# 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**

550 W Merrill St, Suite 200, Birmingham, MI 48009

**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

SDM serves the North American security channel-dealers, installers, integrators, distributors, manufacturers, VARs/IT installing and monitoring companies.
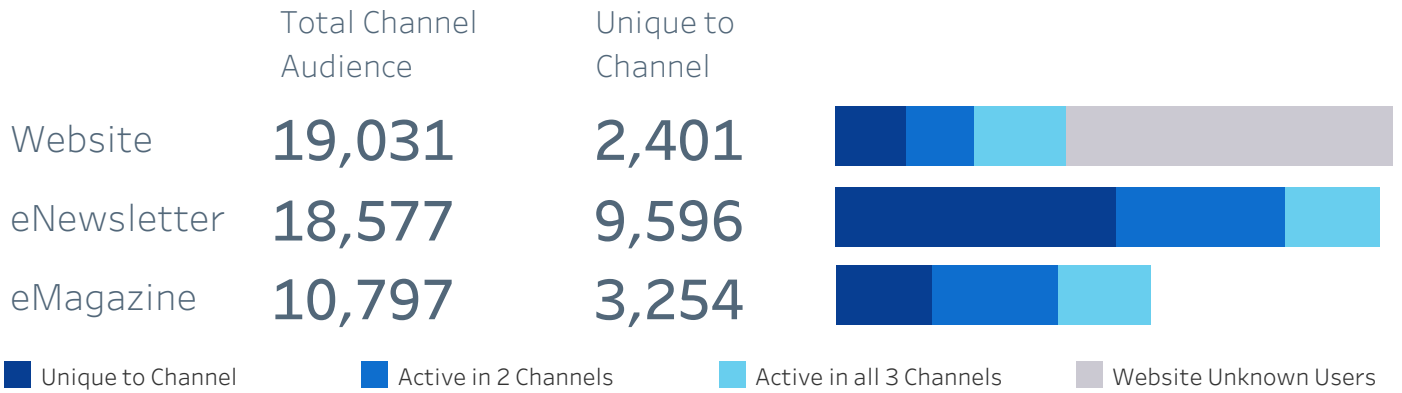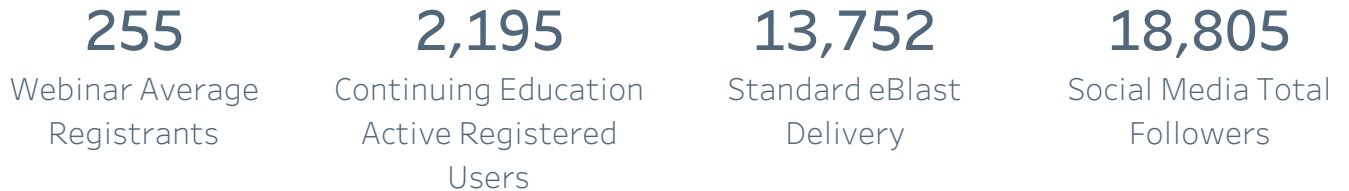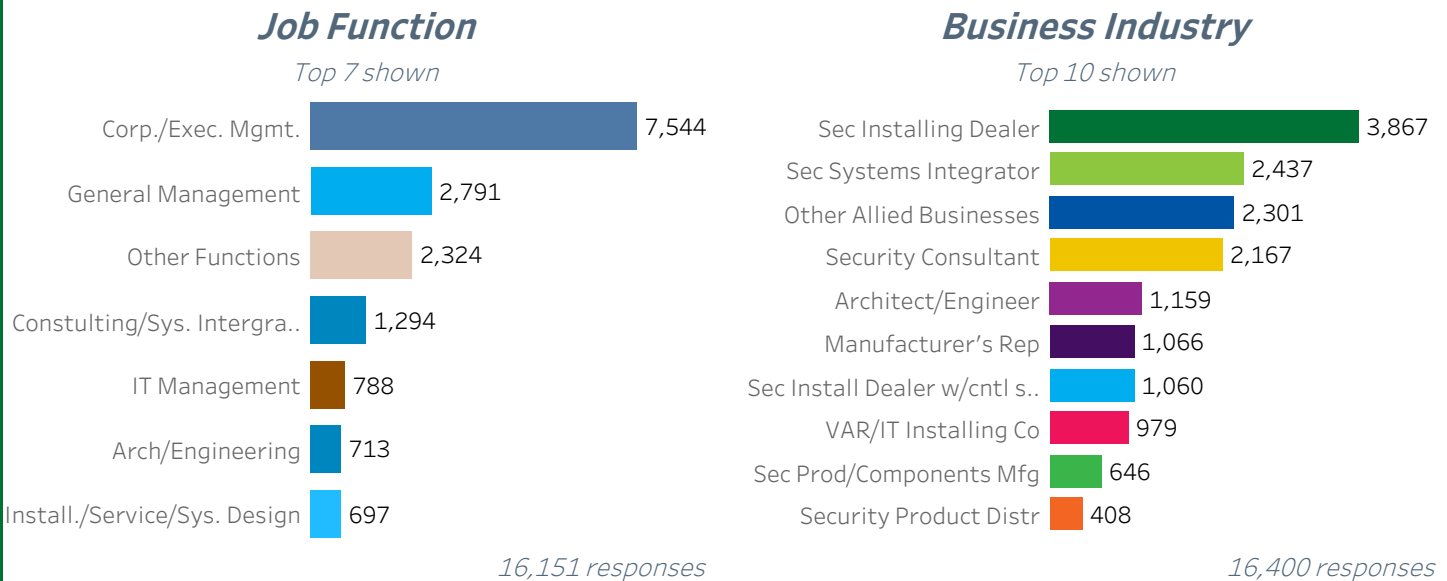
**41,858**
Unique Active Audience

**52%**
Engaged

## Core Channels

| | Total Channel Audience | Unique to Channel |
|---|---|---|
| Website | 19,031 | 2,401 |
| eNewsletter | 18,577 | 9,596 |
| eMagazine | 10,797 | 3,254 |

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

## Additional Channels

**255**
Webinar Average Registrants

**2,195**
Continuing Education Active Registered Users

**13,752**
Standard eBlast Delivery

**18,805**
Social Media Total Followers

## Demographics

### *Job Function*
*Top 7 shown*

| | |
|---|---|
| Corp./Exec. Mgmt. | 7,544 |
| General Management | 2,791 |
| Other Functions | 2,324 |
| Consulting/Sys. Intergra.. | 1,294 |
| IT Management | 788 |
| Arch/Engineering | 713 |
| Install./Service/Sys. Design | 697 |

*16,151 responses*

### *Business Industry*
*Top 10 shown*

| | |
|---|---|
| Sec Installing Dealer | 3,867 |
| Sec Systems Integrator | 2,437 |
| Other Allied Businesses | 2,301 |
| Security Consultant | 2,167 |
| Architect/Engineer | 1,159 |
| Manufacturer's Rep | 1,066 |
| Sec Install Dealer w/cntl s.. | 1,060 |
| VAR/IT Installing Co | 979 |
| Sec Prod/Components Mfg | 646 |
| Security Product Distr | 408 |

*16,400 responses*

**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
**10,613**

Average Issue Pageviews
**7,021**

## Activity by eMagazine Issue

| Issue Name | Sessions | Pageviews | Session Duration (min) |
|---|---|---|---|
| October 2024 | 1,821 | 9,350 | 2 |
| November 2024 | 841 | 5,441 | 4 |
| December 2024 | 1,156 | 6,272 | 3 |
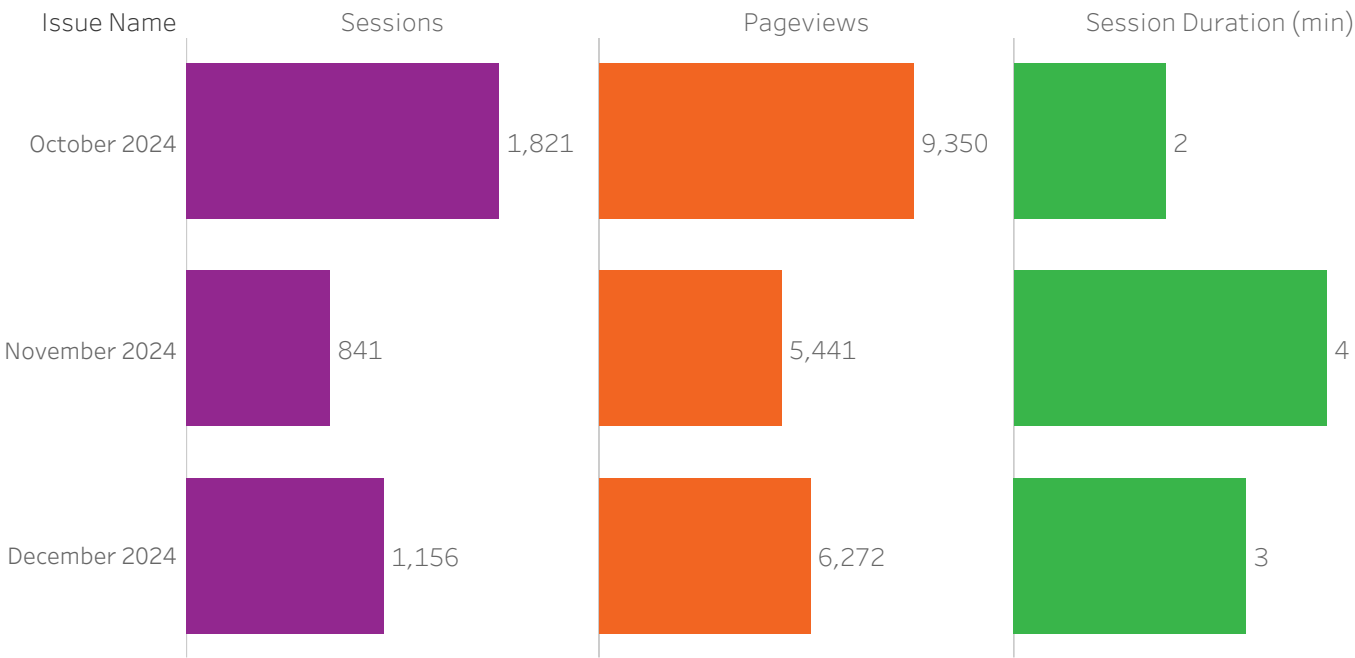
## eMagazine Notification Email Metrics

| Issue Name | Sends | Unique Delivered | * Unique Opens | * Open Rate | Total Clicks | CTR |
|---|---|---|---|---|---|---|
| October 2024 | 4 | 10,187 | 4,345 | 42.7% | 528 | 2.7% |
| November 2024 | 4 | 10,540 | 4,158 | 39.4% | 413 | 2.0% |
| December 2024 | 4 | 10,613 | 4,669 | 44.0% | 587 | 2.8% |

