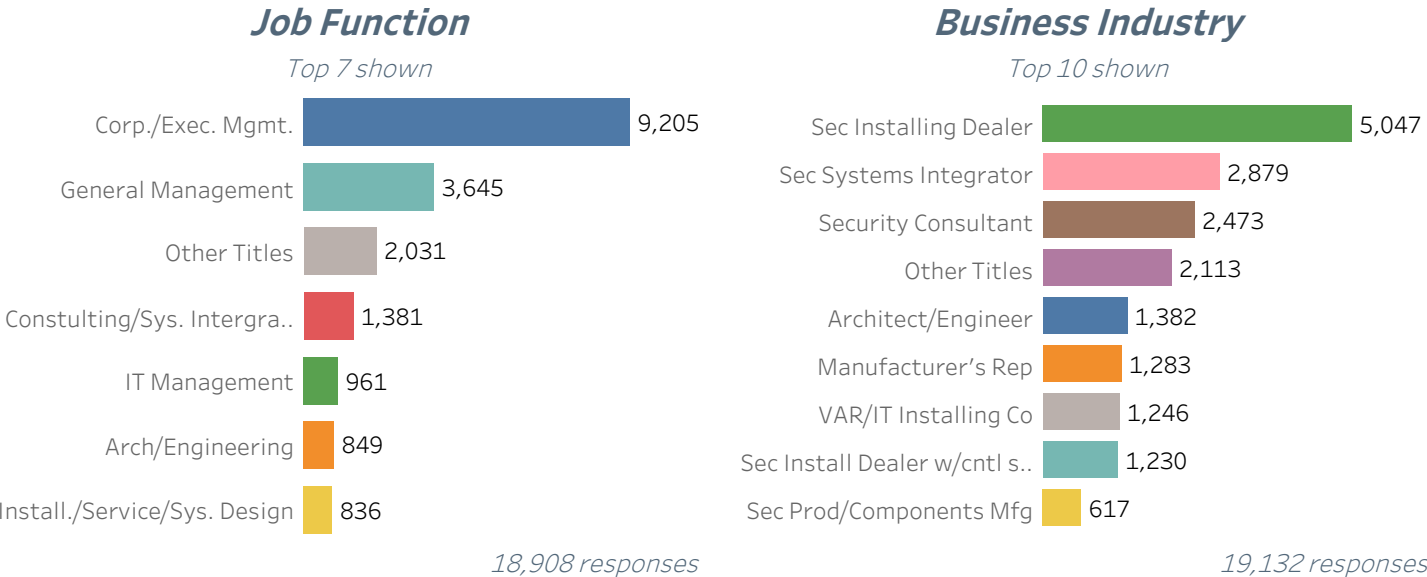
### Core Channels

	Total Channel Audience	Unique to Channel	
Website	28,241	1,445	
eNewsletter	28,775	18,960	
eMagazine	12,604	4,057	

### Additional Channels

201	1,927	11,759	17,310
Webinar Average Registrants	Continuing Education Active Registered Users	Standard eBlast Delivery	Social Media Total Followers

### Demographics





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

- **Total Audience:**

**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, eNewsletter, 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 eNewsletter channels but not eMagazine. Or a customer is active within eNewsletter 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
eNewsletter	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

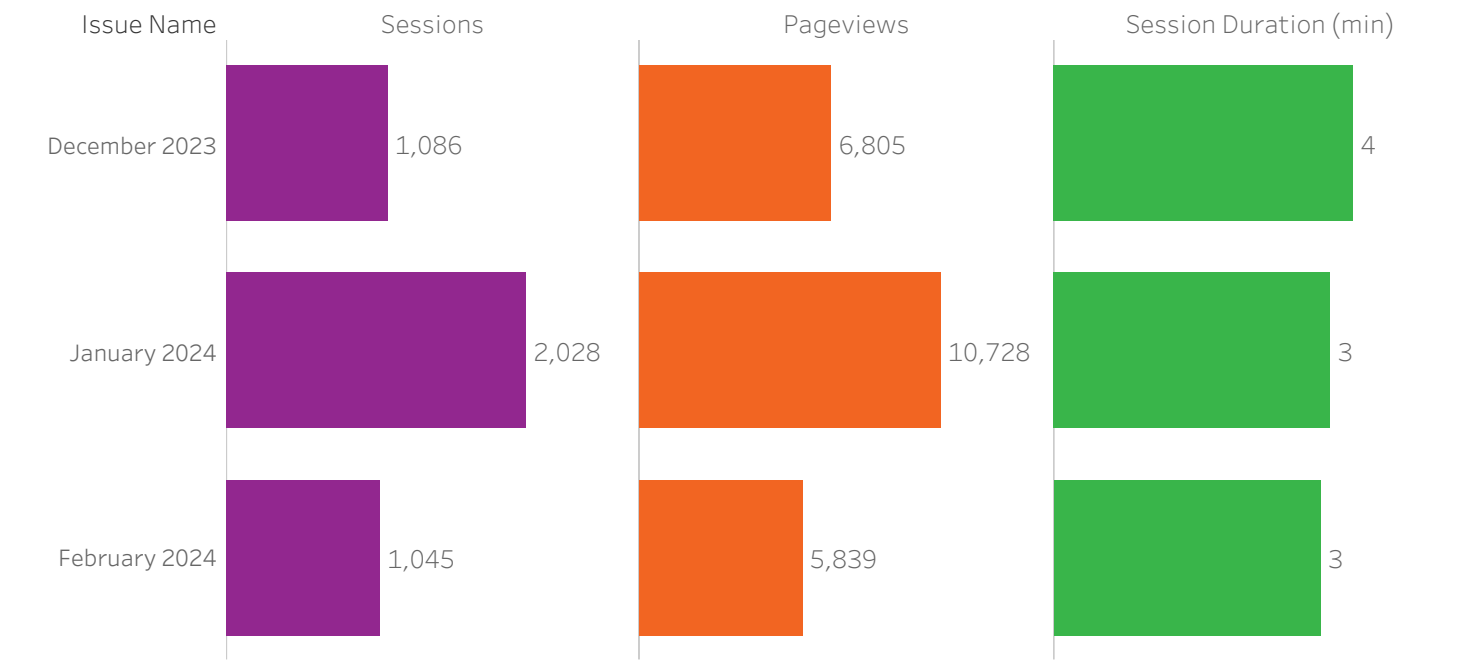
12,013



Average Issue Pageviews

7,791

Activity by eMagazine Issue



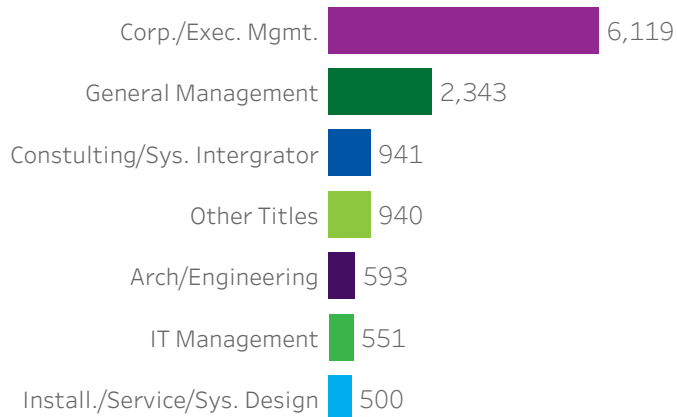
eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
December 2023	4	12,115	4,211	34.8%	480	2.0%
January 2024	4	12,119	4,553	37.6%	678	2.9%
February 2024	4	12,013	4,608	38.4%	1,278	5.5%

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

**eMagazine** - Subscriber Demographics & Locations**Demographic - Job Function**

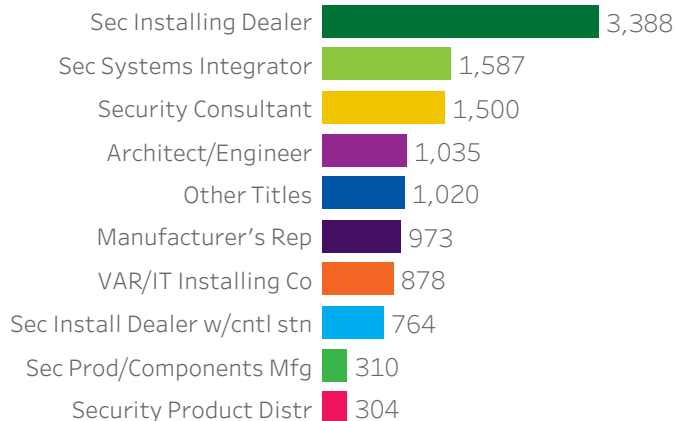
Top 7 Shown



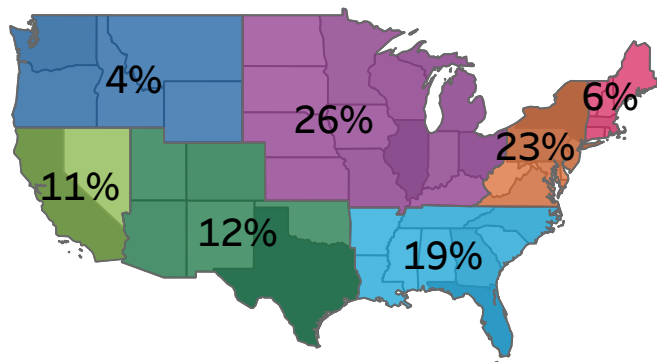
11,987 or 100% of subscribers with responses

