TREND · AI CAMPAIGN MANAGEMENT

CHEAPESTAUTOQUOTES · 229-097-0423 · PULLED 2026-08-18

EPL COHORT ANALYSIS · CUSTOMER MATCH · AUDIENCE INSIGHTS

The ladder is real. The tail is not the prize.

Seven client lists, bucketed by what each customer actually earned, profiled against the US population. The gradient is textbook: every rung up is more male, younger, more likely a parent, more desktop-bound. It is also **91% concentrated on the bottom two rungs** — so targeting the $70+ customer optimises **6.5% of the book**.

$0-40 · THE MASS

73.6%

of revenue, from 91% of clients

$40-60 · NEXT RUNG

15.9%

of revenue, from 6.4% of clients

$60+ · THIN

10.5%

of revenue, from 2.7% of clients

$70+ · "PREMIUM"

6.5%

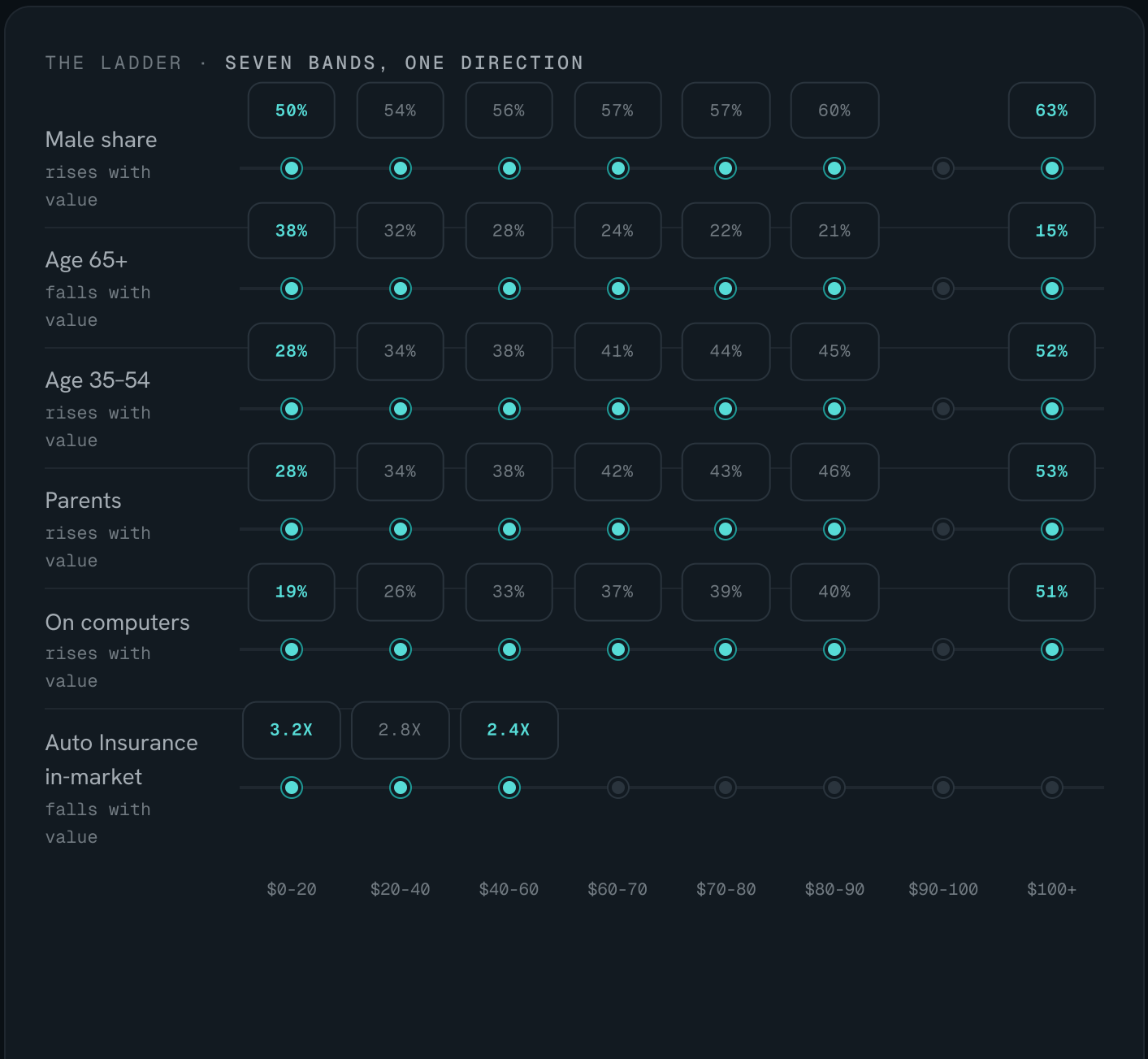
of revenue, from 1.46% of clients — 1 in 68

Optimisation effort belongs in list construction, not demographic tuning

01

The gradient is real, and it is monotonic.

Bucket the CRM book by realised earnings per lead, hand each bucket to Google as a customer-match list, and read the profile back. Seven of eight bands cleared the insight threshold. Every trait that matters moves in one direction across the whole ladder, without a single reversal — which is rare enough in audience data to be worth stating plainly.



READ The $100+ customer is 53% likely to be a parent against 28% at the bottom, and 51% desktop against 19%. The one trait that runs backwards is the interesting one: shopping for auto insurance peaks at the cheapest band and disappears above $60 entirely.

$0-20 990,000 clients

The active rate-shopper. In-market for auto insurance indexes 3.2x here — the highest of any band — alongside life and health insurance. Oldest band (38% are 65+), most mobile-only (19% on a computer against a 40% US baseline), least likely to be a parent.