* 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 7 Shown*

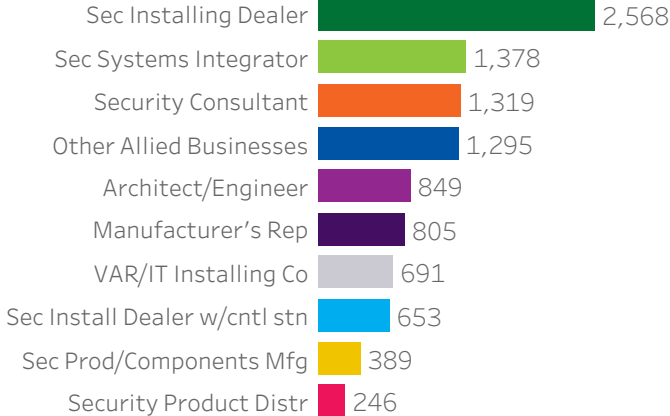| Job Function | Value |
|---|---|
| Corp./Exec. Mgmt. | 5,052 |
| General Management | 1,732 |
| Other Functions | 1,256 |
| Consulting/Sys. Intergrator | 913 |
| Arch/Engineering | 493 |
| IT Management | 479 |
| Install./Service/Sys. Design | 421 |
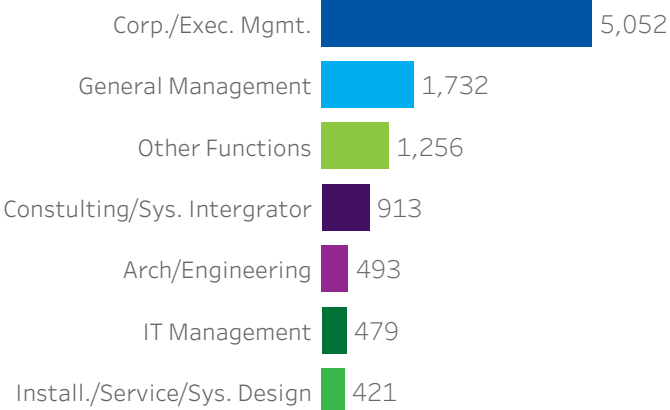
*10,346 or 97% of subscribers with responses*

## Demographic - Business/Industry

*Top 10 Shown*

| Business/Industry | Value |
|---|---|
| Sec Installing Dealer | 2,568 |
| Sec Systems Integrator | 1,378 |
| Security Consultant | 1,319 |
| Other Allied Businesses | 1,295 |
| Architect/Engineer | 849 |
| Manufacturer's Rep | 805 |
| VAR/IT Installing Co | 691 |
| Sec Install Dealer w/cntl stn | 653 |
| Sec Prod/Components Mfg | 389 |
| Security Product Distr | 246 |

*10,381 or 98% of subscribers with responses*



## Unique Subscribers by Region

| Region | Value |
|---|---|
| Midwest | 2,099 |
| Mid-Atlantic | 1,992 |
| Southeast | 1,620 |
| Southwest | 1,028 |
| Unknown US | 974 |
| West | 921 |
| Northeast | 521 |
| Northwest | 298 |
| Non-Continental US | 54 |
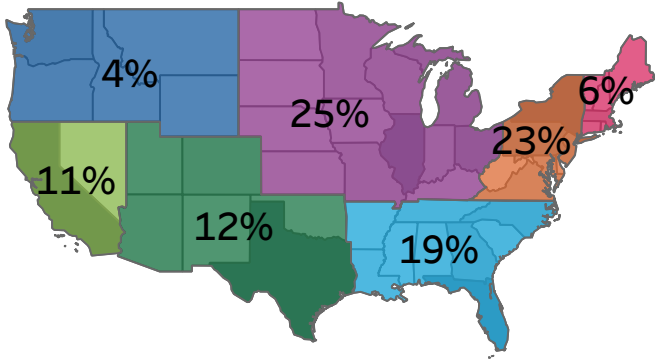
*90% of subscribers are located in the US*



## Unique Subscribers by Region
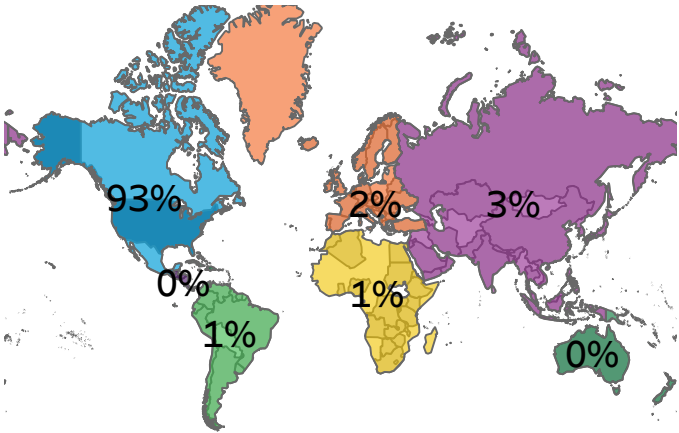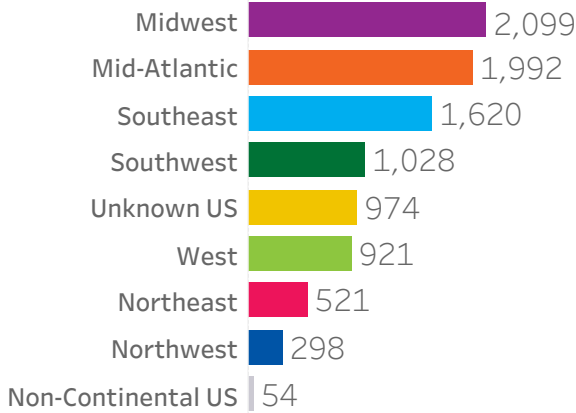
| Region | Value |
|---|---|
| North America | 9,868 |
| Asia | 280 |
| Europe | 218 |
| Africa | 113 |
| South America | 75 |
| Oceania | 49 |
| Central America | 8 |

*10% of subscribers are located internationally*
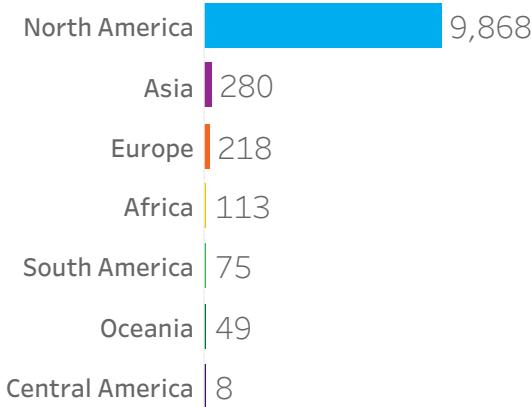
## Time Frame
*3 months*

## 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.
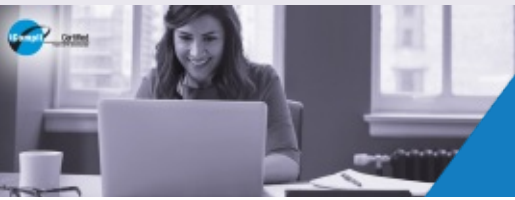
# *eNewsletters*

**Active Unique Recipients**
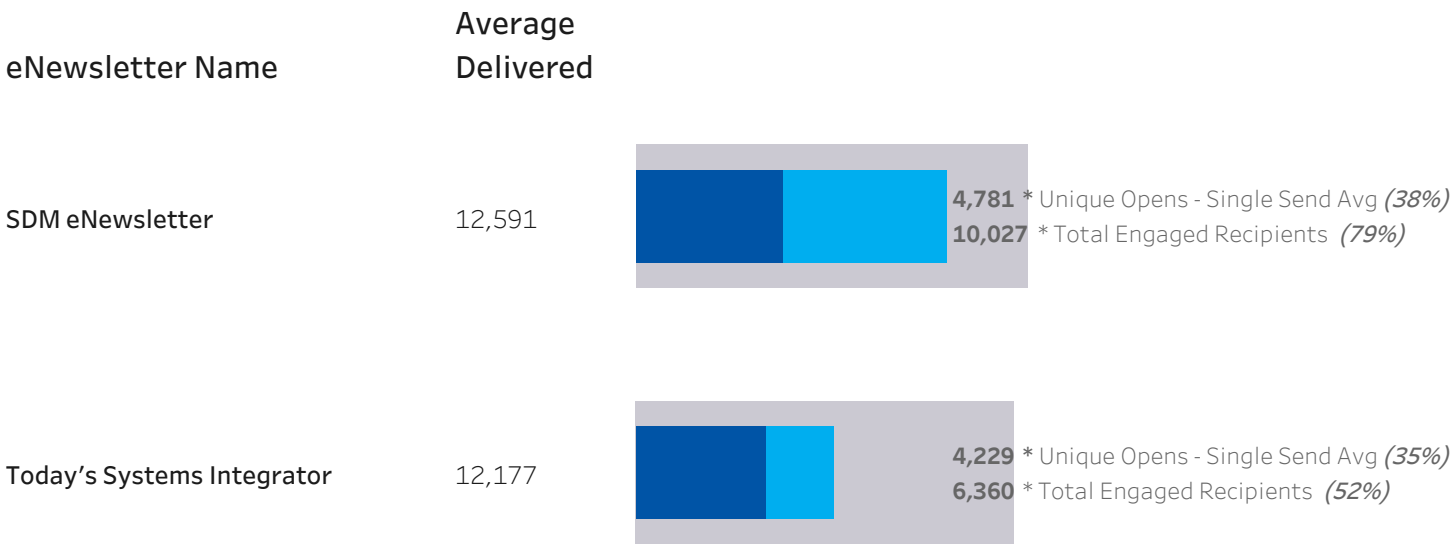
## 18,577

**% of Recipients Engaged**

## 70%

**Sends per Month**

## 5

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## Recipient Activity by eNewsletter Over the Last 3 Months

| eNewsletter Name | Average Delivered | |
|---|---|---|
| SDM eNewsletter | 12,591 | **4,781** * Unique Opens - Single Send Avg *(38%)*<br>**10,027** * Total Engaged Recipients *(79%)* |
| Today's Systems Integrator | 12,177 | **4,229** * Unique Opens - Single Send Avg *(35%)*<br>**6,360** * Total Engaged Recipients *(52%)* |