**Demographic - Business/Industry**

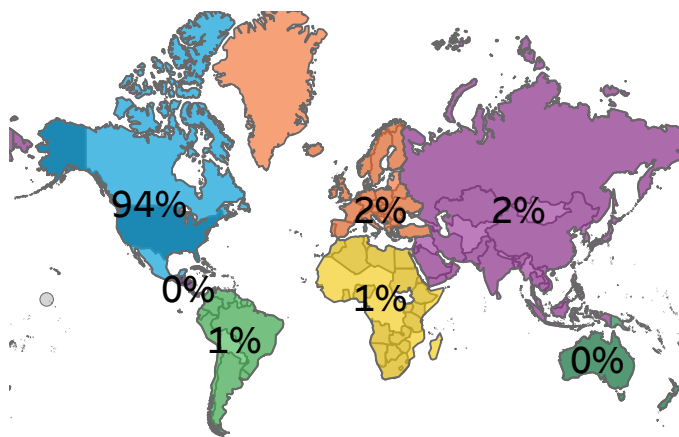
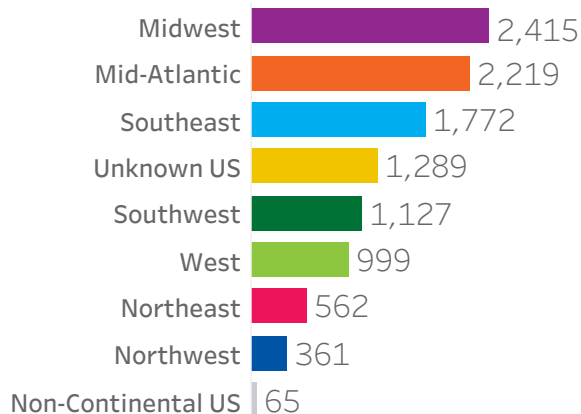
Top 10 Shown



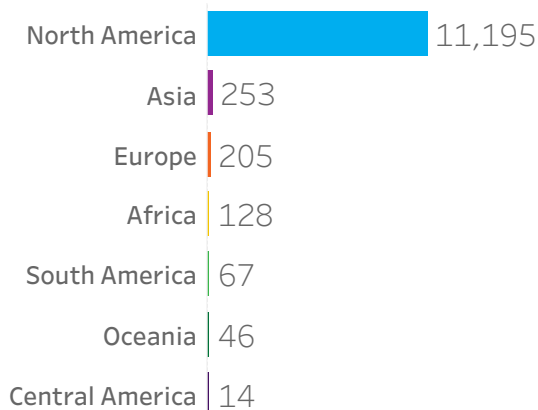
11,988 or 100% of subscribers with responses



90% of subscribers are located in the US

**Unique Subscribers by Region**

9% of subscribers are located internationally

**Unique Subscribers by Region**



### Time Frame

*3 months*

### KPIs

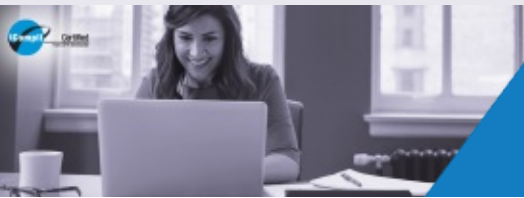
- **Total Qualified Subscribers:** Active digital subscribers as of the most recent issue.
- **Average Issue Pageviews:** The average monthly pageviews on the eMagazines.

### 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.



eNewsletters



Active Unique Recipients

28,775



% of Recipients Engaged

59%



Sends per Month

3

Recipient Activity by eNewsletter Over the Last 3 Months

eNewsletter Name	Average Delivered	
Today's Systems Integrator	11,671	<div><div></div><div></div><div></div></div> <div>3,828 * Unique Opens - Single Send Avg (33%) 5,699 * Total Engaged Recipients (49%)</div>
SDM eNewsletter	9,526	<div><div></div><div></div><div></div></div> <div>3,414 * Unique Opens - Single Send Avg (36%) 6,118 * Total Engaged Recipients (64%)</div>

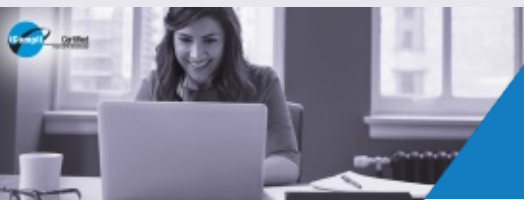
**Engaged Recipient:** Any recipient who opened at least one email of this type in the report time frame.

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

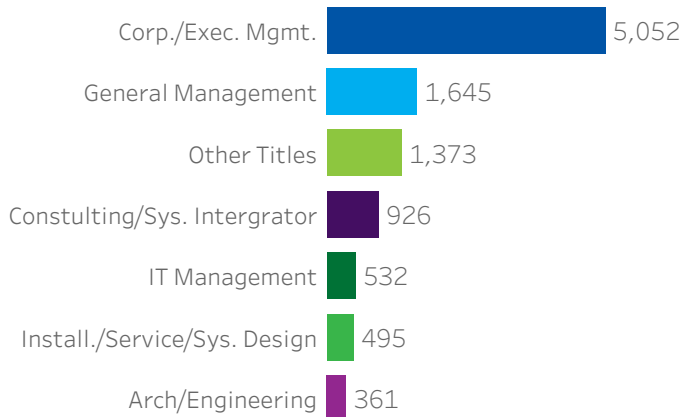
eNewsletter Activity Averages

eNewsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Today's Systems Integrator	1.0	11,671	3,828	32.8%	363	3.1%
SDM eNewsletter	2.0	9,526	3,414	35.8%	392	4.1%

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

**eNewsletters** - Recipient Demographics & Locations**Demographic - Job Function**

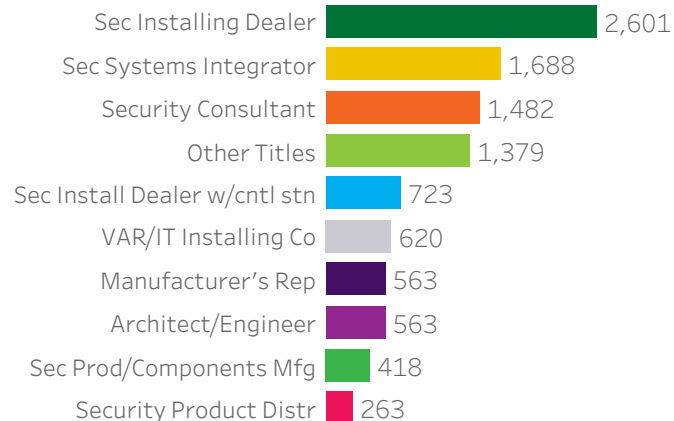
Top 7 Shown



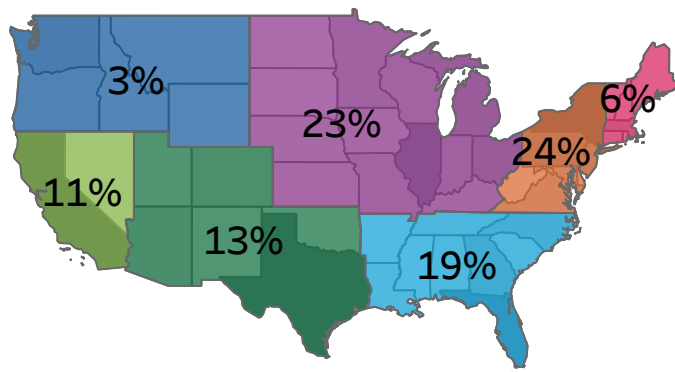
10,384 recipients with responses

**Demographic - Business/Industry**

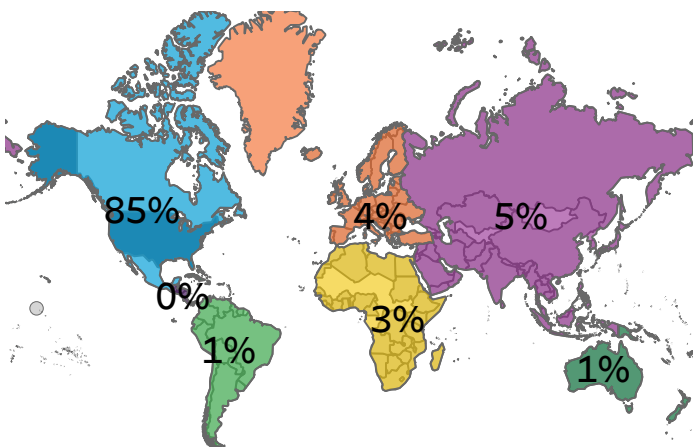
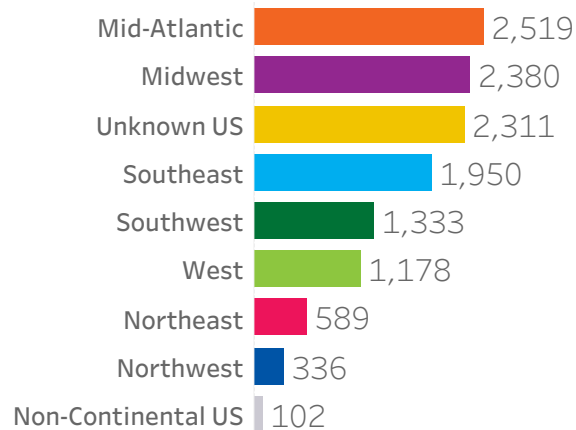
Top 10 Shown



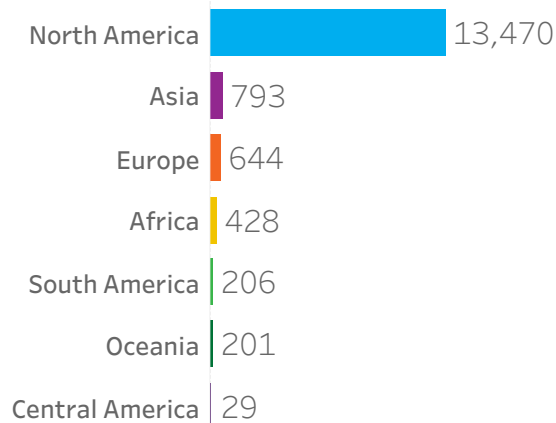
10,489 recipients with responses



81% of recipients are located in the US

**Unique Recipients by Region**

19% of recipients are located internationally

**Unique Recipients by Region**



## Time Frame

3 Months

## KPIs

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

## Recipient Activity by eNewsletter

- **Average Delivered:** The average number of emails delivered per eNewsletter.
- **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.