$20-40 440,000 clients

Still shopping, starting to own. Insurance signal barely down (2.8x) but repair and parts appear: wheels & tires, transmission, collision. The volume band, and the one the Search route currently buys.

$40-60 100,000 clients

The first owner band. Auto insurance falls to 2.4x while Chevrolet, classic and used vehicles, engine work and lawn care rise. Truck & SUV enthusiasts peak here at 2.3x. The reachable next rung.

$60-80 29,000 clients

Insurance shopping leaves the top ten entirely. What remains is ownership and household: new and used vehicles, tools, BBQs, window treatments — and accounting software makes its first appearance.

$80-100 8,200 clients

The established household. Auto parts 1.7x, accounting software 1.5x, home improvement, real estate, avid investors. Affinity skews collapse to mainstream — DIYers and movie fans at 1.3x. Defined by assets, not hobby.

$100+ 4,800 clients

The small-business owner. 63% male, 53% parents, 51% on a computer against a 40% baseline, only 15% over 65. Accounting software at 1.6x is the single strongest marker anywhere in the book.

Portraits are illustrative composites of each band's measured interest indexes, not real customers. The $60–80 and $80–100 cards each span two measured bands.

THE INVERSION

People actively shopping for auto insurance are the single strongest marker of a **cheap** lead: 3.2x at $0–20, 2.8x at $20–40, 2.4x at $40–60, and out of the top ten from $60 up. The head query buys the bargain hunter. The valuable customer is the vehicle owner who happens to need insurance — not the person hunting the lowest price.

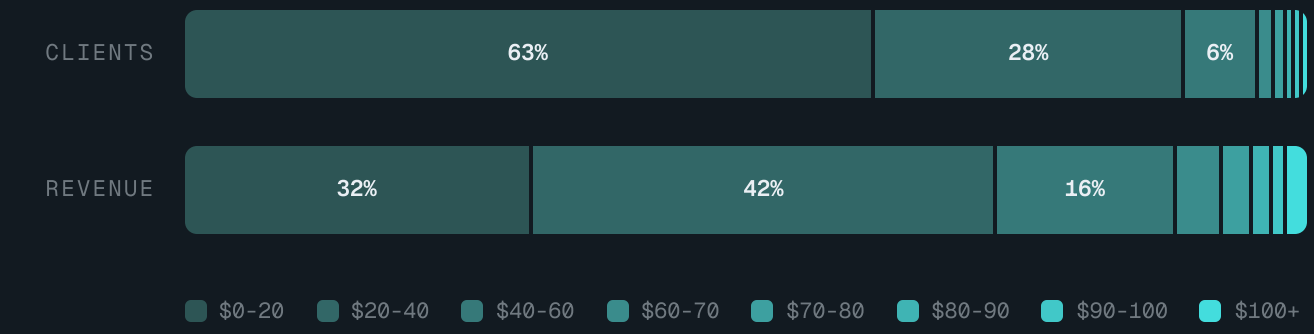
02

Now weight it by population.

A gradient tells you which direction value lies in. It does not tell you how much value is in that direction. Multiply each band by the number of people standing in it

and the strategic picture inverts.

WHERE THE BOOK ACTUALLY IS · SHARE OF CLIENTS VS SHARE OF REVENUE



READ Both bars are the same eight bands in the same order. The bright end — everything above $70 — is 1.46% of the clients and 6.5% of the revenue. It is a sliver in both bars. The $20–40 band alone is larger than every band above it combined, several times over.

$70+ SHARE OF CLIENTS	$70+ SHARE OF REVENUE	$0-40 SHARE OF REVENUE	BOOK BLENDED EPL
1.46%	6.5%	73.6%	$19.97
1 in 68 of the book	the entire "premium tail" prize	from 1,430,000 clients	vs $26.73 on the clean-era Search route

The premium lists cannot carry volume

The program's own scale target is **$20,000/day on Search at ROAS ≥ 1.05** — about **$21,000/day of lead revenue**. Divide that by what each pool is worth per lead and you get the leads per day it must produce; divide the pool size by that and you get how long the pool lasts. The numbers below assume every single person on the list converts, exactly once — a hard upper bound no real targeting instrument reaches.

SEED POOL	PEOPLE	% OF REVENUE	AVG EPL	LEADS/DAY NEEDED	EXHAUSTED IN
$40 and up	142,000	26.4%	$58	360	395 days
$60 and up	42,000	10.5%	$78	268	157 days

SEED POOL	PEOPLE	% OF REVENUE	AVG EPL	LEADS/DAY NEEDED	EXHAUSTED IN
$70 and up	23,000	6.5%	$89	235	98 days
$100+ only	4,800	1.8%	$120	175	27 days

THEREFORE A pure $100+ strategy runs its entire addressable universe dry in **27 days** at the account's own target volume. $70+ lasts about three months. These lists are measurement instruments and seeds — they are not media.

SENSITIVITY — IS THIS AN ARTEFACT OF THE $120 ASSUMPTION?

No. The $100+ band is valued at a conservative $120 for weighting. Re-value it far higher and the $70+ share of book revenue barely moves: $120 → **6.5%** · $200 → **7.7%** · $350 → **9.7%** · $500 → **11.7%**. Even valuing every $100+ client at **$500** — more than four times the assumption — leaves the premium tail under an eighth of the book. The conclusion is a property of the population counts, not of the price assumption.

THIS CONTRADICTS THE AUGUST 17 REPORT

That briefing led with "We now know who the $60+ lead is" and framed the premium segment as "real, sizable, and now targetable." Two of those three hold: it is real and it is targetable. It is **not sizable** — $60+ is 2.7% of clients and 10.5% of revenue. The identification was right and the strategic weight placed on it was wrong. This section supersedes it.

