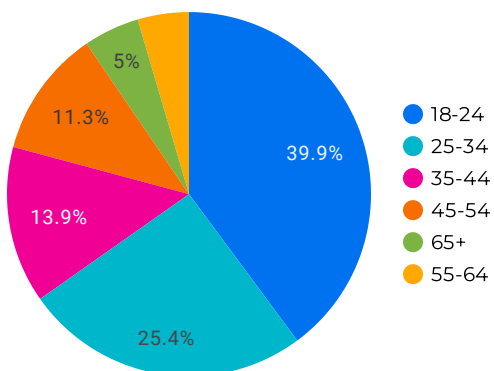
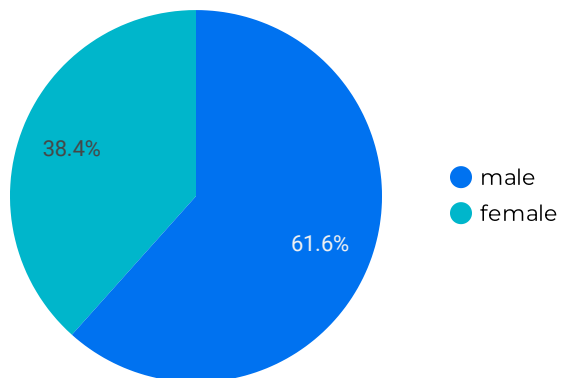




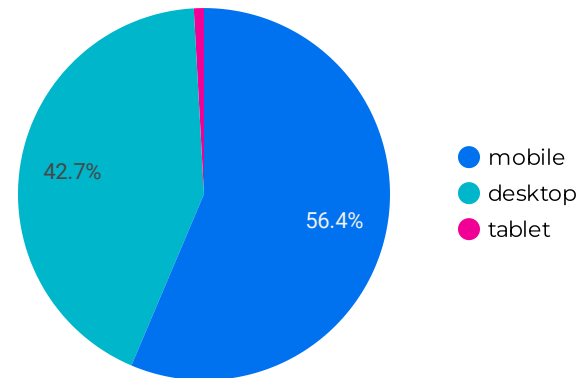
Age group distribution



Gender distribution



Device distribution



In-Market Segment

Users

1.	Education/Test Preparation & Tutoring	[Bar]
2.	Education/Post-Secondary Education	[Bar]
3.	Employment/Career Consulting Services	[Bar]
4.	Employment	[Bar]
5.	Education/Primary & Secondary Schools (K-12)	[Bar]
6.	Employment/Government & Public Sector Jobs	[Bar]
7.	Software/Business & Productivity Software	[Bar]
8.	Financial Services/Investment Services	[Bar]

lower in funnel - should be targeted for products

Affinity Category (reach)

Users

1.	Shoppers/Value Shoppers	[Bar]
2.	Technology/Technophiles	[Bar]
3.	Media & Entertainment/Movie Lovers	[Bar]
4.	Travel/Travel Buffs	[Bar]
5.	Beauty & Wellness/Frequently Visits Sa...	[Bar]
6.	Food & Dining/Cooking Enthusiasts/3...	[Bar]
7.	Media & Entertainment/Music Lovers	[Bar]
8.	Lifestyles & Hobbies/Green Living Enth...	[Bar]

higher in funnel - should be targeted for brand awareness

Other Category

Users

1.	Jobs & Education/Education/Standard...	[Bar]
2.	Arts & Entertainment/TV & Video/Onli...	[Bar]
3.	Arts & Entertainment/Movies/Bollywo...	[Bar]
4.	Arts & Entertainment/Fun & Trivia/Fu...	[Bar]
5.	Arts & Entertainment/Celebrities & En...	[Bar]
6.	Jobs & Education/Education/Colleges ...	[Bar]
7.	Sports/Team Sports/Cricket	[Bar]
8.	Science/Mathematics	[Bar]