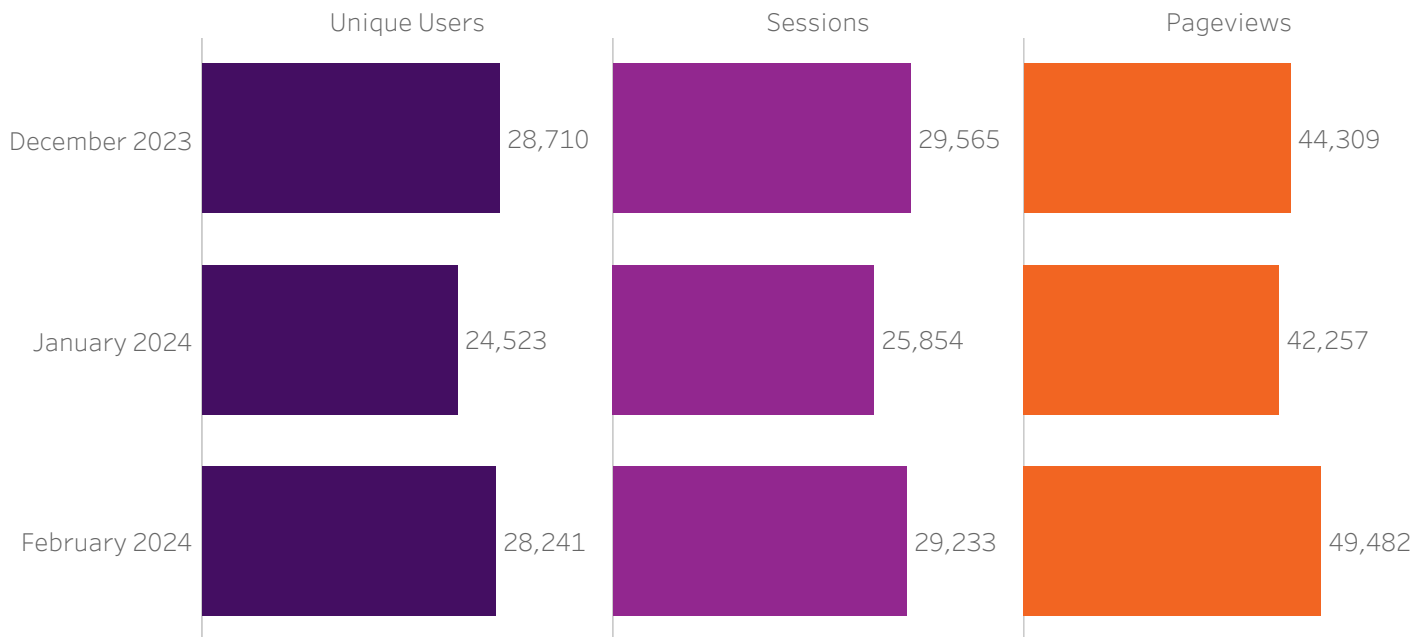
## eNewsletter Activity Averages

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

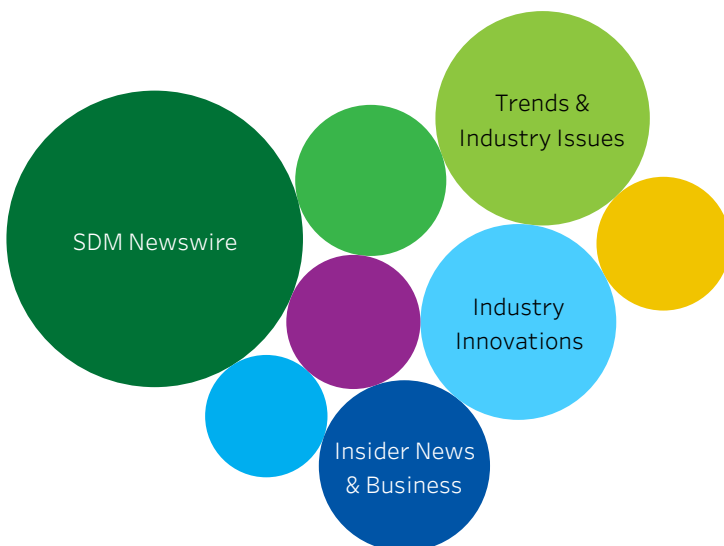
*\*Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*

**Website** - [www.sdmmag.com](http://www.sdmmag.com)Average Monthly  
Users**27,158**Average Monthly  
Sessions**28,217**Average Monthly  
Pageviews**45,349**

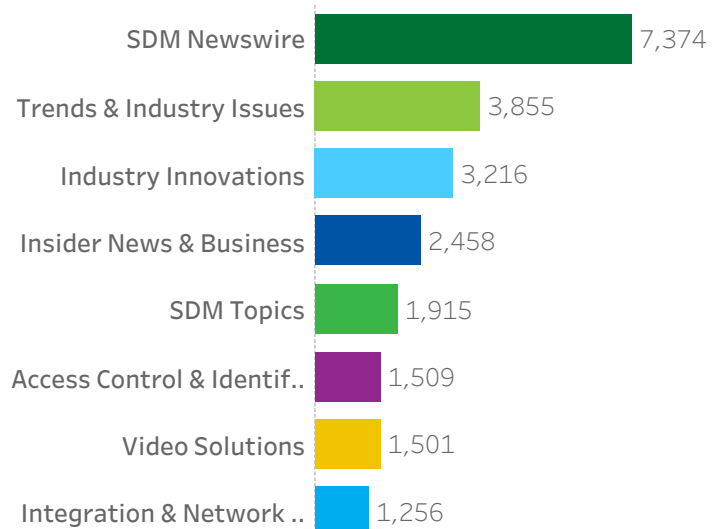
## Monthly Website Statistics



## Top 8 Content Topics Viewed



### Average Monthly Pageviews





Website - Known User Activity



Active Registered Users

2,360



Active Known Users

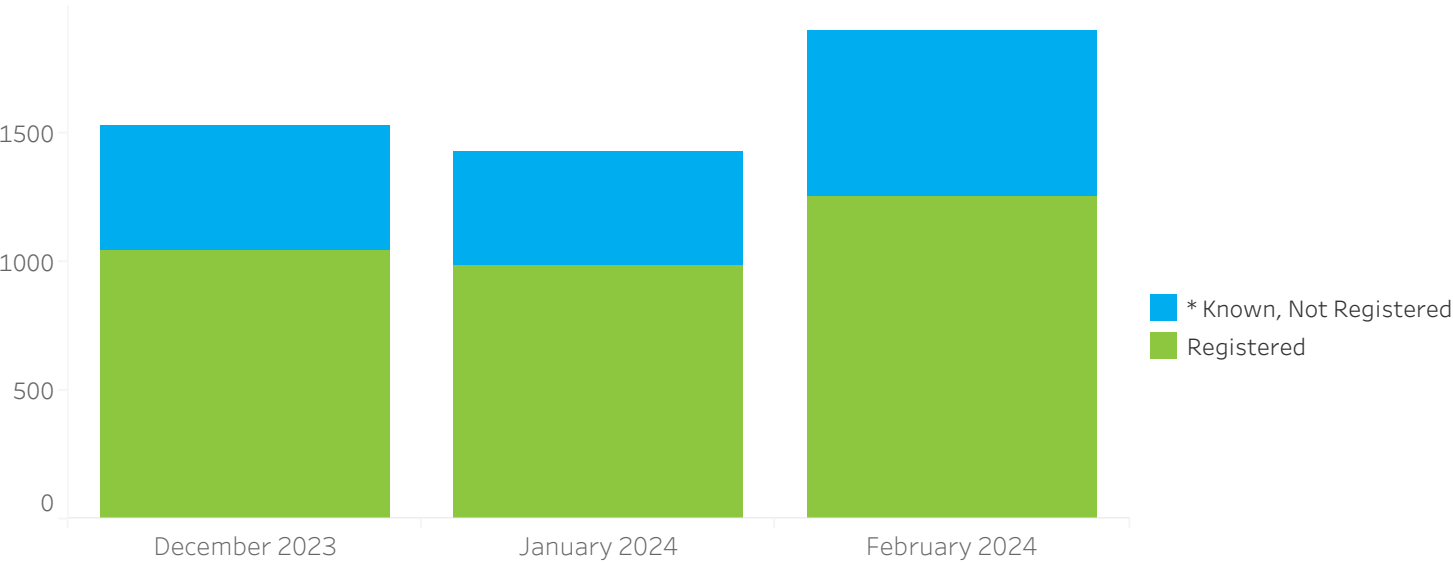
5,149



Average Visits per User

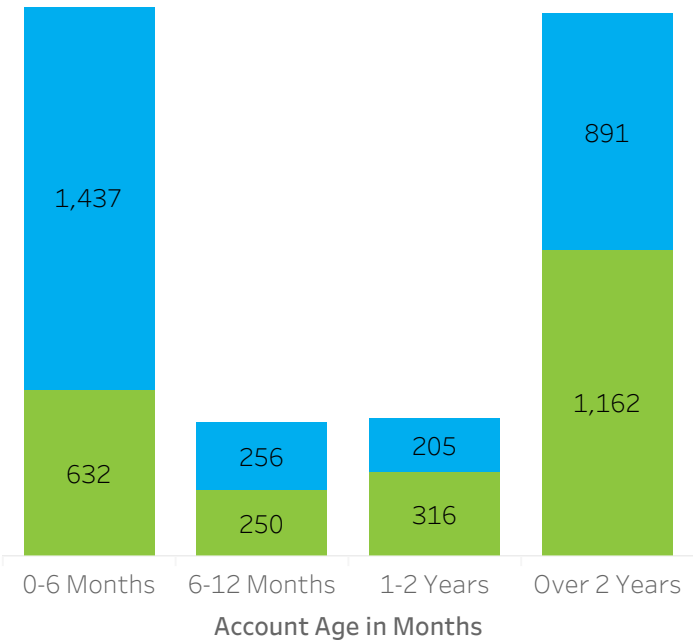
2.0

Website Users

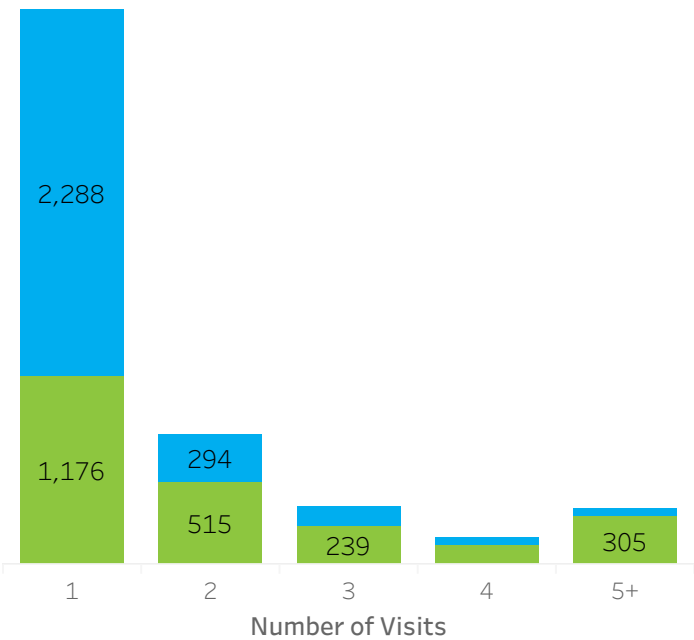


\* Users that are identified in the BNP Media database but are not registered with this website