03

The list is the lever. The demographic is not.

If the bands differ 12x in value, how much of that difference can you actually buy with the targeting controls Google exposes? Compare the spread of the value

itself against the spread of the traits that carry it.

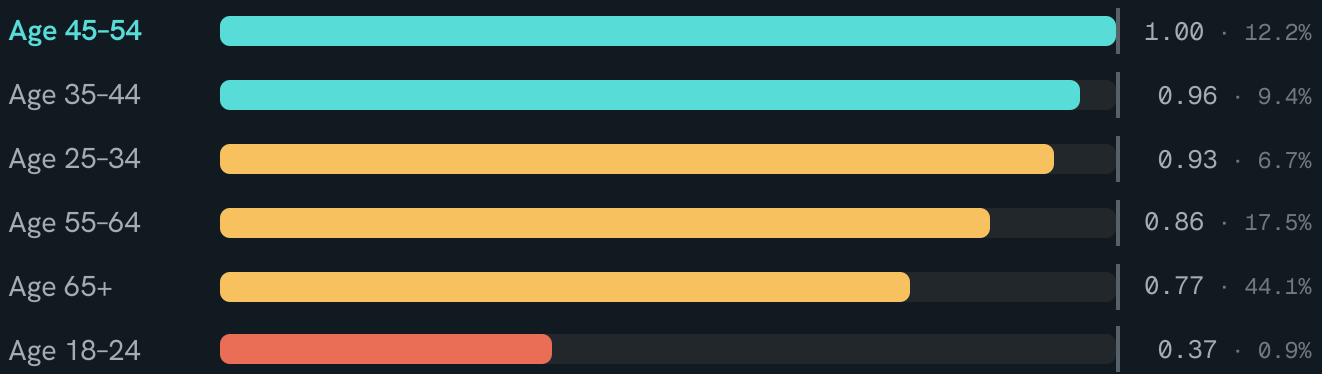
DISCRIMINATION · HOW FAR EACH TRAIT SEPARATES THE BOTTOM BAND FROM THE TOP

TRAIT	$0-20	$100+	SPREAD	RATIO
Male share	50%	63%	13pt	1.26x
Age 65+	38%	15%	23pt	2.53x
Age 35-54	28%	52%	24pt	1.86x
Parents	28%	53%	25pt	1.89x
On computers	19%	51%	32pt	2.68x
Earnings per lead	$10	$120	–	**12.0x**

READ The value ratio is **12x**. The best single demographic separator — desktop use — is **2.68x**, and even at the top band only 53% are parents and 63% are male. Every demographic slice is a coin-flip mixture of bands. That is why demographic tuning is worth a few percent and list construction is worth multiples.

GOOGLE'S OWN 30-DAY DELIVERY · RELATIVE EFFICIENCY, BEST SLICE = 1.00 · SHARE OF SPEND

BY AGE (best in group = 1.00)



BY GENDER (best in group = 1.00)

BY DEVICE (best in group = 1.00)

READ Spend-weighted efficiency across age is **0.846**. Pushing 65+ from 44.1% of spend down to 30% and zeroing 18–24 — an aggressive but reachable reallocation — buys **+3.5%**. That is the honest size of the demographic prize. Efficiency mixes a PFM-derived revenue estimate with Google cost, so only the ranking is meaningful; the ratio is not a ROAS.

DESKTOP IS A TRAP

High-EPL customers skew hard to desktop — 51% at $100+ against 19% at the bottom. But desktop costs **$35.07** per conversion here against **$26.48** on mobile, a 32% premium for an 18% better customer. Net efficiency is **worse** (0.90 vs 1.00). Do not shift budget toward desktop on the strength of the profile alone. This is exactly the error the raw cohort portrait invites.

ONE FREE WIN

18–24 runs at efficiency **0.37** — cost per conversion **$55.38** against **$25.71** for the best band — on 0.9% of spend, roughly $390/month. It is excluded on some campaigns and not others; the large Demand Gen spenders carry no demographic exclusions at all. Small, certain, and it costs nothing to take.