**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

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## *eNewsletter Activity Averages*

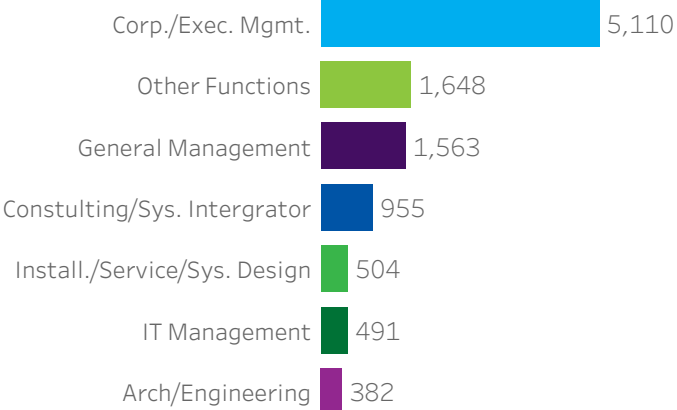| eNewsletter Name | Monthly Sends | Delivered | * Unique Opens | * Open Rate | Total Clicks | CTR |
|---|---|---|---|---|---|---|
| SDM eNewsletter | 4.3 | 12,591 | 4,781 | 38.0% | 471 | 3.7% |
| Today's Systems Integrator | 1.0 | 12,177 | 4,229 | 34.7% | 344 | 2.8% |

* 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*
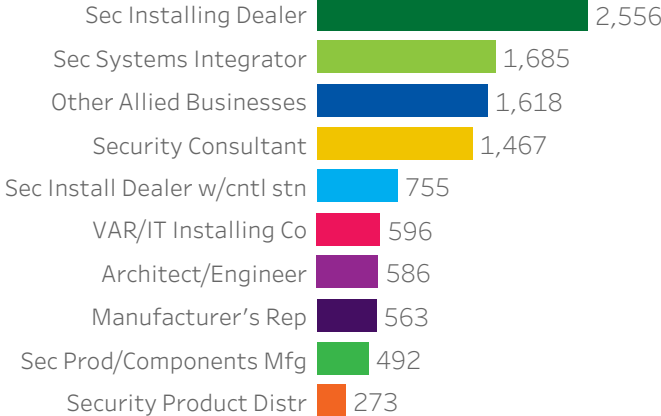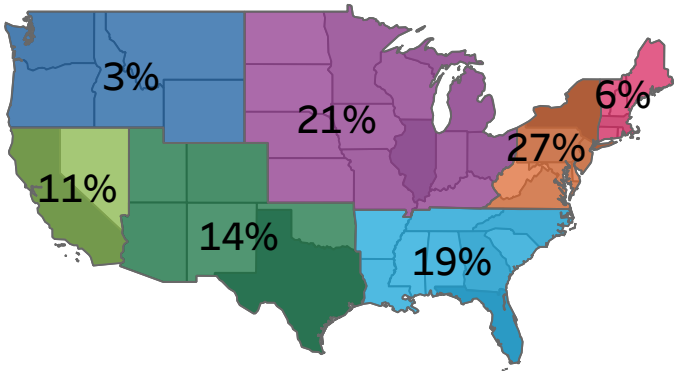
## Demographic - Job Function

*Top 7 Shown*

| Job Function | Count |
|---|---|
| Corp./Exec. Mgmt. | 5,110 |
| Other Functions | 1,648 |
| General Management | 1,563 |
| Consulting/Sys. Intergrator | 955 |
| Install./Service/Sys. Design | 504 |
| IT Management | 491 |
| Arch/Engineering | 382 |

*10,653 recipients with responses*

## Demographic - Business/Industry

*Top 10 Shown*

| Business/Industry | Count |
|---|---|
| Sec Installing Dealer | 2,556 |
| Sec Systems Integrator | 1,685 |
| Other Allied Businesses | 1,618 |
| Security Consultant | 1,467 |
| Sec Install Dealer w/cntl stn | 755 |
| VAR/IT Installing Co | 596 |
| Architect/Engineer | 586 |
| Manufacturer's Rep | 563 |
| Sec Prod/Components Mfg | 492 |
| Security Product Distr | 273 |

*10,787 recipients with responses*

## Unique Recipients by Region

U.S. Map percentages: 3%, 21%, 6%, 11%, 27%, 14%, 19%

| Region | Count |
|---|---|
| Mid-Atlantic | 3,974 |
| Midwest | 3,104 |
| Southeast | 2,835 |
| Southwest | 2,056 |
| West | 1,642 |
| Unknown US | 1,279 |
| Northeast | 875 |
| Northwest | 448 |
| Non-Continental US | 125 |

*84% of recipients are located in the US*

## Unique Recipients by Region

World Map percentages: 88%, 0%, 1%, 3%, 2%, 4%, 1%

| Region | Count |
|---|---|
| North America | 17,097 |
| Asia | 832 |
| Europe | 635 |
| Africa | 484 |
| South America | 192 |
| Oceania | 178 |
| Central America | 24 |

*16% of recipients are located internationally*

## 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
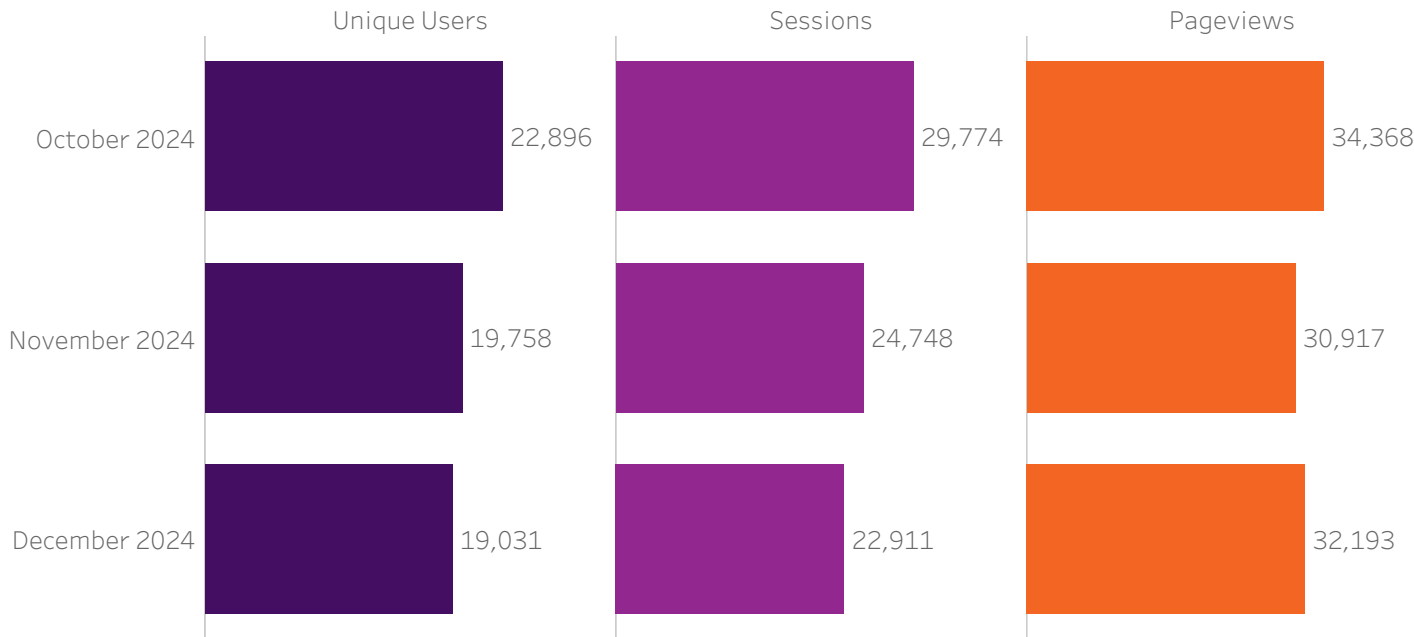
Average Monthly Users
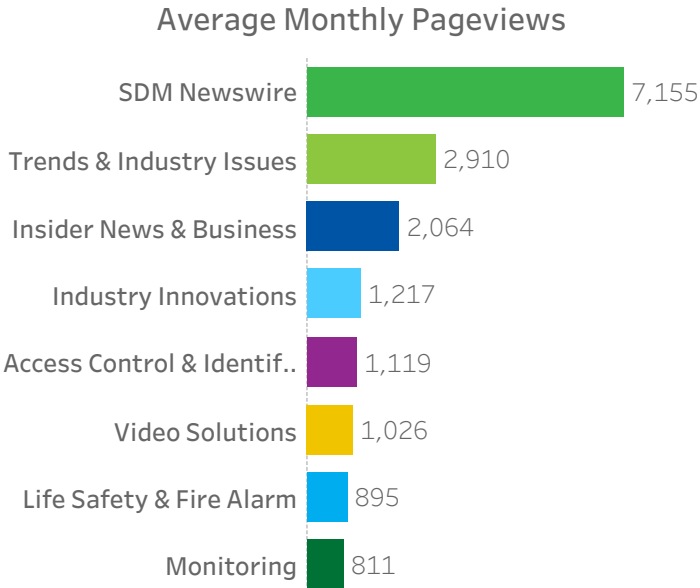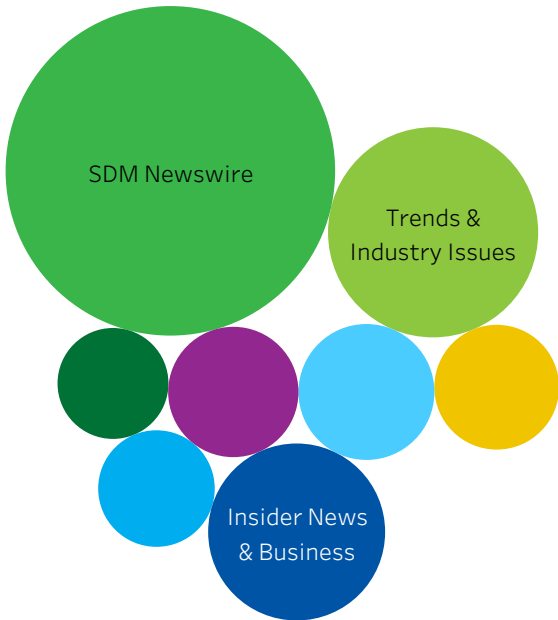**20,562**

Average Monthly Sessions
**25,811**

Average Monthly Pageviews
**32,493**

## Monthly Website Statistics

| | Unique Users | Sessions | Pageviews |
|---|---|---|---|
| October 2024 | 22,896 | 29,774 | 34,368 |
| November 2024 | 19,758 | 24,748 | 30,917 |
| December 2024 | 19,031 | 22,911 | 32,193 |