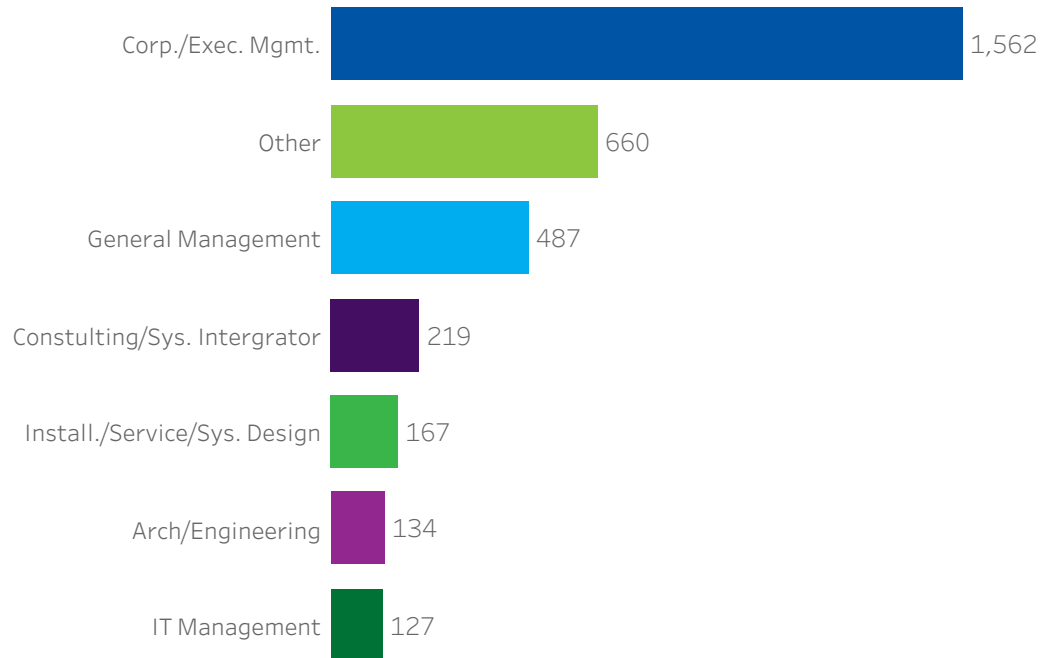
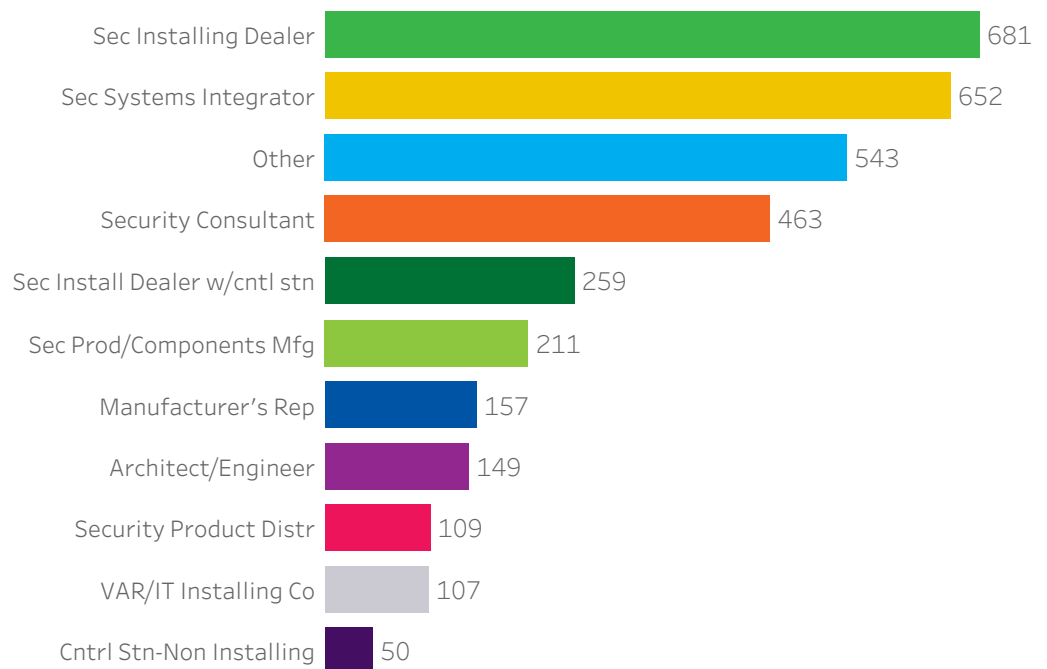
Known Users by Account Age



Known Users by Visit Frequency





**Website** - User Demographics**Demographic - Job Function** *Top 7 Shown**3,356 or 65% of users with responses***Demographic - Business/Industry** *Top 11 Shown**3,381 or 66% of users with responses*