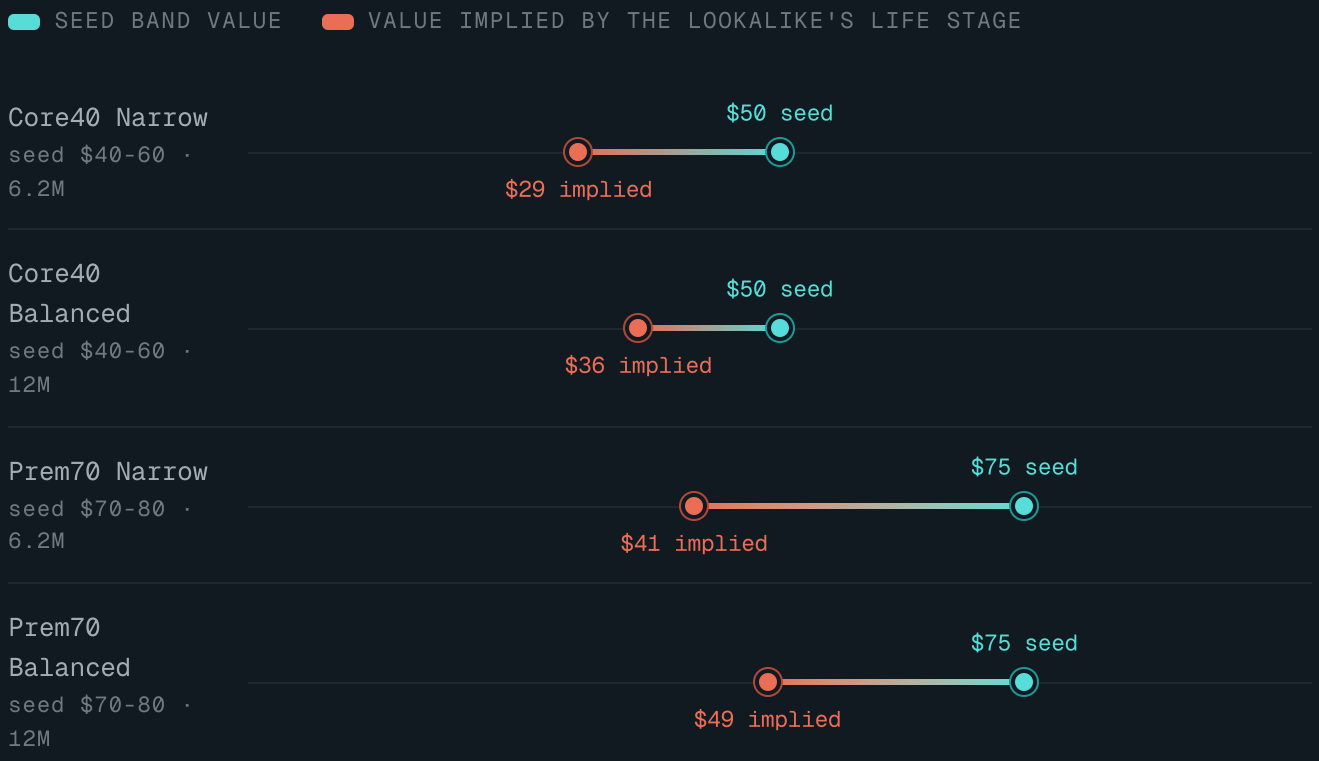
04

The lookalikes cloned the wrong axis.

If the seed lists are too small to buy from, the lookalikes built on them are the whole scaling story. So it matters a great deal what those lookalikes actually inherited — and it is not what the interest indexes suggest at first glance.

Read the lookalikes on interest and they look spectacular: Commercial Vehicles at **10.4x** on Prem70 Narrow, Car Brakes **8.6x**, Automotive Electronic Components **9x** — indexes three times anything a seed band produced. Read them on demographics and they have fallen back down the ladder. Every trait that defined a high-EPL customer reverts: 65+ swells from +9 points back to 31%, parents drop to 39%, 18–34 roughly doubles.

REVERSION · SEED BAND VALUE VS THE VALUE EACH LOOKALIKE'S LIFE-STAGE PROFILE IMPLIES



METHOD Each lookalike's age, parenthood and 65+ figures are read back off the seed ladder in section 01 by linear interpolation, giving the band whose life stage the lookalike matches. Prem70 Narrow was seeded on a **$75** customer and profiles as a **$41** one — it retained 55% of the life-stage signal it was built from.

LOOKALIKE	SEED VALUE	LIFE-STAGE IMPLIES	SURFACE TRAITS IMPLY	SIGNAL RETAINED
Core40 Narrow	$50	$29	$43	59%
Core40 Balanced	$50	$36	$40	71%
Prem70 Narrow	$75	$41	$97	55%
Prem70 Balanced	$75	$49	$83	65%

MECHANISM Split the traits and the story is clean. On the surface traits that co-travel with the auto-enthusiast vector — male share and desktop use — Prem70 Narrow still reads like a **$97** customer. On the life-stage traits that actually carry the value — age, parenthood — it reads **$41**. Google's model matched the behaviour it can observe richly and dropped the life stage it cannot. The lookalikes are clones of the interest profile, not of the value profile.

CORE40 AMPLIFIED THE ANTI-SIGNAL

Core40 is seeded on $40+, which is 70% composed of the $40–60 band — the band that still indexes 2.4x on auto-insurance shopping. Its lookalike carries Auto Insurance at **5x** and Life Insurance at **4.6x** — **higher than any seed band in the entire book**, including the $0–20 band's 3.2x peak. Google took the most EPL-negative trait in the seed and amplified it. Core40 is a lookalike of the rate-shopper.

PREM70 IS A DIFFERENT ANIMAL — USE IT DIFFERENTLY

Prem70 dropped insurance out of its top ten entirely and reads as vehicle-owner / trades: Commercial Vehicles 10.4x, Material Handling Equipment 6.1x, Brake Service, Oil Changes. That is a coherent **commercial** profile, not a consumer one. Pointing it at the consumer offer sheet wastes it. The campaign **`vlad.DISP.CAQ.PACK.SMB-FLEET-v1`** already exists at $75/day with no spend — that is the pairing that makes sense.

05

What this licenses.

Ranked by expected value, not by how interesting they are. The first three are worth more than the rest combined, and none of them is a demographic tweak.

01 **Stop treating the premium bands as a media target**

Reframe $60+ from "the customer we are trying to buy" to "the seed and the yardstick." The strategic goal becomes moving the mode — shifting the $0–20 mass into $20–40 and the $20–40 mass into $40–60 — because that is where 90% of the revenue lives. Search already buys at $26.73, the top of the $20–40 band; the next rung is worth +87% per lead and holds 100,000 people.

15.9% OF BOOK

REACHABLE RUNG

02 **Re-point Prem70 at the commercial angle; hold Core40 back**

Prem70's profile is trades and fleet, not consumers — pair it with the existing SMB-fleet campaign rather than the consumer offer sheet. Core40 carries a 5x auto-insurance-shopper signal, the strongest anti-signal in the book; scaling it buys the cheap band at lookalike prices. Test it against a bargain-hunter hypothesis before giving it budget.