## Top 8 Content Topics Viewed

SDM Newswire

Trends & Industry Issues

Insider News & Business

### Average Monthly Pageviews

| | |
|---|---|
| SDM Newswire | 7,155 |
| Trends & Industry Issues | 2,910 |
| Insider News & Business | 2,064 |
| Industry Innovations | 1,217 |
| Access Control & Identif.. | 1,119 |
| Video Solutions | 1,026 |
| Life Safety & Fire Alarm | 895 |
| Monitoring | 811 |

## *Website* - Known User Activity

Active Registered Users
**2,003**

Active Known Users
**2,807**

Average Visits per User
**14.4**

## Website Users
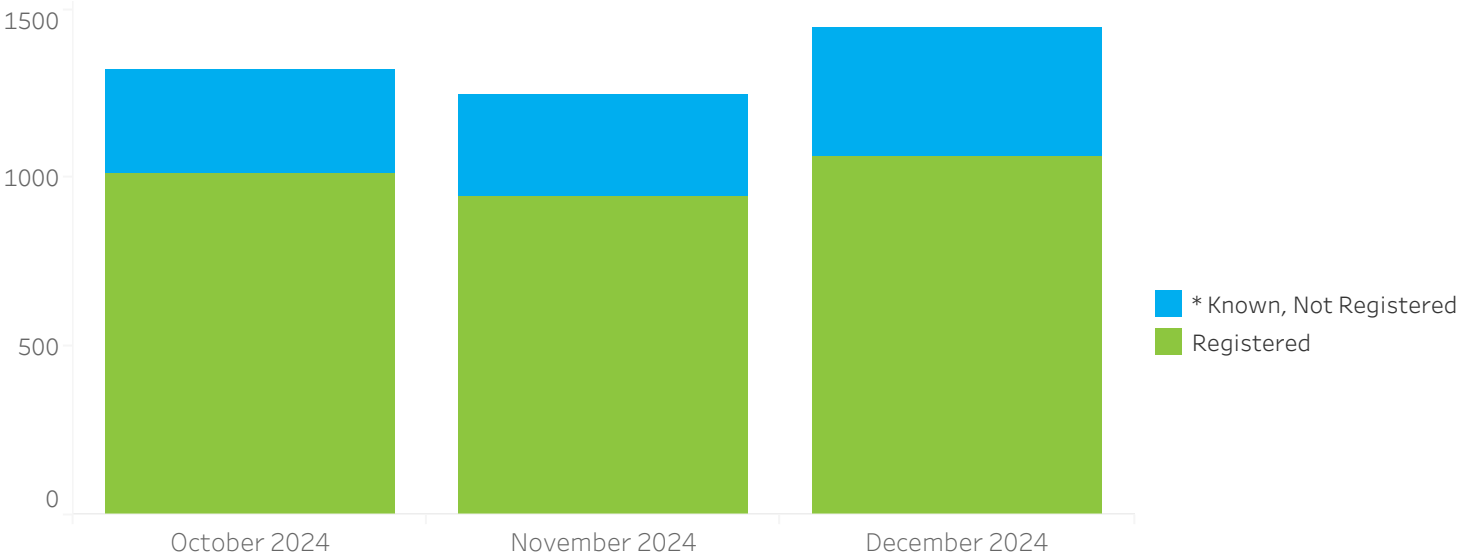


■ * Known, Not Registered
■ Registered

October 2024  November 2024  December 2024
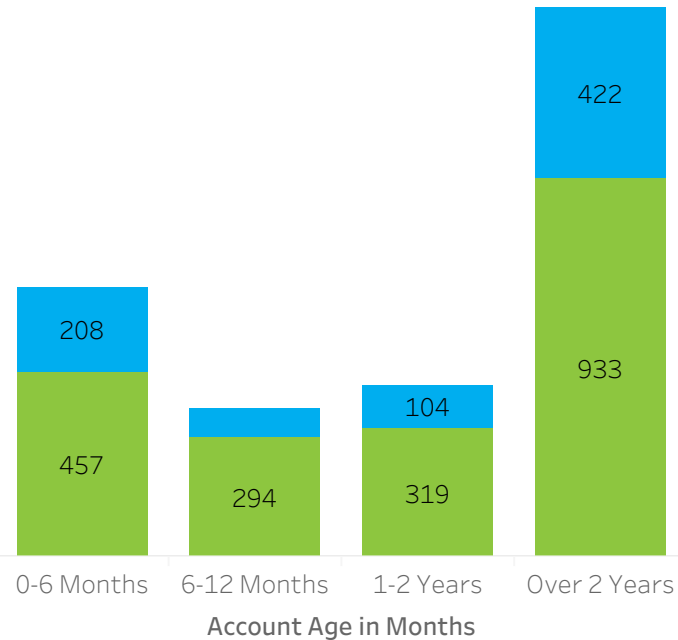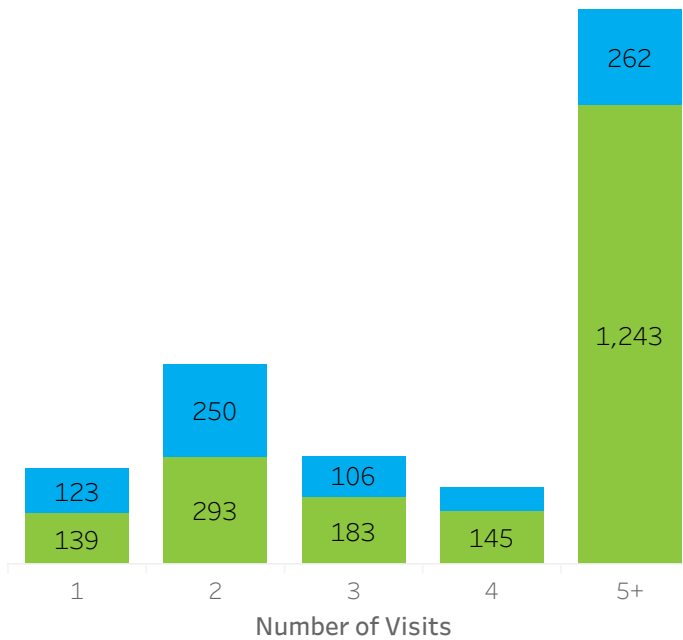
* Users that are identified in the BNP Media database but are not registered with this website

## Known Users by Account Age



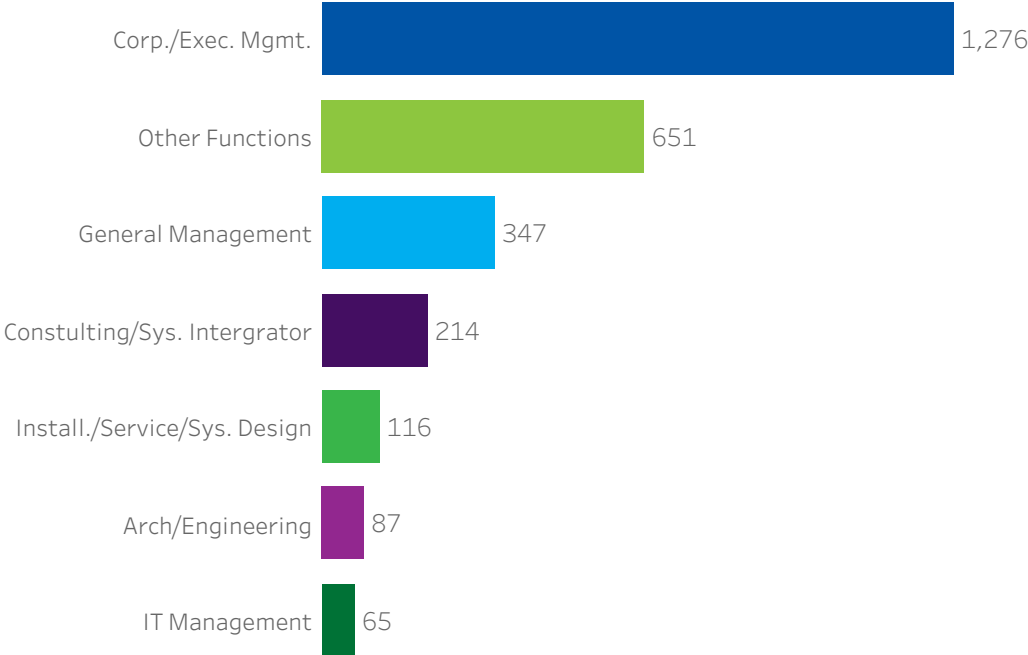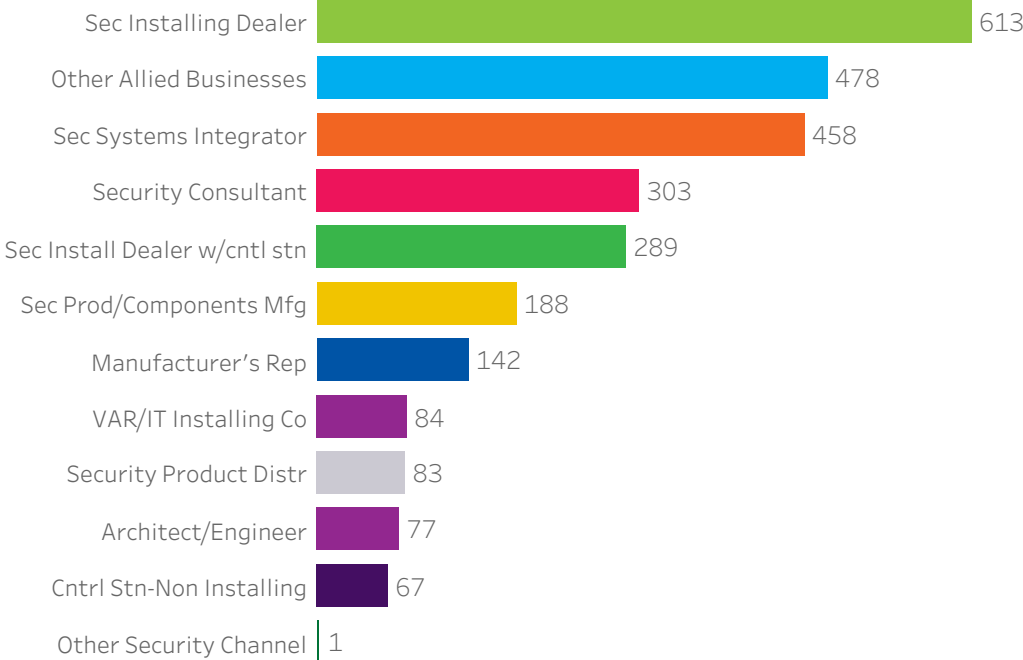| | | | |
|---|---|---|---|
| | | | 422 |
| 208 | | | 933 |
| 457 | 294 | 104 | |
| | | 319 | |

