AUDIENCE REPORT

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AUDIENCE

I Market Test Persona Recap

II IndieGogo Backers

III Most Engaged Social Media Followers

IV HumanInc.com Visitors

V Current State of AI Users

VI Market Segmentation

VII 2017 Personas

MARKET TEST PERSONAS

INITIAL 2016 MARKET TEST PERSONAS

DREW

AGE
25-35 / male

INCOME
$60k-140k

PROFESSION
Software engineer, data scientist, computer programmer

WEBSITES
CNET, Reddit, G4, Gizmodo, IGN, Thrillist, TechCrunch, Mashable

SOCIAL
Snapchat, Twitter, Facebook, Instagram, LinkedIn

TECH SPEND
$1,000 in last 6 months

ELEANOR & SEBASTIAN

AGE
23-32 male & female

INCOME
$50k-100k

PROFESSION
Creative professional – industrial design, marketing, fashion, paid artist, graphic design

WEBSITES
IMDB, Amazon, Etsy, Buzzfeed, Instyle, Netflix, Thehautepersuit

SOCIAL
Snapchat, Twitter, Facebook, Instagram

TECH SPEND
$200-$500 in last 6 months

GARY

AGE
35-55 male

INCOME
$150k+

PROFESSION
Senior Manager, CTO, Retired, Post IPO

WEBSITES
WSJ, Motortrend, PC World, CNET

SOCIAL
Facebook, LinkedIn

TECH SPEND
$1,000 in last 6 months

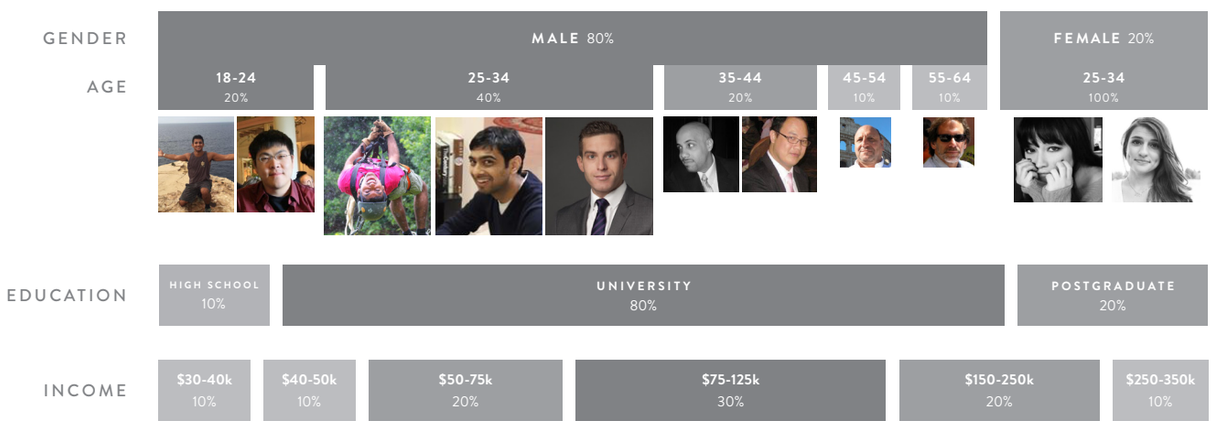
*Data collected from over 1500 competitor backers from Kickstarter audio campaigns.

INDIEGOGO BACKERS

II

DEMOGRAPHIC OVERVIEW & IN-DEPTH PROFILE

OVERVIEW | Gender, age, education & income samples taken from 1200/2300 backers, pulled from Facebook Analytics & IGG Insights.



NOTES / KEY TAKEAWAYS

- Our social media ads, digital ads, press outlets, and virtually all comm channels were targeted towards the 18-34 male tech demo. Our customer breakdown is a direct result of our original targeting/personas.
- Overall research shows that the main IGG backer was an urban professional male not necessarily in the tech field.
- Females that purchased a Sound unit were a younger group and directly correlated with the age range of our most active social users.

IN-DEPTH PROFILE | A closer look at our most prominent Indiegogo backer.