55%

SIGNAL RETAINED

03 **Target the named in-market segments directly instead of the lookalikes**

The lookalike indexes name concrete, directly-targetable Google segments — Commercial Vehicles, Auto Parts & Accessories, Brake Service & Repair, Oil Changes — at 5–10x. Targeting them straight gives the same signal with full control, no black box, and no demographic reversion. Discount the segments that index high on every auto audience; the informative ones are those that differ between Core40 and Prem70.

5-10X

INDEX, DIRECT

04 **Attach the EPL lists to Search in observation mode**

Search currently carries zero audience attachment. Observation costs nothing and changes no bids, and after 30–60 days it yields real per-keyword EPL-band data — the measurement this account does not presently have, and the only thing that converts section 03 from inference into fact.

$0

COST TO RUN

05 **Seed a new lookalike from $60+ combined, not $70+**

42,000 matched members against roughly 23,000 for a $70+ seed. A bigger seed reverts less, and $60–70 still carries 3.3x the blended EPL. Given the reversion measured in section 04, seed size is the main lever available on lookalike fidelity.

+83%

BIGGER SEED

06 **Exclude 18–24 account-wide**

Efficiency 0.37, cost per conversion roughly double every other band. Currently excluded on some campaigns only; the large Demand Gen spenders carry no demographic exclusions at all. Small and certain.

~$390/MO

BAD SPEND

07 **Keep the 65+ and female exclusions only while budget-constrained**

They buy perhaps +7% on mix, and while campaigns are capped by budget rather than reach, narrowing is close to free — excluded campaigns run $26.57 cost per conversion against $27.26 unexcluded, within creative noise. The moment budget scales past what the narrowed pool fills, these become a growth ceiling and should convert to bid modifiers.

+7%

ON MIX, CAPPED

08 **Close the demographic measurement gap**

The account-level final URL suffix passes campaign, creative, geo, placement and click IDs to PFM, but nothing demographic — so EPL by age, gender or device can only ever be modelled the way section 03 models it. If PFM exposes a spare sub slot,

`{device}`

converts the desktop question from inference into measurement. Do not repurpose sub11; it is a live landing-angle label.

1 SLOT

TO MEASURE

06

What would overturn this.

The concentration argument is robust. Three other things in this report are not,

and it is worth being precise about which is which.

CAUSALITY IS NOT ESTABLISHED

These lists are customers we **already bought**, and 44.1% of 30-day spend went to 65+. That the cheap band skews old partly measures our own past targeting, not an intrinsic property of older customers. The efficiency table describes current inventory; it does not prove a senior lead is worth less than a 45-year-old lead bought the same way. Move 05 and the observation attachment in move 04 are what would settle it.

THE POPULATION WEIGHTS ARE GOOGLE'S, NOT THE CRM'S

Band sizes are the Search-side list sizes Google reports, which are matched-and-modelled reach figures rather than raw CRM rows. They cross-check: summing them reproduces the 42k / 23k seed counts used elsewhere in the account exactly. And the conclusion depends on the ratios between bands, which come from one consistent source — not on the absolute denominator. A different denominator moves no argument here.

ONE BAND IS MISSING

EPL $90–100 (id 9440932468, 2.9k Search / 2.7k Display) returns "There isn't enough data to show the insights" — the list sits below Google's insight threshold. Checked three times on 2026-08-18. It is included in the population weighting at a $95 midpoint but has no profile of its own; bracket it with $80–90 and $100+.

THE MIDPOINT MODEL IS A MODEL

Each band is weighted at its midpoint, with the open-ended $100+ band held at a conservative $120. The blended result, **$19.97**, lands close to the platform-wide blend of $22.21 reported independently — which is a sanity check, not a proof. The sensitivity panel in section 02 shows the headline conclusion survives revaluing the top band four-fold.

WHAT THIS REPORT DOES NOT CLAIM

It does not claim the premium customer is worthless — a $100+ client is genuinely worth twelve times a $10 one, and the profile identifying them is sound and now targetable. It claims something narrower and more useful: there are not enough of them to build a media strategy on, the lookalikes built to scale them revert to roughly half their seed value, and the demographic controls available to act on the profile move outcomes by single-digit percentages. The value is in the shape of the whole book, not in its tail.

A

Cohort portraits.

The underlying data, one panel per band, exactly as Google reports it. Bars show this list against the US benchmark; index columns show the top segments Google surfaces, ten maximum.

EPL $0-20

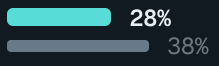
Clients EPL $0 - $20.01 id 9440913079 Search 990k · Display 940k

63.0% of clients · 31.5% of revenue

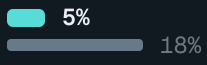
THIS LIST US BENCHMARK

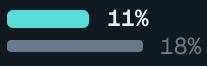
GENDER

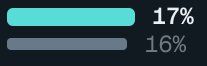
PARENTAL STATUS

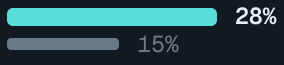


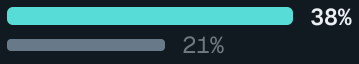
AGE (axis to 50%)



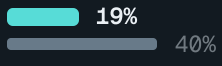








DEVICES



IN-MARKET SEGMENTS index vs US

Financial Services > Insurance Auto Insurance	3.2x
Financial Services > Insurance Life Insurance	2.5x
Financial Services Insurance	2.3x

AFFINITY SEGMENTS index vs US

Vehicles & Transportation > Auto Enthusiasts Motorcycle Enthusiasts	2.1x
News & Politics > Avid News Readers Avid Local News Readers	2x