## Website - User Locations



% of Users Based in US

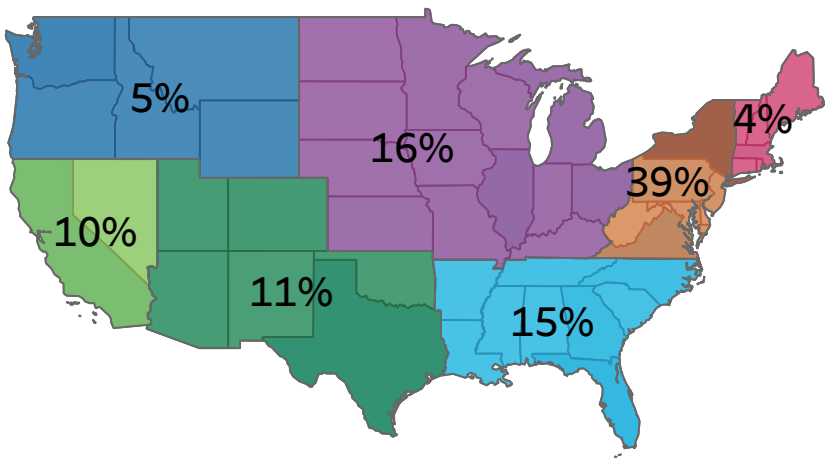
**73%**



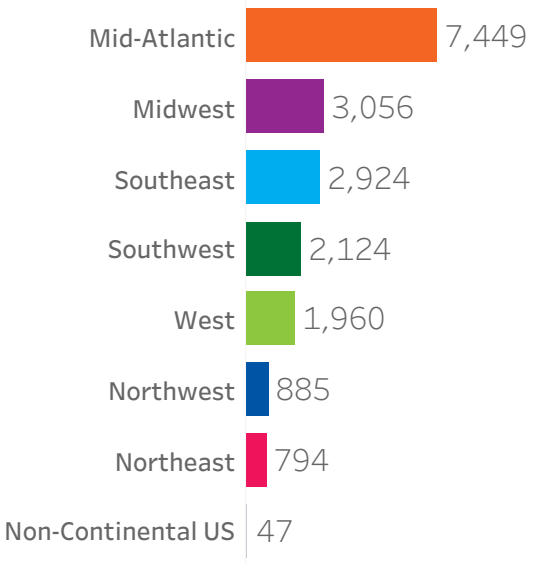
Average Monthly Users Based in US

**19,827**

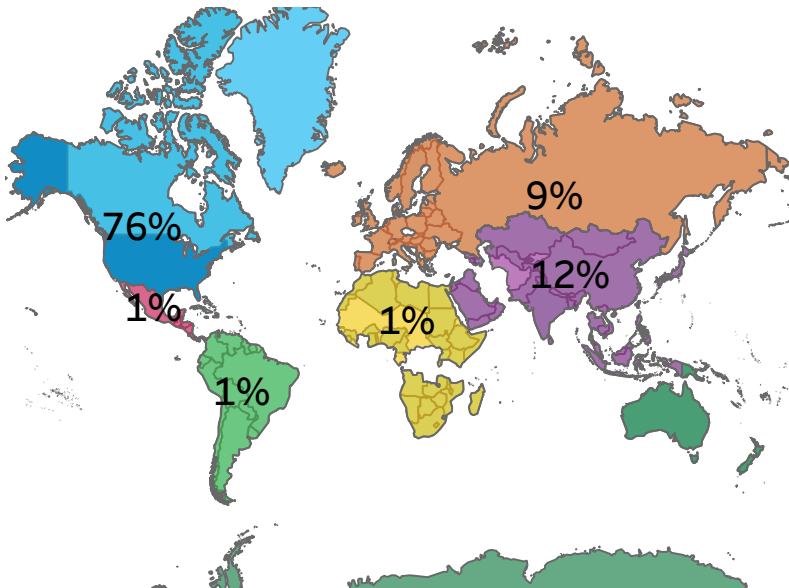
### Geographic - US Regions



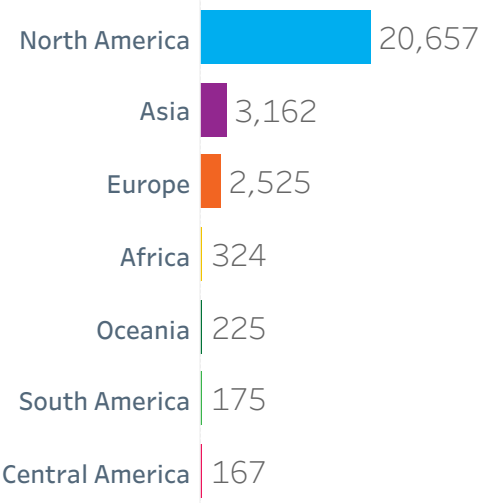
#### Unique Users by Region



### Geographic - World Regions



#### Unique Users by Region





## 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

11,812



% of Recipients Engaged

59%



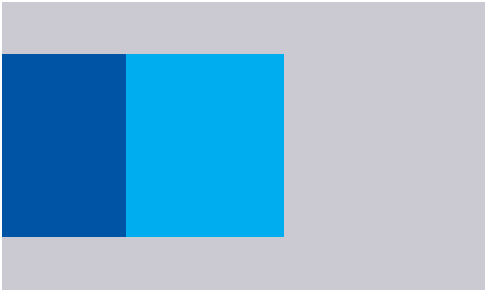
Sends per Month

4

Activity by eBlast

Sponsorship Type      Avg Delivered

Exclusive      11,812



4,143 \* Unique Opens - Single Send Avg (35%)  
9,369 \* Total Engaged Subscribers (59%)

**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

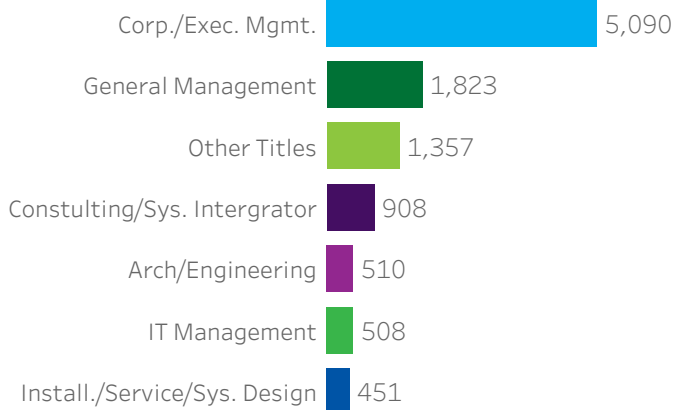
eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
SDM	Exclusive	4.3	11,812	4,143	35.1%	167	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**

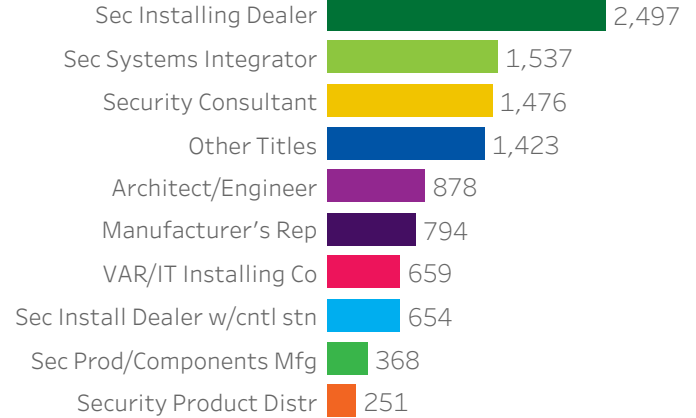
Top 7 Shown



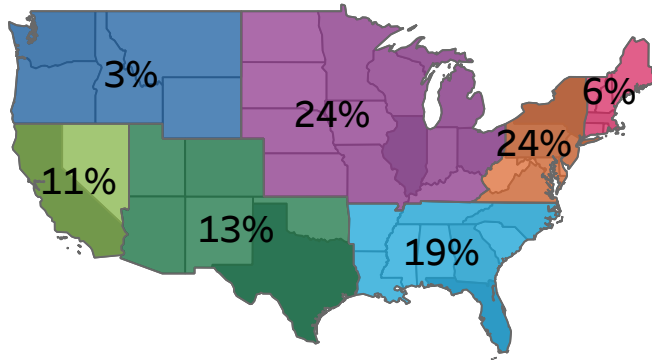
10,647 or 67% of recipients with responses

**Demographic - Business/Industry**

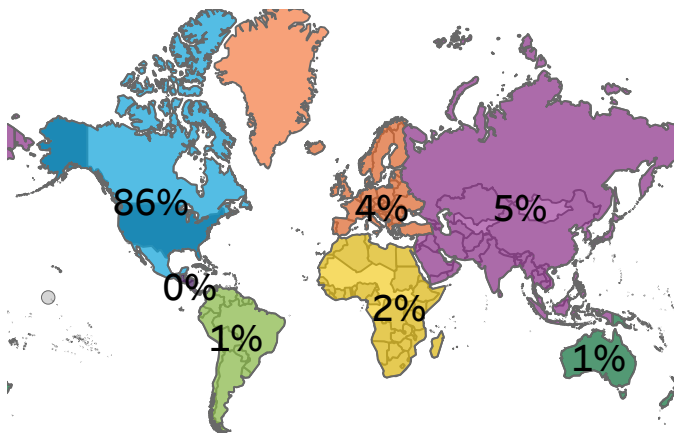
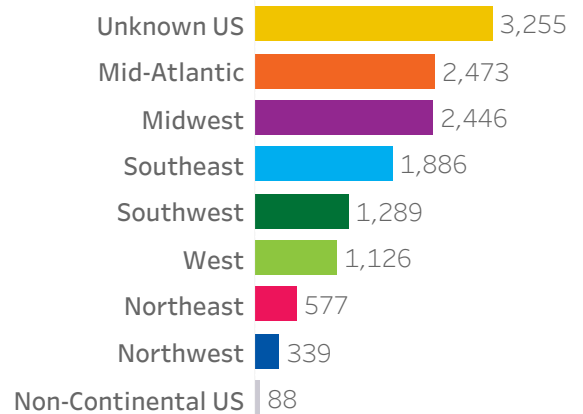
Top 10 Shown



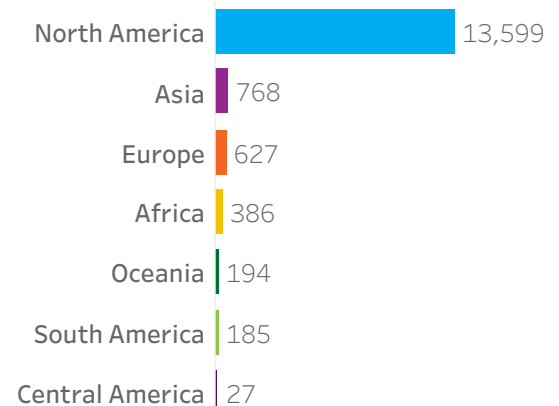
10,737 or 68% of recipients with responses



85% of recipients are located in the US

**Unique Recipients by Region**

15% of recipients are located internationally

**Unique Recipients by Region**

## 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

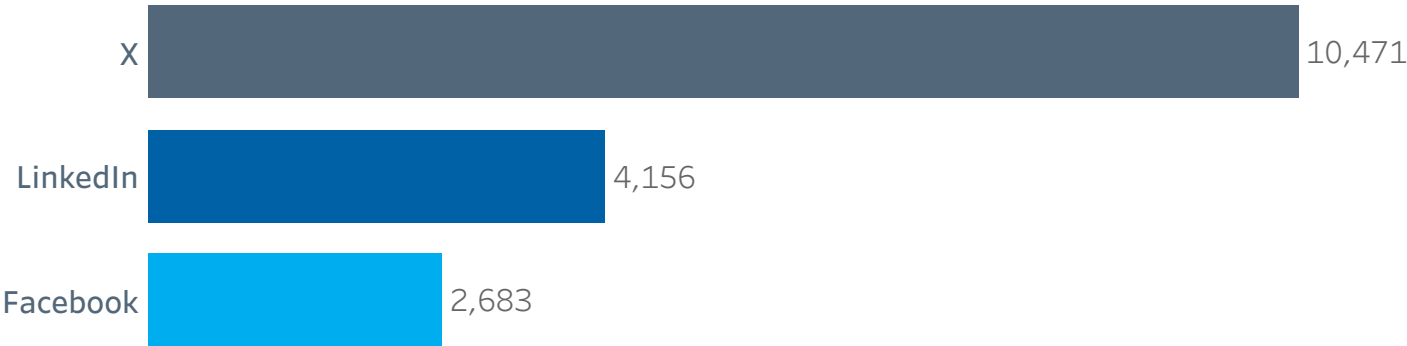
17,310



Engagements

4,472

Followers by Channel



Total Engagements



390

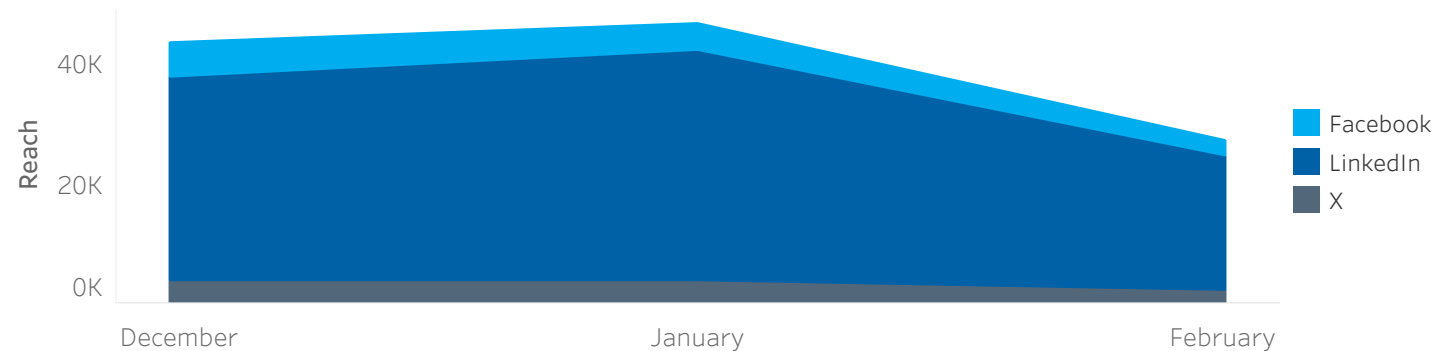


124



3,958

Reach by Month







## Social Media Audience Glossary

UNDERSTANDING SOCIAL MEDIA AUDIENCE DASHBOARD

### 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.

### Total Engagements

- Total engagements by social network.