0-6 Months  6-12 Months  1-2 Years  Over 2 Years

**Account Age in Months**

## Known Users by Visit Frequency



| | | | | |
|---|---|---|---|---|
| | | | | 262 |
| | 250 | | | 1,243 |
| 123 | 293 | 106 | | |
| 139 | | 183 | 145 | |

1  2  3  4  5+

**Number of Visits**

## Demographic - Job Function   *Top 7 Shown*

| Job Function | Count |
|---|---|
| Corp./Exec. Mgmt. | 1,276 |
| Other Functions | 651 |
| General Management | 347 |
| Consulting/Sys. Intergrator | 214 |
| Install./Service/Sys. Design | 116 |
| Arch/Engineering | 87 |
| IT Management | 65 |

*2,756 or 98% of users with responses*

## Demographic - Business/Industry   *Top 12 Shown*

| Business/Industry | Count |
|---|---|
| Sec Installing Dealer | 613 |
| Other Allied Businesses | 478 |
| Sec Systems Integrator | 458 |
| Security Consultant | 303 |
| Sec Install Dealer w/cntl stn | 289 |
| Sec Prod/Components Mfg | 188 |
| Manufacturer's Rep | 142 |
| VAR/IT Installing Co | 84 |
| Security Product Distr | 83 |
| Architect/Engineer | 77 |
| Cntrl Stn-Non Installing | 67 |
| Other Security Channel | 1 |

*2,783 or 99% of users with responses*

% of Users Based in US
**77%**

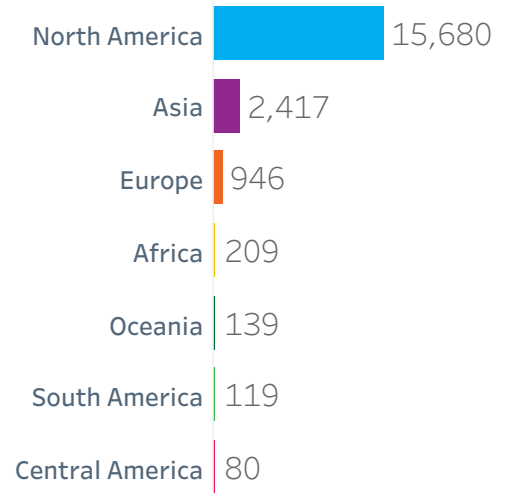Average Monthly Users Based in US
**16,320**

## Geographic - US Regions



Unique Users by Region

| Region | Users |
|---|---|
| Mid-Atlantic | 6,754 |
| Midwest | 2,473 |
| Southeast | 2,316 |
| Southwest | 1,728 |
| West | 1,491 |
| Northeast | 696 |
| Northwest | 541 |
| Unknown US | 278 |
| Non-Continental US | 43 |
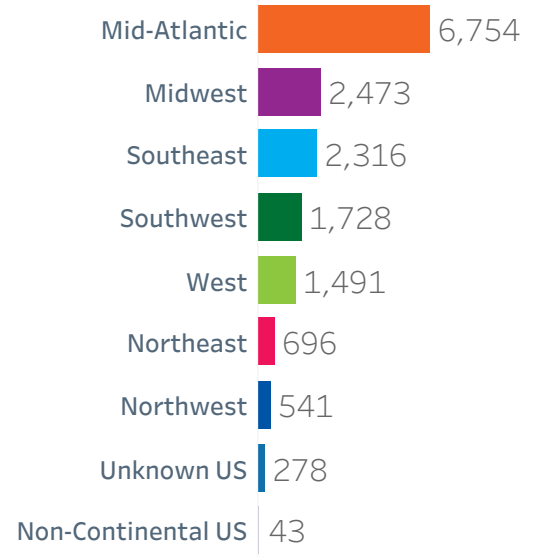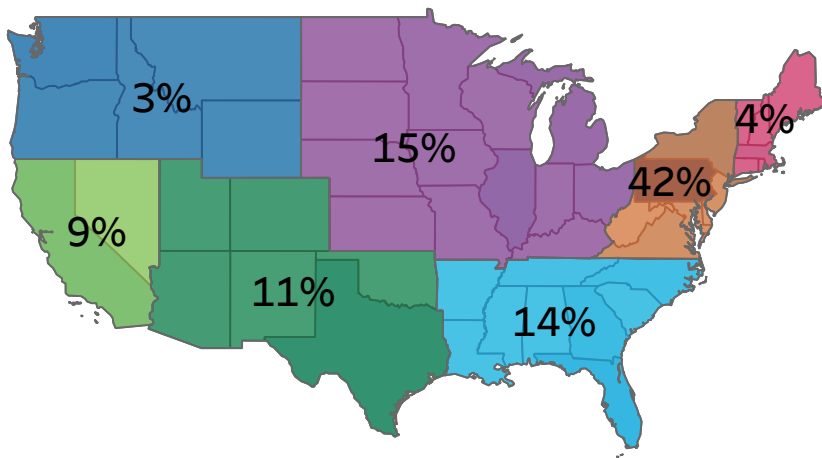
## Geographic - World Regions



Unique Users by Region

| Region | Users |
|---|---|
| North America | 15,680 |
| Asia | 2,417 |
| Europe | 946 |
| Africa | 209 |
| Oceania | 139 |
| South America | 119 |
| Central America | 80 |
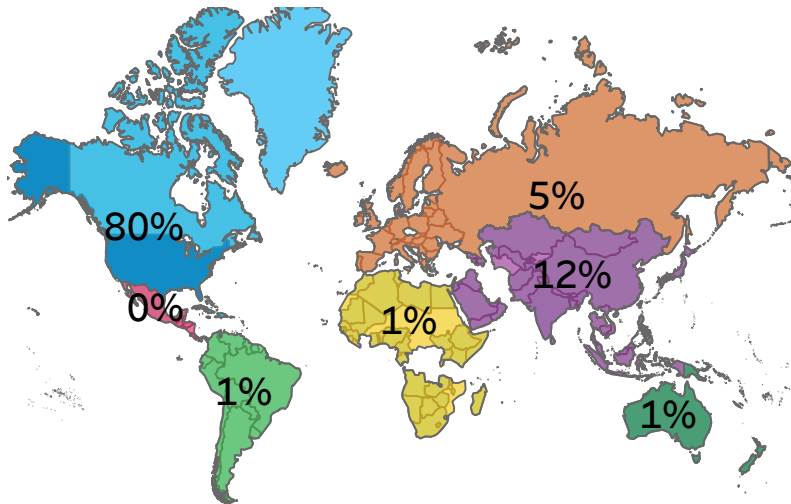
## Time Frame
*3-months*

## 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**
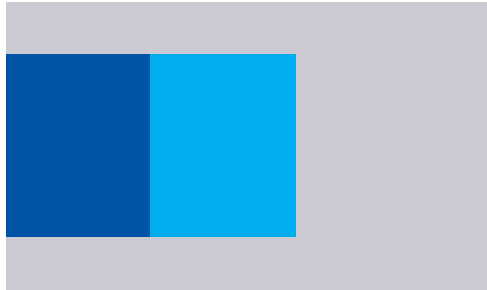
## *13,736*

**% of Recipients Engaged**

## *60%*

**Sends per Month**

## *4*

## *Activity by eBlast*

| Sponsorship Type | Avg Delivered |
|---|---|
| Exclusive | 13,736 |

**4,738** * Unique Opens - Single Send Avg *(34%)*
**9,544** * Total Engaged Subscribers *(60%)*

**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*

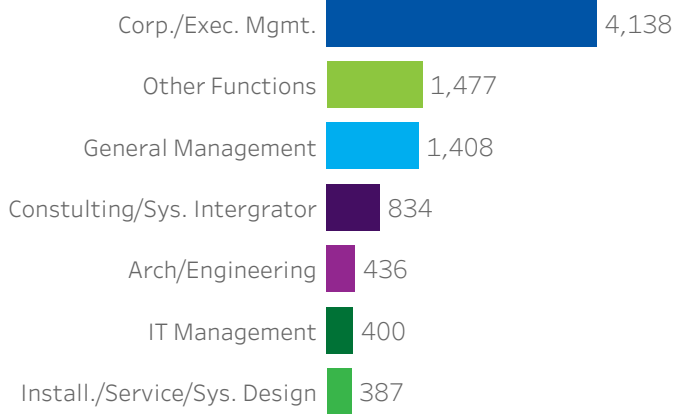| eBlast Name | Sponsorship Type | Monthly Sends | Delivered | * Unique Opens | * Open Rate | Total Clicks | CTR |
|---|---|---|---|---|---|---|---|
| SDM | Exclusive | 4.3 | 13,736 | 4,738 | 34.5% | 202 | 1.5% |

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

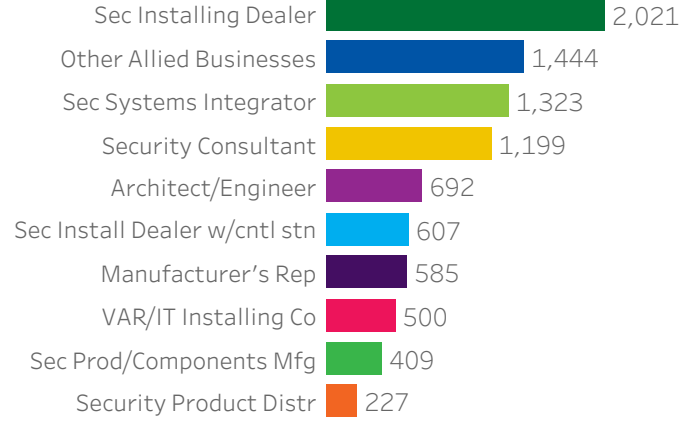## **Sponsored eBlasts** - *Recipient Demographics & Locations*
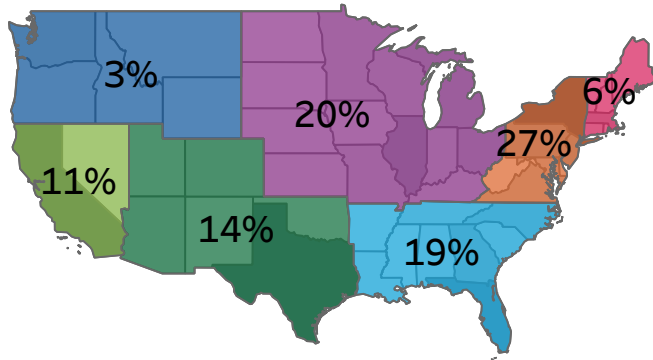
## **Demographic - Job Function**