Autos & Vehicles > Auto Repair & Maintenance Collision & Auto Body Repair	2x
Financial Services > Insurance Health Insurance	1.8x
Autos & Vehicles Auto Repair & Maintenance	1.7x
Financial Services Tax Preparation Services & Software	1.5x
Financial Services > Insurance Home Insurance	1.5x
Autos & Vehicles > Motor Vehicles by Type Diesel Vehicles	1.5x
Telecom Mobile Phone Service Providers	1.5x
Vehicles & Transportation > Auto Enthusiasts Truck & SUV Enthusiasts	2x
Sports & Fitness > Sports Fans Swimming Enthusiasts	1.9x
Sports & Fitness > Sports Fans Water Sports Enthusiasts	1.7x
Vehicles & Transportation > Auto Enthusiasts Performance & Luxury Vehicle Enthusiasts	1.7x
Sports & Fitness > Sports Fans Basketball Fans	1.6x
Technology Mobile Enthusiasts	1.6x
Media & Entertainment > Music Lovers Blues Fans	1.6x
Sports & Fitness > Sports Fans Fight & Wrestling Fans	1.6x

EPL $20-40

Clients EPL $20.01 - $40 id 9440472737 Search 440k · Display 410k

28.0% of clients · 42.1% of revenue

THIS LIST US BENCHMARK

GENDER

	THIS LIST	US BENCHMARK
Male	54%	49%
Female	46%	51%

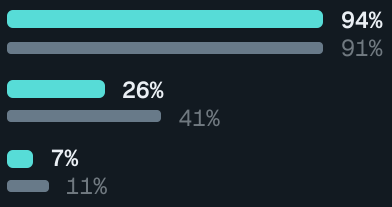
PARENTAL STATUS

	THIS LIST	US BENCHMARK
Parent	34%	39%
Not a parent	66%	61%

AGE (axis to 50%)

	THIS LIST	US BENCHMARK
18-24	1%	12%
25-34	6%	18%
35-44	13%	18%
45-54	21%	16%
55-64	27%	15%
65+	32%	21%

DEVICES



IN-MARKET SEGMENTS index vs US

Financial Services > Insurance Auto Insurance	2.8x
Financial Services > Insurance Life Insurance	2.6x
Financial Services Insurance	2.2x
Autos & Vehicles > Auto Repair & Maintenance Collision & Auto Body Repair	2x
Financial Services > Insurance Health Insurance	1.9x
Autos & Vehicles > Auto Parts & Accessories Wheels & Tires	1.8x
Financial Services Tax Preparation Services & Software	1.8x
Autos & Vehicles Auto Repair & Maintenance	1.8x
Autos & Vehicles > Auto Repair & Maintenance Transmission Repair	1.7x
Autos & Vehicles > Auto Parts & Accessories Engine & Transmission	1.6x

AFFINITY SEGMENTS index vs US

Vehicles & Transportation > Auto Enthusiasts Motorcycle Enthusiasts	2.3x
Vehicles & Transportation > Auto Enthusiasts Truck & SUV Enthusiasts	2.1x
Vehicles & Transportation > Auto Enthusiasts Performance & Luxury Vehicle Enthusiasts	1.9x
Sports & Fitness > Sports Fans Motor Sports Enthusiasts	1.9x
Sports & Fitness > Sports Fans Water Sports Enthusiasts	1.8x
News & Politics > Avid News Readers Avid Local News Readers	1.7x
Sports & Fitness > Sports Fans Basketball Fans	1.7x
Sports & Fitness > Sports Fans Swimming Enthusiasts	1.6x
Shoppers Bargain Hunters	1.6x
Sports & Fitness > Sports Fans Fight & Wrestling Fans	1.5x

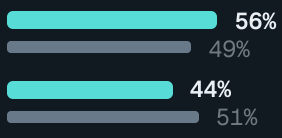
EPL $40-60

Clients EPL $40.01 - $60 id 9441758418 Search 100k · Display 99k

6.4% of clients · 15.9% of revenue

THIS LIST US BENCHMARK

GENDER



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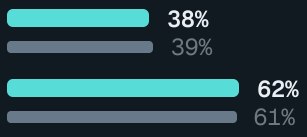
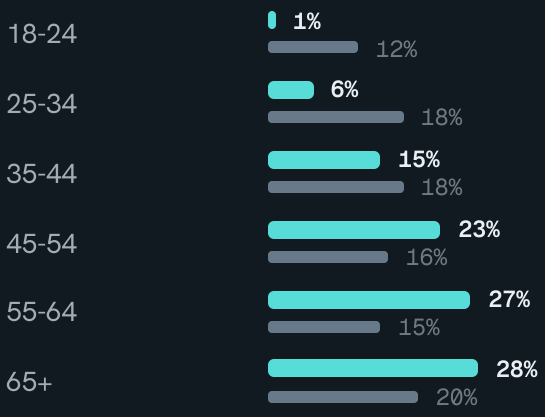


AGE (axis to 50%)



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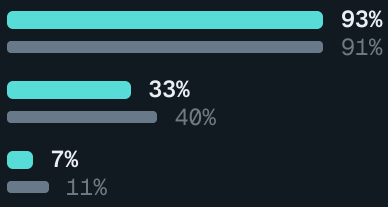


IN-MARKET SEGMENTS index vs US

Financial Services > Insurance Auto Insurance	2.4x
Autos & Vehicles > Auto Repair & Maintenance Collision & Auto Body Repair	2.2x
Autos & Vehicles Auto Repair & Maintenance	1.9x
Home & Garden > Outdoor Items Lawn Care & Gardening Supplies	1.9x
Autos & Vehicles > Motor Vehicles by Brand Chevrolet	1.8x
Financial Services Insurance	1.8x
Autos & Vehicles > Auto Parts & Accessories Engine & Transmission	1.6x