### Reach by Month

- Breakdown by social network of the total reach by month. (No data for LinkedIn).



Continuing Education - Websites & eNews



Active Registered  
Users

1,927



Average eNews  
Delivered

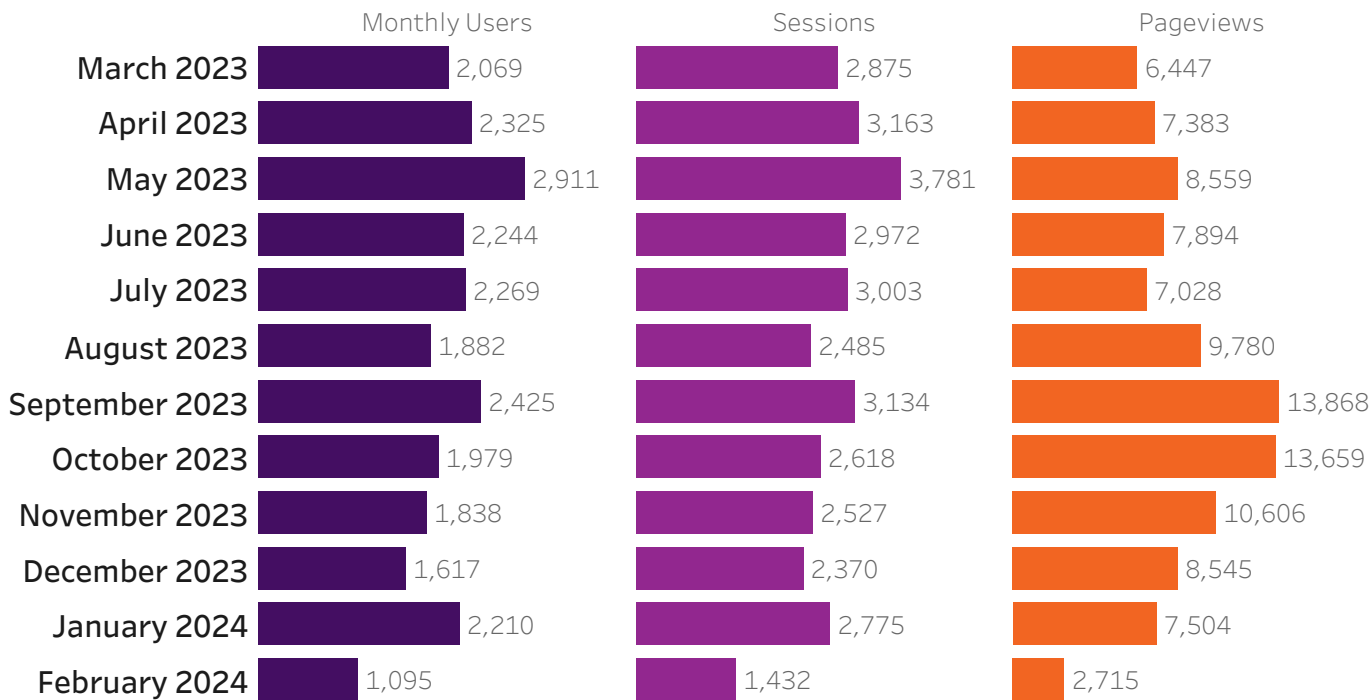
6,072



Monthly Website  
Pageviews

8,666

Website Visitors



Activity by eNewsletter

eNewsletter Name    Delivered

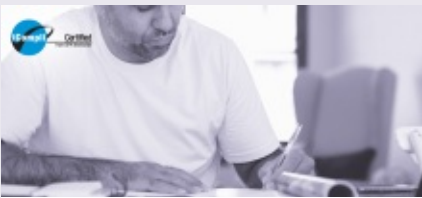
Engineering +  
Mechanical Systems CE    6,072  
Center Update



2,464 \* Unique Opens - Single Send Avg (41%)  
5,631 \* Total Engaged Subscribers (63%)

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

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



Continuing Education - Courses & Tests



Total Tests  
Taken

1,907



Total Certificates  
Issued

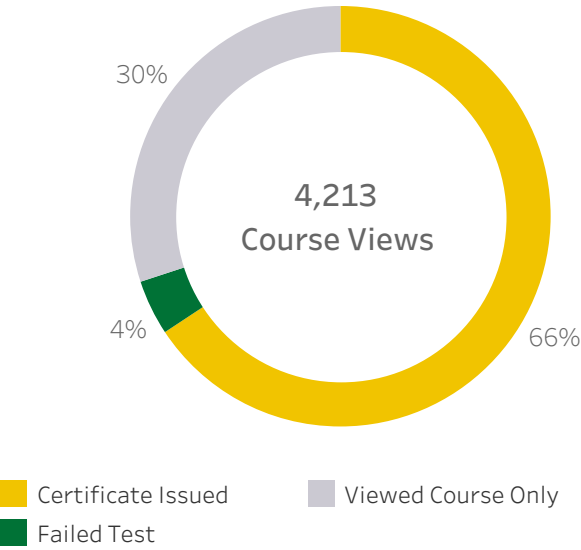
1,807



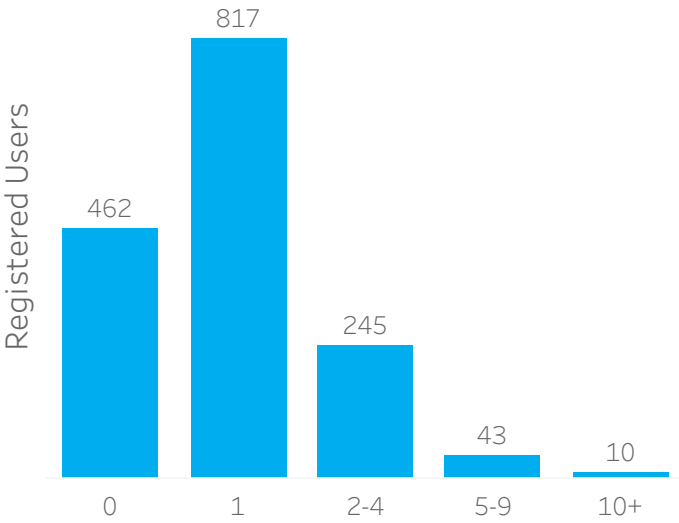
Number of  
Active Courses

146

Registered User Course Interactions

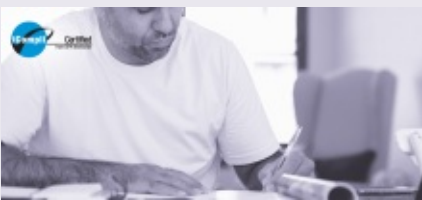


Certificates Issued by Registered Users



Top 5 Courses

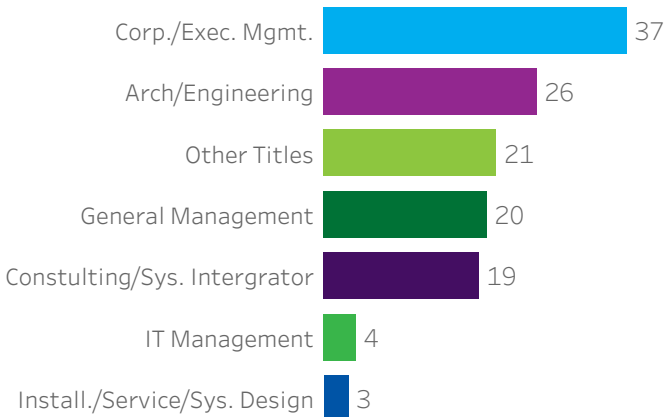
Course Title	Registered Users	Total Certificates Issued
13 Pitfalls of Heat Pump Water Heaters and How to Avoid Them	283	212
What is the ?Next Level Up? Building Management Solution &..	173	150
How to Size Heat Pump Water Heaters for Efficiency and Cost	194	141
Electrification, decarbonization, and data centers ? Oh, my!	190	122
Enhance Site Documentation & Analysis with Full Spect..	122	104