*Top 7 Shown*

| Job Function | Value |
|---|---|
| Corp./Exec. Mgmt. | 4,138 |
| Other Functions | 1,477 |
| General Management | 1,408 |
| Consulting/Sys. Intergrator | 834 |
| Arch/Engineering | 436 |
| IT Management | 400 |
| Install./Service/Sys. Design | 387 |

*9,080 or 57% of recipients with responses*

## **Demographic - Business/Industry**

*Top 10 Shown*

| Business/Industry | Value |
|---|---|
| Sec Installing Dealer | 2,021 |
| Other Allied Businesses | 1,444 |
| Sec Systems Integrator | 1,323 |
| Security Consultant | 1,199 |
| Architect/Engineer | 692 |
| Sec Install Dealer w/cntl stn | 607 |
| Manufacturer's Rep | 585 |
| VAR/IT Installing Co | 500 |
| Sec Prod/Components Mfg | 409 |
| Security Product Distr | 227 |

*9,173 or 58% of recipients with responses*

## **Unique Recipients by Region**



| Region | Value |
|---|---|
| Mid-Atlantic | 3,259 |
| Midwest | 2,449 |
| Southeast | 2,274 |
| Southwest | 1,631 |
| Unknown US | 1,534 |
| West | 1,313 |
| Northeast | 724 |
| Northwest | 348 |
| Non-Continental US | 98 |

*86% of recipients are located in the US*

## **Unique Recipients by Region**



| Region | Value |
|---|---|
| North America | 14,092 |
| Asia | 635 |
| Europe | 453 |
| Africa | 356 |
| South America | 139 |
| Oceania | 134 |
| Central America | 17 |
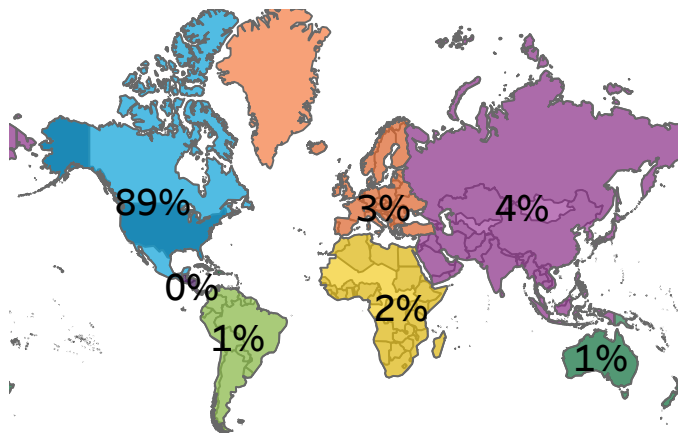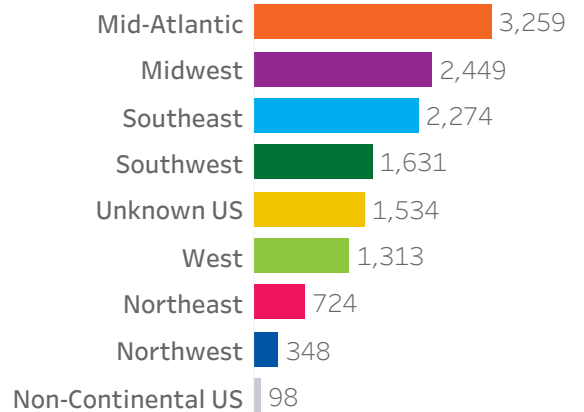
*14% of recipients are located internationally*
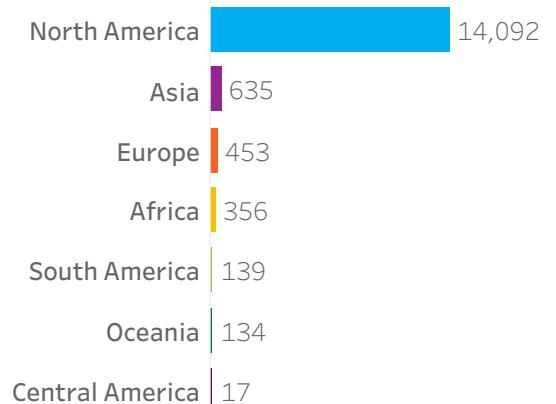
## Time Frame
*3 Months*

## 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.*
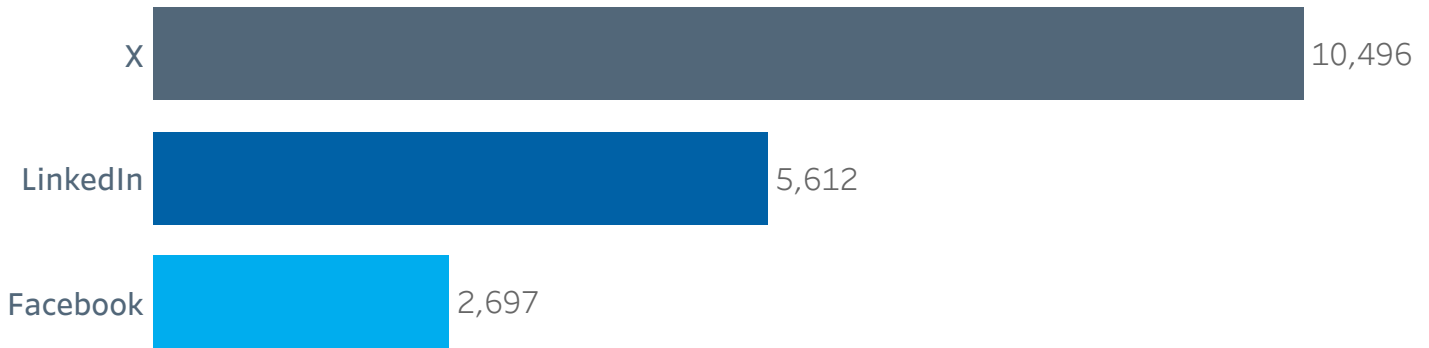
## Social Media

Total Social Media Followers
## 18,805
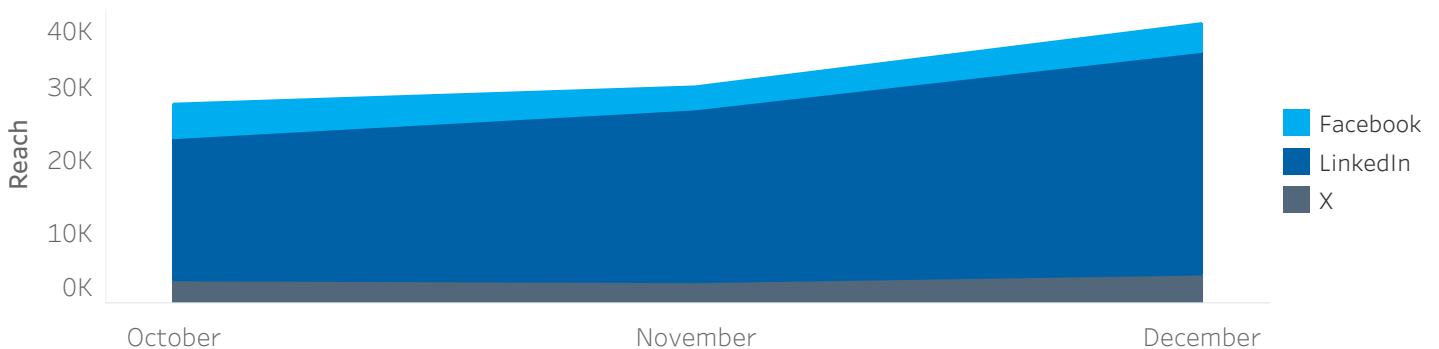
Engagements
## *5,321*

## Followers by Channel

| Channel | Value |
|---------|-------|
| X | 10,496 |
| LinkedIn | 5,612 |
| Facebook | 2,697 |

## Total Engagements

Facebook: 252

X: 171

LinkedIn: 4,898

## Reach by Month



Legend:
- Facebook
- LinkedIn
- X

X-axis: October, November, December
Y-axis (Reach): 0K, 10K, 20K, 30K, 40K

## 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.

| | Active Registered Users | Average eNews Delivered | Monthly Website Pageviews |
|---|---|---|---|
| | **2,195** | **6,501** | **5,673** |