AFFINITY SEGMENTS index vs US

Vehicles & Transportation > Auto Enthusiasts Truck & SUV Enthusiasts	2.3x
Vehicles & Transportation > Auto Enthusiasts Motorcycle Enthusiasts	2.3x
Sports & Fitness > Sports Fans Motor Sports Enthusiasts	2x
Vehicles & Transportation > Auto Enthusiasts Performance & Luxury Vehicle Enthusiasts	2x
Sports & Fitness > Sports Fans Water Sports Enthusiasts	1.9x
Sports & Fitness > Sports Fans Swimming Enthusiasts	1.5x
Shoppers Bargain Hunters	1.5x

Telecom Mobile Phone Service Providers	1.6x	Sports & Fitness > Sports Fans Basketball Fans	1.4x
Autos & Vehicles > Motor Vehicles by Type Classic Vehicles	1.6x	Sports & Fitness > Sports Fans Winter Sports Enthusiasts	1.4x
Autos & Vehicles > Motor Vehicles Motor Vehicles (Used)	1.6x	Sports & Fitness > Sports Fans Fight & Wrestling Fans	1.4x

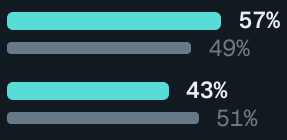
EPL $60-70

Clients EPL $60.01 - $70 id 9440932264 Search 19k · Display 17k

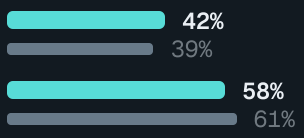
1.2% of clients · 3.9% of revenue

THIS LIST US BENCHMARK

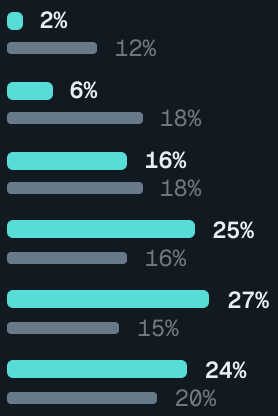
GENDER



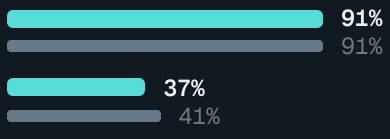
PARENTAL STATUS



AGE (axis to 50%)



DEVICES



Tablets below reporting threshold for this list.

IN-MARKET SEGMENTS index vs US

Autos & Vehicles Auto Repair & Maintenance	1.9x
Financial Services Insurance	1.8x

AFFINITY SEGMENTS index vs US

Vehicles & Transportation > Auto Enthusiasts Truck & SUV Enthusiasts	2.2x
Vehicles & Transportation > Auto Enthusiasts Performance & Luxury Vehicle Enthusiasts	2x

Autos & Vehicles > Motor Vehicles Motor Vehicles (New)	1.8x
Autos & Vehicles > Motor Vehicles Motor Vehicles (Used)	1.7x
Autos & Vehicles Auto Parts & Accessories	1.7x
Home & Garden > Home Improvement Tools	1.6x
Home & Garden > Outdoor Items BBQs & Grills	1.6x
Home & Garden > Curtains & Window Treatments Window Blinds & Shades	1.5x
Home & Garden > Home Decor Curtains & Window Treatments	1.5x
Software Accounting Software	1.5x

Sports & Fitness > Sports Fans Motor Sports Enthusiasts	1.9x
Sports & Fitness > Sports Fans Water Sports Enthusiasts	1.7x
Sports & Fitness > Sports Fans Basketball Fans	1.4x
Shoppers Bargain Hunters	1.4x
Sports & Fitness > Sports Fans Fight & Wrestling Fans	1.4x
Media & Entertainment > TV Lovers Family Television Fans	1.3x
Media & Entertainment > Gamers Driving & Racing Game Fans	1.3x
Media & Entertainment > Movie Lovers Action & Adventure Movie Fans	1.3x

EPL $70-80

Clients EPL $70.01 - $80 id 9440932303 Search 10k · Display 9.2k

0.6% of clients · 2.4% of revenue

THIS LIST US BENCHMARK

GENDER

Male	57%	49%
Female	43%	51%

PARENTAL STATUS

Parent	43%	38%
Not a parent	57%	62%

AGE (axis to 50%)

18-24	3%	12%
25-34	5%	17%
35-44	18%	18%
45-54	26%	16%
55-64	26%	15%
65+	22%	21%

DEVICES

Mobile phones	90%	92%
Computers	39%	40%

Tablets below reporting threshold for this list.

IN-MARKET SEGMENTS index vs US

Autos & Vehicles > Motor Vehicles Motor Vehicles (Used)	1.7x
Autos & Vehicles Auto Parts & Accessories	1.6x
Autos & Vehicles Auto Repair & Maintenance	1.6x
Home & Garden Outdoor Items	1.4x
Software Accounting Software	1.4x
Home & Garden Home Improvement	1.4x
Autos & Vehicles Motor Vehicles	1.3x
Autos & Vehicles Autos & Vehicles	1.3x
Home & Garden Home Decor	1.3x
Software Software	1.3x

AFFINITY SEGMENTS index vs US

Vehicles & Transportation > Auto Enthusiasts Truck & SUV Enthusiasts	2.2x
Sports & Fitness > Sports Fans Water Sports Enthusiasts	1.9x
Vehicles & Transportation > Auto Enthusiasts Performance & Luxury Vehicle Enthusiasts	1.9x
Sports & Fitness > Sports Fans Basketball Fans	1.4x
Shoppers Bargain Hunters	1.4x
Media & Entertainment > Movie Lovers Family Movie Fans	1.3x
Sports & Fitness > Sports Fans Fight & Wrestling Fans	1.3x
Media & Entertainment > Movie Lovers Action & Adventure Movie Fans	1.3x
Sports & Fitness > Sports Fans Boating & Sailing Enthusiasts	1.3x
Sports & Fitness > Sports Fans Baseball Fans	1.3x