Continuing Education - User Demographics & Locations

Demographic - Job Function

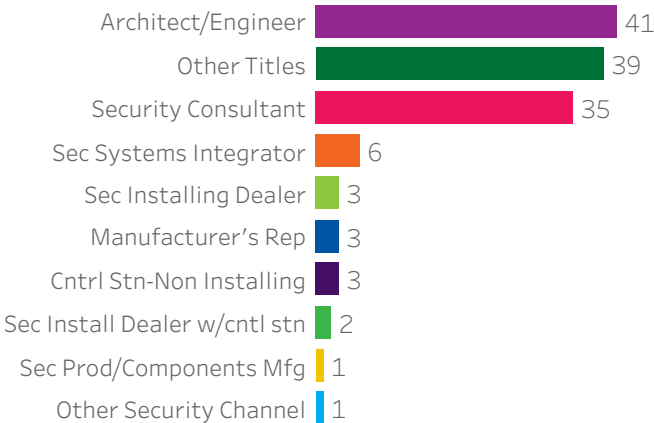
Top 7 Shown



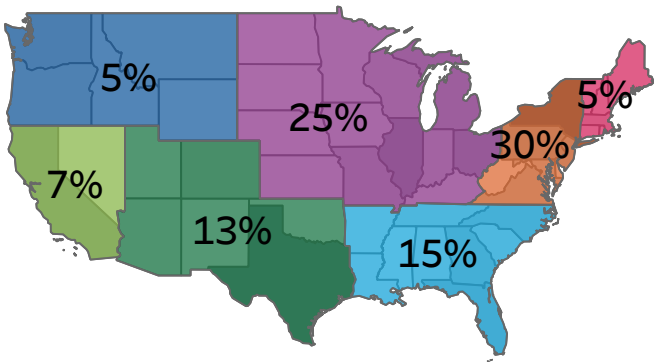
130 users with responses

Demographic - Business/Industry

Top 10 Shown

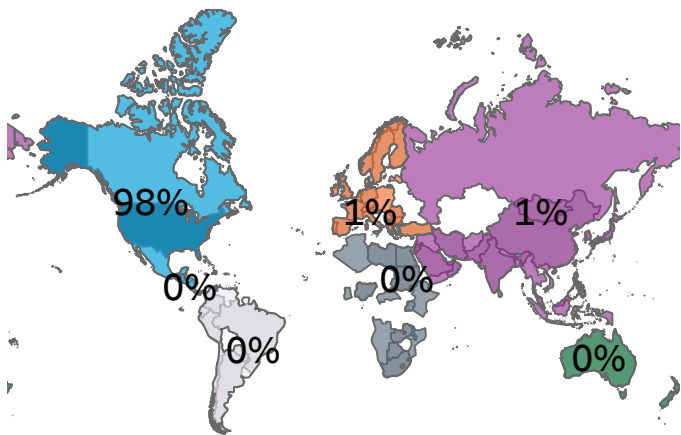
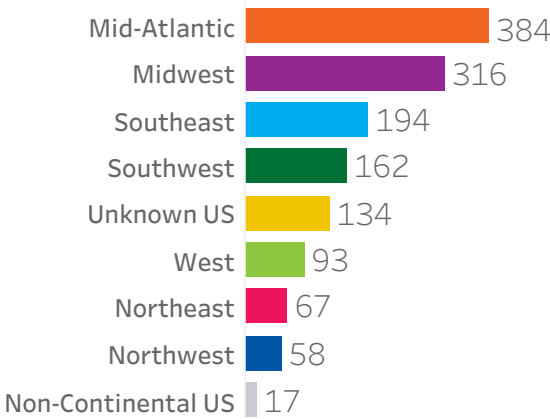


136 users with responses



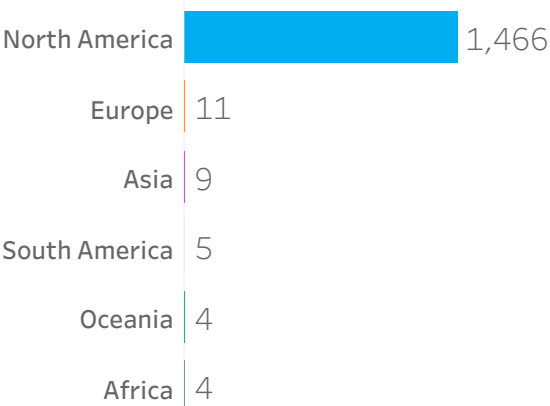
95% of users are located in the US

Unique Users by Region



5% of users are located internationally

Unique Users by Region





## Continuing Education (CE) Center Audience Glossary

UNDERSTANDING CE CENTER AUDIENCE DASHBOARD

### Time Frame

12 Months

### KPIs

- **Average Registered Users:** The number of registered users to the CE Center.
- **Average eNews Delivered:** The number of emails sent, excluding bounces.
- **Monthly Website Pageviews:** The average numbers of total monthly pageviews on the website.

### Web Visitors

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

### Activity by eNewsletter

- **Delivered:** The average number of emails delivered.
- **Unique Opens, Single Send Avg:** The average number of unique opens\* per eNewsletter sent.
- **Total Engaged Subscribers:** The number of unique subscribers who have opened\* one or more of the delivered emails.

### Continuing Education by Industry (Brands sharing data)

- **CE Center: Architectural Record and Building Enclosure**  
*Includes limited courses from: CSTD, FCI, Floor Trends, Restoration & Remediation, Stone World, Tile and Walls & Ceilings*
- **Engineering Center: Engineered Systems and Mission Critical**  
*Includes limited courses from: ACHR News, ENR, pm Engineer and The Driller*
- **Safety Center: ISHN**
- **Thermal Center: Forge, Industrial Heating, Process Cooling and Process Heating**

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



## Continuing Education (CE) Center Courses & Tests Audience Glossary

UNDERSTANDING CE CENTER COURSES & TESTS AUDIENCE DASHBOARD

### Time Frame

12 Months

### KPIs

- **Total Tests Taken:** The number of tests taken.
- **Total Certificates Issued:** Total certificates issued through all course formats to users.
- **Number of Active Courses:** Total number of available courses active.

### Registered User Course Interactions

- **Course Views:** Total number of courses viewed online.
- **Certificate Issued:** Total number of certificated issued.
- **Viewed Courses Only:** Total number of courses viewed with no follow-up.
- **Incomplete Tests:** Total number of tests started, but not completed.
- **Failed Tests:** Total number of tests not passed.

### Certificates by Registered Users

- **Breakdown:** Total number of certificates issued to registered users from 1 to 10+.

### Top 5 Courses

- **Course Titles:** Top 5 courses by number of certificates issued.
- **Registered Users:** Number of unique registered users who viewed the course and/or received a certificate.
- **Total Certificates Issued:** Total number of certificates issued to registered users for this course.