## Website Visitors

| | Monthly Users | Sessions | Pageviews |
|---|---|---|---|
| January 2024 | 1,944 | 2,502 | 4,666 |
| February 2024 | 1,448 | 1,956 | 4,109 |
| March 2024 | 1,412 | 1,860 | 4,578 |
| April 2024 | 1,958 | 2,697 | 7,042 |
| May 2024 | 2,295 | 2,831 | 6,736 |
| June 2024 | 1,289 | 1,764 | 4,477 |
| July 2024 | 1,580 | 2,182 | 7,111 |
| August 2024 | 1,010 | 1,325 | 2,744 |
| September 2024 | 1,216 | 1,652 | 3,758 |
| October 2024 | 2,133 | 3,001 | 7,425 |
| November 2024 | 2,158 | 2,677 | 5,721 |
| December 2024 | 4,160 | 4,831 | 9,703 |
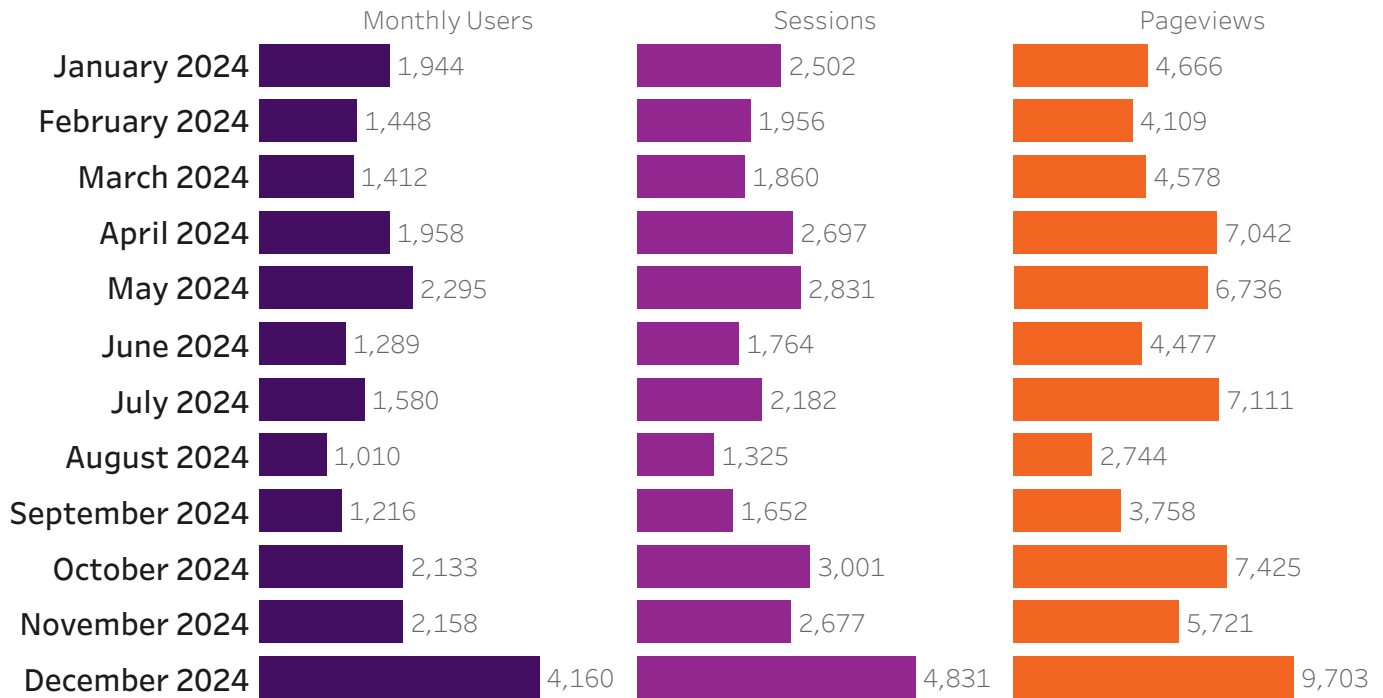
## Activity by eNewsletter

| eNewsletter Name | Delivered | |
|---|---|---|
| Engineering + Mechanical Systems CE Center Update | 6,501 | **2,436** * Unique Opens - Single Send Avg *(37%)*<br>**4,807** * Total Engaged Subscribers *(61%)* |

**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.

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

Total Tests Taken
**2,249**

Total Certificates Issued
**2,174**

Number of Active Courses
**152**

## Registered User Course Interactions

3,555
Course Views

- 13%
- 4%
- 84%
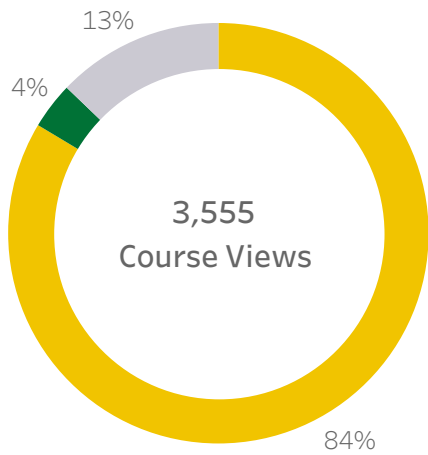
Certificate Issued
Viewed Course Only
Failed Test

## Certificates Issued by Registered Users

Registered Users

| Category | Value |
|---|---|
| 0 | 403 |
| 1 | 1,004 |
| 2-4 | 308 |
| 5-9 | 36 |
| 10+ | 14 |
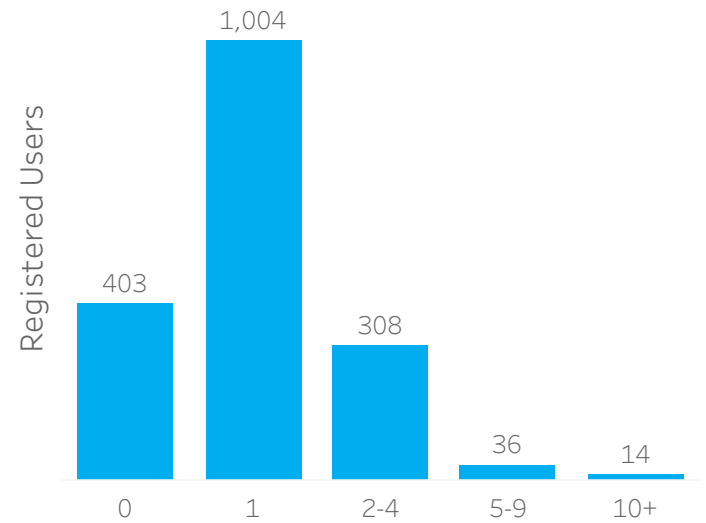
## Top 5 Courses

| Course Title | Registered Users | Total Certificates Issued |
|---|---|---|
| How to Right-Size Hot Water Systems Using Real-Life Usage Data | 326 | 295 |
| Decarbonizing Domestic Hot Water Systems Using Novel Heat Pump.. | 241 | 219 |
| New Frontiers in Mass Timber Construction | 227 | 204 |
| Progressive Design-Build (PDB): The Right Solution? | 212 | 203 |
| Learn the Benefits of the 9 Types of HVAC Heat Pumps, Part I | 177 | 165 |

## Demographic - Job Function
*Top 7 Shown*

- Corp./Exec. Mgmt. — 34
- Other Functions — 28
- Consulting/Sys. Intergrator — 23
- General Management — 18
- Arch/Engineering — 17
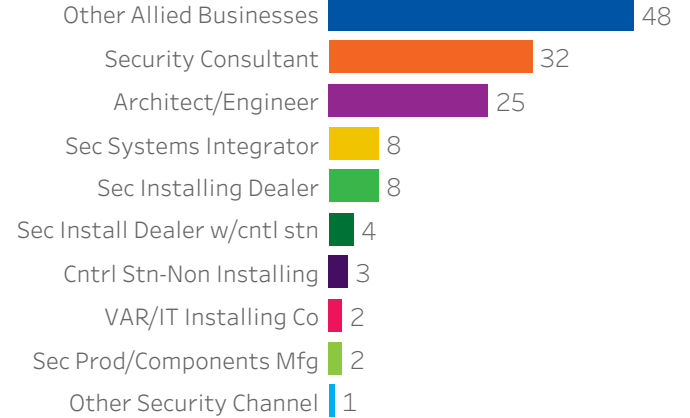- IT Management — 7
- Install./Service/Sys. Design — 5

*132 users with responses*

## Demographic - Business/Industry
*Top 10 Shown*

- Other Allied Businesses — 48
- Security Consultant — 32
- Architect/Engineer — 25
- Sec Systems Integrator — 8
- Sec Installing Dealer — 8
- Sec Install Dealer w/cntl stn — 4
- Cntrl Stn-Non Installing — 3
- VAR/IT Installing Co — 2
- Sec Prod/Components Mfg — 2
- Other Security Channel — 1

*133 users with responses*

## Unique Users by Region

- Mid-Atlantic — 402
- Midwest — 379
- Southeast — 235
- Southwest — 201
- West — 109
- Northwest — 96
- Northeast — 80
- Non-Continental US — 21
- Unknown US — 6

*92% of users are located in the US*

Map: 6%, 25%, 5%, 27%, 7%, 13%, 16%

## Unique Users by Region

- North America — 1,608
- Asia — 23
- Europe — 15
- Africa — 11
- South America — 6
- Oceania — 5
- Central America — 2

*8% of users are located internationally*

Map: 96%, 0%, 0%, 1%, 1%, 1%, 0%
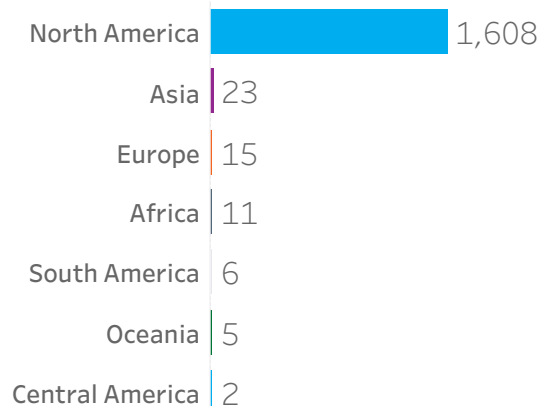
## Time Frame
*12 Months*

## 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.*

## 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

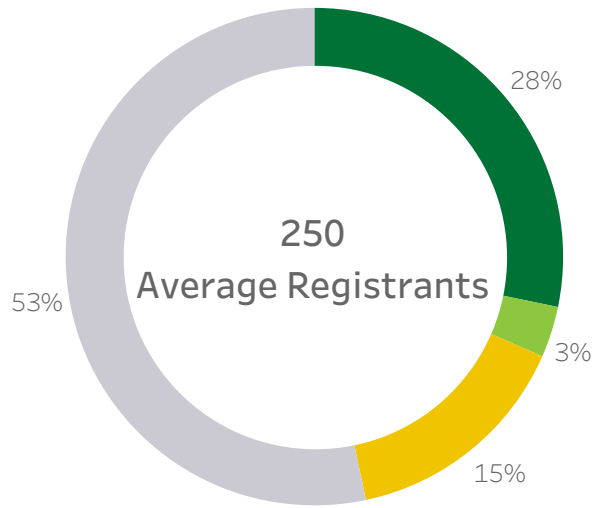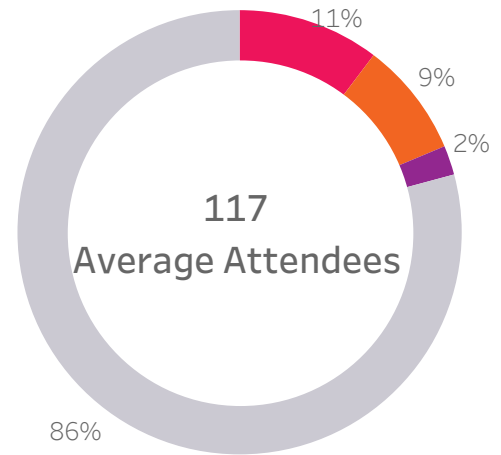| Unique Registrants | Unique Attendees | Registrant Attendance Rate | Average Attendees per Webinar |
|---|---|---|---|
| **852** | **422** | **50%** | **117** |