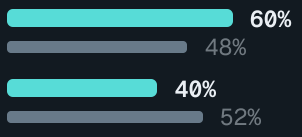
EPL $80-90

Clients EPL $80.01 - $90 id 9440932348 Search 5.3k · Display 5.0k

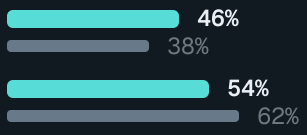
0.3% of clients · 1.4% of revenue

THIS LIST US BENCHMARK

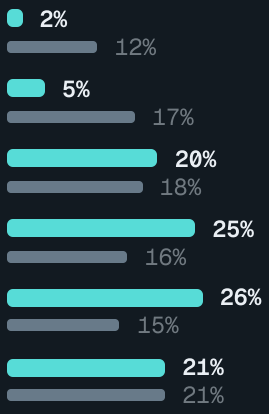
GENDER



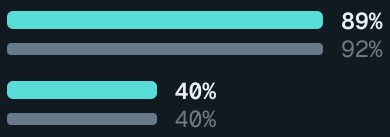
PARENTAL STATUS



AGE (axis to 50%)



DEVICES



Tablets below reporting threshold for this list.

IN-MARKET SEGMENTS index vs US

Autos & Vehicles Auto Parts & Accessories	1.7x
Software Accounting Software	1.5x
Autos & Vehicles Autos & Vehicles	1.4x
Autos & Vehicles Motor Vehicles	1.4x
Home & Garden Home Improvement	1.4x
Financial Services Financial Services	1.3x
Software Software	1.3x
Sports & Fitness Sports & Fitness	1.3x
Home & Garden Home Decor	1.3x

AFFINITY SEGMENTS index vs US

Shoppers Bargain Hunters	1.3x
Media & Entertainment > Movie Lovers Action & Adventure Movie Fans	1.3x
Home & Garden Do-It-Yourselfers	1.3x
Media & Entertainment > Movie Lovers Comedy Movie Fans	1.3x
Media & Entertainment > TV Lovers Family Television Fans	1.2x
Media & Entertainment > TV Lovers TV Comedy Fans	1.1x
Banking & Finance Avid Investors	1.1x
Lifestyles & Hobbies Outdoor Enthusiasts	1.1x

Real Estate Real Estate	1.2x
Sports & Fitness > Sports Fans Fans of American Football	1.1x
Lifestyles & Hobbies > Pet Lovers Dog Lovers	1.1x

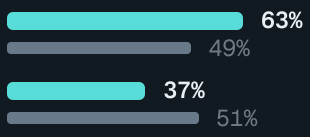
EPL $100+

Clients EPL $100.01+ id 9441763974 Search 4.8k · Display 4.5k

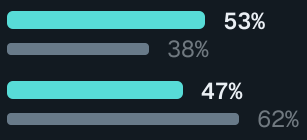
0.3% of clients · 1.8% of revenue

THIS LIST US BENCHMARK

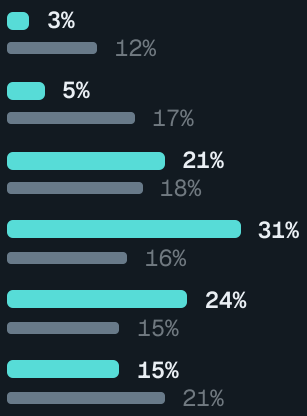
GENDER



PARENTAL STATUS



AGE (axis to 50%)



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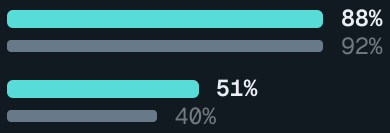

Tablets below reporting threshold for this list.

IN-MARKET SEGMENTS index vs US

Autos & Vehicles Auto Parts & Accessories	1.7x
Software Accounting Software	1.6x
Autos & Vehicles Motor Vehicles	1.4x
Autos & Vehicles Autos & Vehicles	1.4x

AFFINITY SEGMENTS index vs US

Media & Entertainment > Movie Lovers Action & Adventure Movie Fans	1.3x
Home & Garden Do-It-Yourselfers	1.3x
Banking & Finance Avid Investors	1.2x
Shoppers Bargain Hunters	1.2x

Home & Garden Home Improvement		1.4x
Financial Services Financial Services		1.3x
Software Software		1.3x
Real Estate Real Estate		1.3x
Home & Garden Home & Garden Services		1.2x
Home & Garden Home Decor		1.2x
Media & Entertainment > Movie Lovers Comedy Movie Fans		1.2x
Media & Entertainment > TV Lovers TV Comedy Fans		1.1x
Lifestyles & Hobbies > Pet Lovers Dog Lovers		1.1x
Media & Entertainment > TV Lovers Documentary & Nonfiction TV Fans		1x

Source: Google Ads customer-match audience insights for 229-097-0423, pulled 2026-08-18 from Audience manager → Your data insights, read off the UI accessibility tree — exact values, not eyeballed charts. Benchmark is the United States; index = share in list ÷ share in US population. Delivery figures in section 03 are Google-reported cost over a 30-day window on customer id 2290970423; expected-EPL figures are PFM-derived. Revenue is PFM, cost is Google, and the two are never mixed in one ratio without saying which side is which. Population weighting, exhaustion arithmetic and lookalike reversion are computed from the band sizes above — the method is in section 06 and the figures regenerate from source. Locations tab not captured. No spend was moved to produce this analysis.