## Webinars



Unique Registrants

**798**



Unique Attendees

**399**



Registrant Attendance Rate

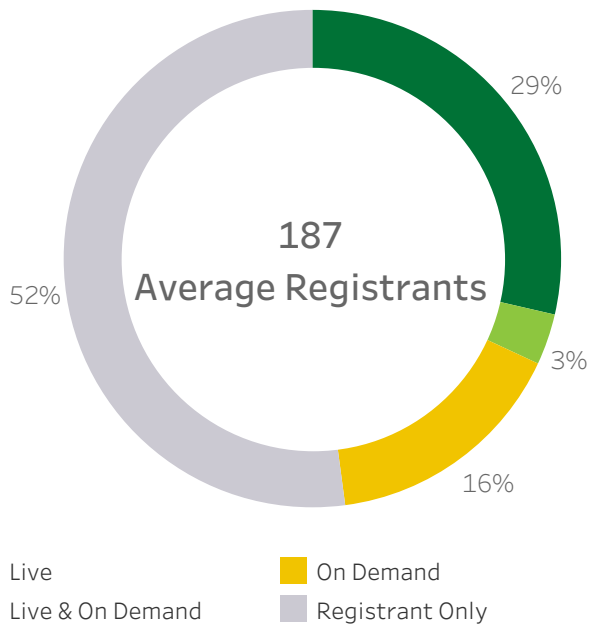
**50%**



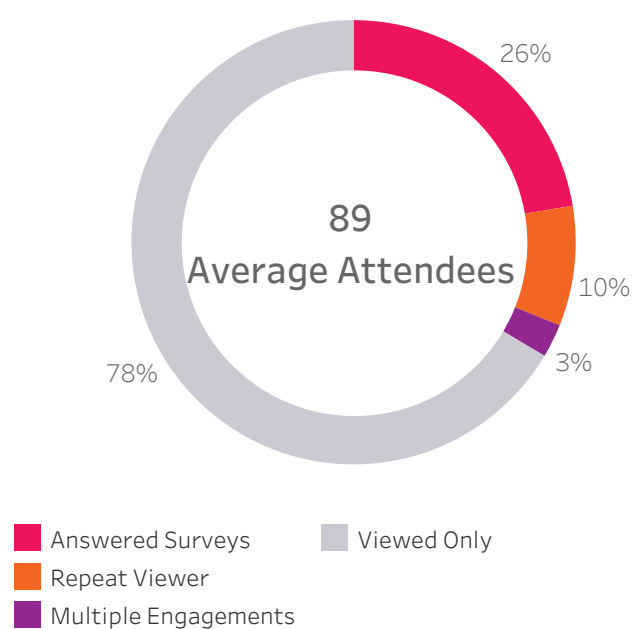
Average Attendees per Webinar

**89**

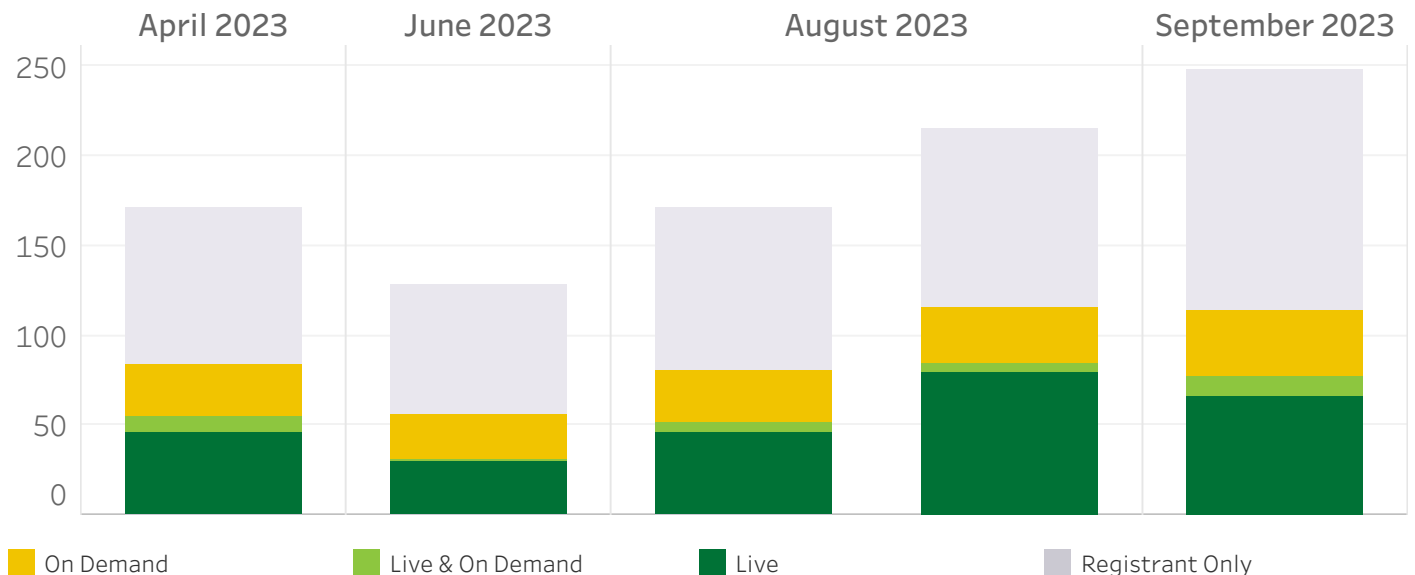
### Registrant Breakdown



### Attendee Engagement Breakdown



### Registration & Attendance Analysis

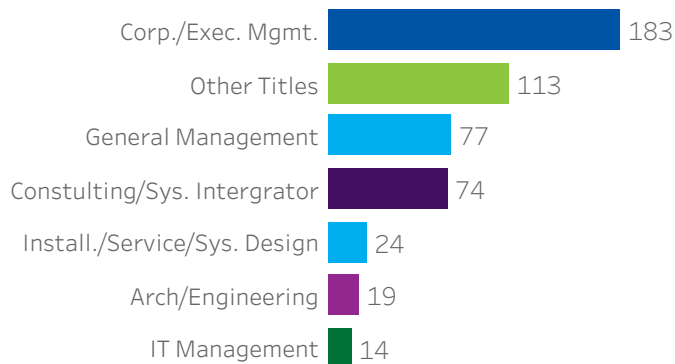




## Webinars - Registrant Demographics & Locations

### Demographic - Job Function

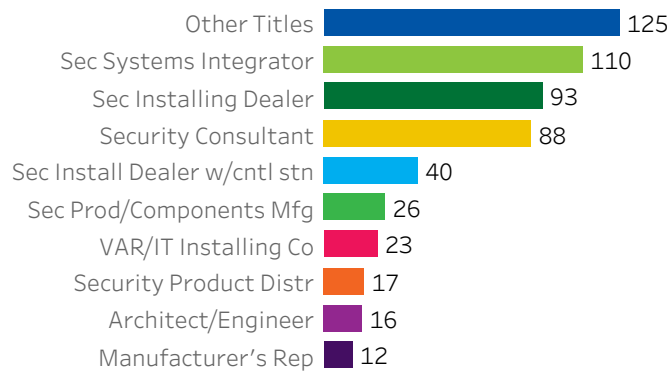
Top 7 Shown



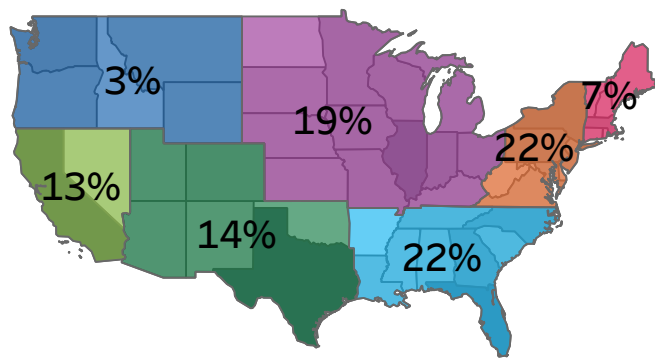
504 or 63% of registrants with responses

### Demographic - Business/Industry

Top 10 Shown

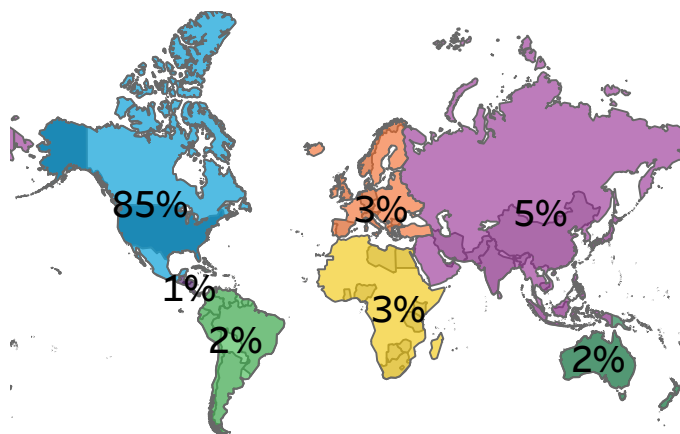
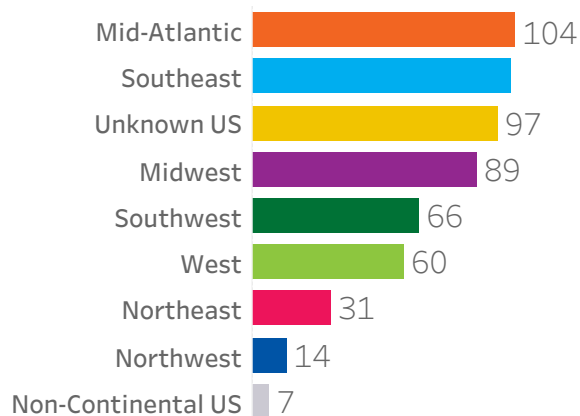


559 or 70% of registrants with responses



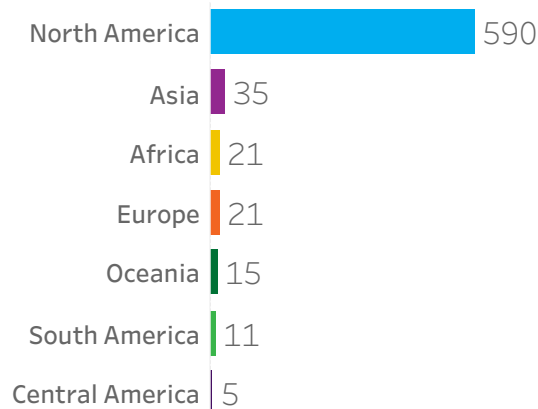
82% of registrants are located in the US

### Unique Registrants by Region



18% of registrants are located internationally

### Unique Registrants by Region





## Time Frame

3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

## KPIs

- **Unique Registrants:** The number of unique registrants across all webinars.
- **Unique Attendees:** The number of unique attendees across all webinars.
- **Registrant Attendance Rate:** The ratio of average attendance to average registration.
- **Average Attendees per Webinar:** The average number of attendees per webinar.

## Registrant Breakdown

- **Average Registrants:** The average number of registrants per webinar.
- **Registrant Only:** Percentage of average registrants who did not attend webinar.
- **Live:** Percentage of average registrants who attended the live webinar.
- **On Demand:** Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- **Live & On Demand:** Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

## Attendee Engagement Breakdown

- **Attendees:** Average number of attendees per webinar.
- **Answered a Survey:** Percent of average attendees who responded to a survey question within a webinar.
- **Downloaded Documents:** Percent of average attendees who downloaded a document within a webinar.
- **Multiple Engagements:** Percent of average attendees who responded more than once and/or in more than one way, within a webinar.
- **Repeat Viewer:** Percent of average attendees who viewed a webinar several times.
- **Answered Polls:** Percent of average attendees who responded to a poll question within a webinar.
- **Viewed Only:** Percent of average attendees who only viewed a webinar.

## Registration & Attendance Analysis

- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.

## 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)
- **Oceania:** 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

## Audience Profile Glossary

### DEMOGRAPHICS APPENDIX (JOB FUNCTION)

#### Display Name

#### Included Demographics

Arch/Engineering

ARCHITECTURE/ ENGINEERING

Constulting/Sys. Intergrator

CONSULTING/ SYSTEMS INTEGRATOR

Corp./Exec. Mgmt.

Executive Management

General Management

General Management

IT Management

IT/Network/Network Security Mgmt

Install./Service/Sys. Design

INSTALLATION/SERVICE/SYSTEM DESIGN

Other Titles

Arch/Eng/CnsIt/Inst/Sys (OLD)

Data Center Engineering

Data Center Operating

Facilities/Ops Mgr

Must Pay

Need More Information

Other

SALES STAFF

Security/Loss Prev

## Audience Profile Glossary

### DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

#### Display Name

#### Included Demographics

Architect/Engineer

Architect/Engineer

Cntrl Stn-Non Installing

Cntrl Station Svc-Non

Manufacturer's Rep

Manufacturer's Rep

Other Security Channel

Banking/Finance/Insurance

Casino/Hotel/Hospitality/Ent

Construction/Real Estate

Diversified

Education K-12

Federal

Food Production

Health Care/ Hospital/Med

Industrial/Manufacturing

Information/ Technology

Logistics/Supply Chain

Port/Terminal

Retail/Convenience Store/Rest

University/College

Utility/Energy

Other Titles

Consulting Engineering

Must Pay

Need More Information

Old Code BO

Other (please describe)

Sec Install Dealer w/cntl stn

Sec Install Dealer w/cntl

Sec Installing Dealer

Elect Contr- Installs

Eng Fire Sys Dist-Install

Security Install Dealer

Security Svc Co- Installs

Sec Prod/Components Mfg

Sec Prod/Components Mfg

Sec Systems Integrator

Sec Systems Integrator

Security Consultant

Security Consultant

Security Product Distr

Security Product Distr

Software Development

Software Development

VAR/IT Installing Co

VAR/IT Installing Co

**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
- **eNewsletter:** 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 & eNews:** eNews Delivery, Activity by eNewsletter
- **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

### Google Analytics - [google.com/analytics](https://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 & eNews:** Monthly Website Pageviews, All Website Visitors data

### Falcon Social Media Platform - [falcon.io](https://falcon.io)

Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIn accounts. [falcon.io](https://falcon.io)

### Usage by Report Section

#### Audience Profile

- **Social Media:** Follower Count by Channel



### Social Media

- **All Pages:** All data

#### **Building Media Inc. - [buildingmedia.com](http://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 & eNews:** Active Registered Users
- **CE Courses & Tests:** All data

#### **Aventri - [aventri.com](http://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](http://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