## Registrant Breakdown

250
Average Registrants

- 28% 
- 3%
- 15%
- 53%

- Live
- Live & On Demand
- On Demand
- Registrant Only

## Attendee Engagement Breakdown

117
Average Attendees

- 11%
- 9%
- 2%
- 86%

- Answered Surveys
- Repeat Viewer
- Multiple Engagements
- Viewed Only

## Registration & Attendance Analysis



April 2024    June 2024    August 2024    November 2024
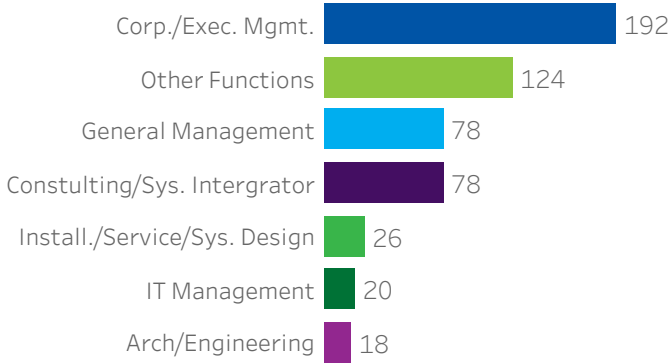
- On Demand
- Live & On Demand
- Live
- Registrant Only
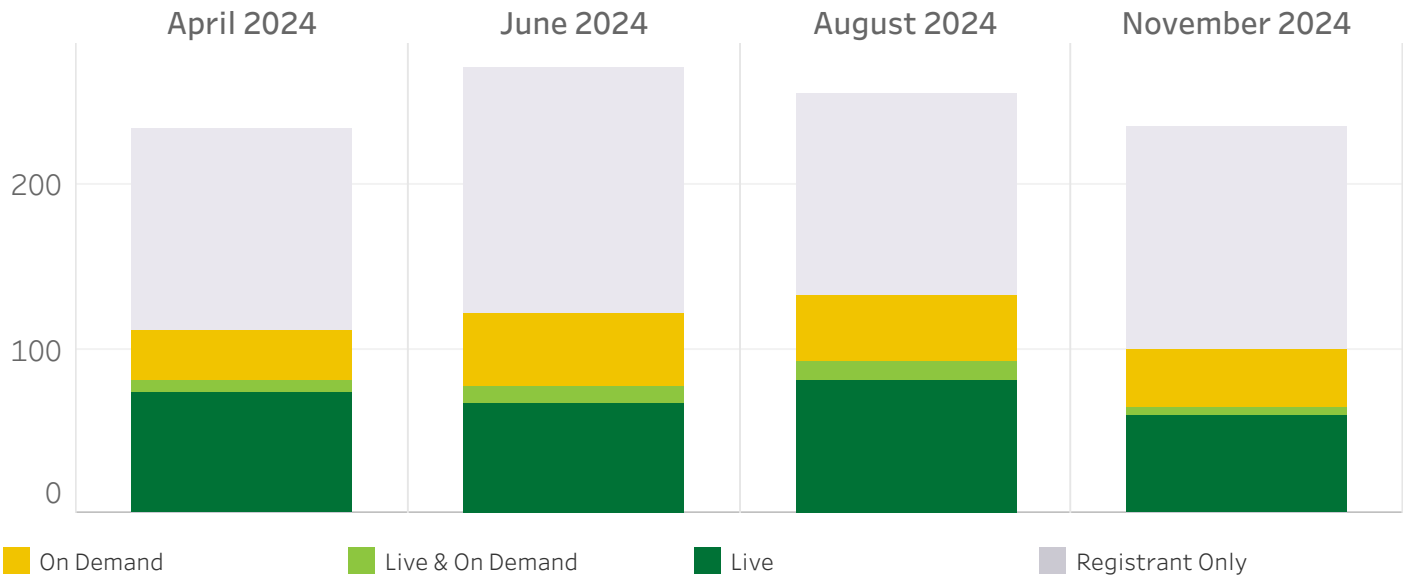
* All data is calculated from the 4 most recent webinars

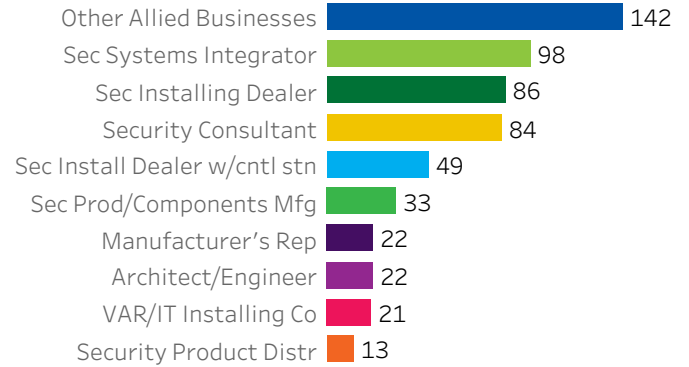# Webinars - Registrant Demographics & Locations

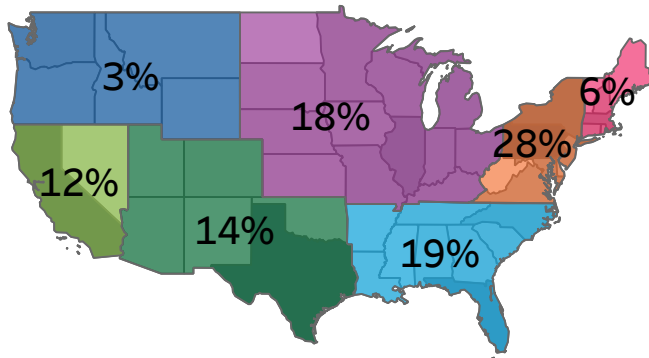## Demographic - Job Function

*Top 7 Shown*

| Job Function | Value |
|---|---|
| Corp./Exec. Mgmt. | 192 |
| Other Functions | 124 |
| General Management | 78 |
| Consulting/Sys. Intergrator | 78 |
| Install./Service/Sys. Design | 26 |
| IT Management | 20 |
| Arch/Engineering | 18 |

*536 or 63% of registrants with responses*

## Demographic - Business/Industry

*Top 10 Shown*

| Business/Industry | Value |
|---|---|
| Other Allied Businesses | 142 |
| Sec Systems Integrator | 98 |
| Sec Installing Dealer | 86 |
| Security Consultant | 84 |
| Sec Install Dealer w/cntl stn | 49 |
| Sec Prod/Components Mfg | 33 |
| Manufacturer's Rep | 22 |
| Architect/Engineer | 22 |
| VAR/IT Installing Co | 21 |
| Security Product Distr | 13 |

*578 or 68% of registrants with responses*



## Unique Registrants by Region

| Region | Value |
|---|---|
| Mid-Atlantic | 172 |
| Southeast | 115 |
| Midwest | 112 |
| Southwest | 85 |
| West | 75 |
| Northeast | 34 |
| Northwest | 18 |
| Non-Continental US | 5 |
| Unknown US | 4 |

*79% of registrants are located in the US*



## Unique Registrants by Region
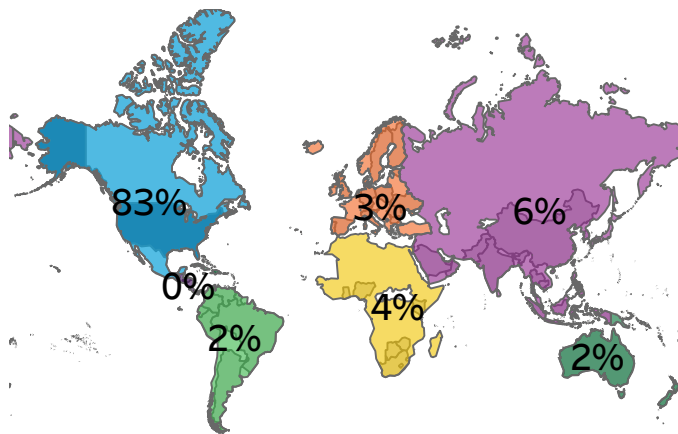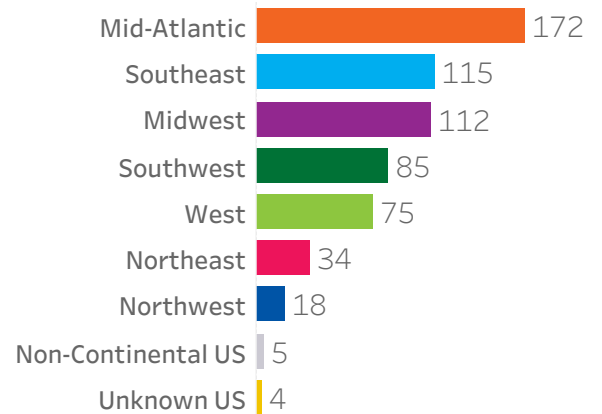
| Region | Value |
|---|---|
| North America | 653 |
| Asia | 44 |
| Africa | 32 |
| Europe | 25 |
| South America | 15 |
| Oceania | 13 |
| Central America | 2 |

*21% of registrants are located internationally*
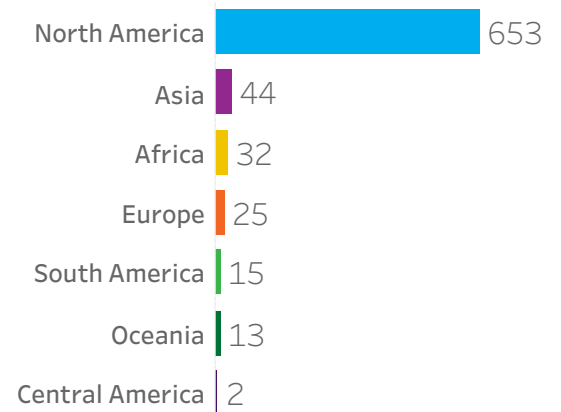
*All data is calculated from the 4 most recent webinars*

## 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 attended 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)
• *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 |
|---|---|
| Arch/Engineering | ARCHITECTURE/ ENGINEERING |
| Consulting/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 Functions | Arch/Eng/Cnslt/Inst/Sys (OLD) |
| | Facilities/Ops Mgr |
| | Must Pay |
| | Need More Information |
| | Other |
| | SALES STAFF |
| | Security/Loss Prev |

| Display Name | Included Demographics |
|---|---|
| Architect/Engineer | Architect/Engineer |
| Cntrl Stn-Non Installing | Cntrl Station Svc-Non |
| Manufacturer's Rep | Manufacturer's Rep |
| Other Allied Businesses | Consulting Engineering |
| | Must Pay |
| | Need More Information |
| | Old Code BO |
| | Other (please describe) |
| 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 |
| | Port/Terminal |
| | Retail/Convenience Store/Rest |
| | University/College |
| | Utility/Energy |
| 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*
*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*
*Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. 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*
*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*
*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