PRIMARY

AGE / GENDER
18-35 / Male

PROFESSION
Product Manager, Account Executive, Web Designer / Web Developer

INCOME
$60-120k

WEBSITES
Tasty, The Intercept, The New York Times, The Washington Post, The Guardian, Wired, Vice, Viral Thread, Gizmodo, TechCrunch, Engadget, NextVR, The Stranger

SOCIAL
Snapchat, FB, LinkedIn, Instagram, Twitter

QUOTES

"Backed. I hope they ship sooner than later ;)"

"Boom! Placed my order. When will these ship out aprox?"

SECONDARY

AGE / GENDER
35-44 / Male

PROFESSION
Product Manager, Account Executive, Web Designer / Web Developer

INCOME
$60-120k

WEBSITES
Tasty, The Intercept, The New York Times, The Washington Post, The Guardian, Wired, Vice, Viral Thread, Gizmodo, TechCrunch, Engadget, NextVR, The Stranger

SOCIAL
Snapchat, FB, LinkedIn, Instagram, Twitter

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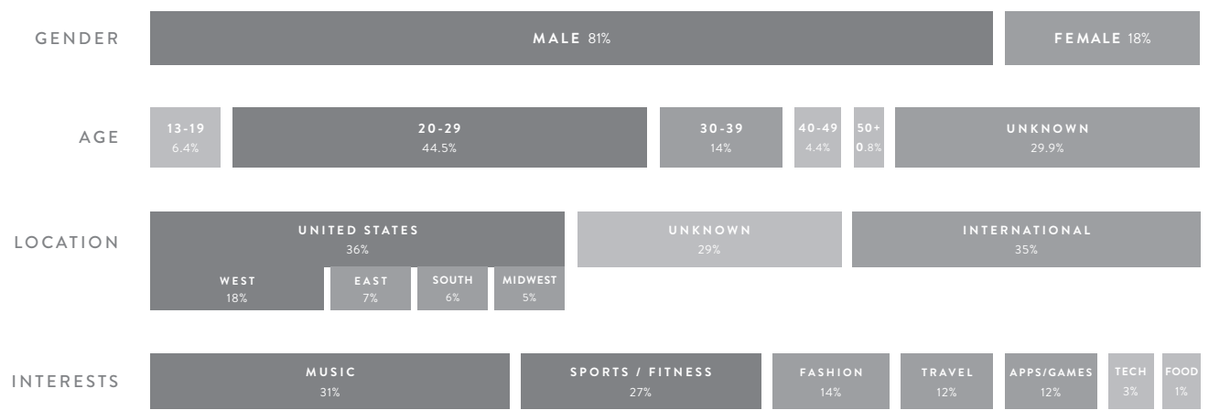
SOCIAL MEDIA FOLLOWERS

III DEMOGRAPHIC OVERVIEW & IN-DEPTH PROFILE

OVERVIEW | Taken from most engaged social users during September Market Test. Engaged = comments, messages, likes. 41% were private.



KEY TAKEAWAYS

- Human's most active social media fans are of a younger demographic ranging from ages 18-28.
- It is to be noted that social media is where we find our most engaged female audience.
- It is encouraging that our engaged fans come from an international background.
- Despite our efforts to target men in our marketing content, Instagram has proven to have developed a strong female following.

IN-DEPTH PROFILE | A closer look at our most prominent "engaged" persona.

PRIMARY

AGE / GENDER
18-28 / Male

PROFESSION
Student, Yoga Instructor, Designer, Photographer, Developer, Musician

WEBSITES
Daily Mail, Viral Thread, TechCrunch, Hypebeast, Huffington Post, Engadget, The Verge, Mashable, BuzzFeed Video

SOCIAL
Snapchat, FB, LinkedIn, Instagram, Twitter

QUOTES

"Pre-ordered! Cannot wait!" - @scaltaharris

"Woohoo so fun to be in on cutting edge tech! Thanks Human!" - Nancy Guzek

SECONDARY

AGE / GENDER
20-29 / Female

PROFESSION
Student, Yoga Instructor, Designer, Photographer, Developer, Musician

WEBSITES
Daily Mail, Viral Thread, TechCrunch, Hypebeast, Huffington Post, Engadget, The Verge, Mashable, BuzzFeed Video

SOCIAL
Snapchat, FB, LinkedIn, Instagram, Twitter

QUOTES

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HUMAN INC VISITORS

IV DEMOGRAPHIC OVERVIEW

OVERVIEW | Data collected from Google Analytics beginning April 2016 until December 2016..

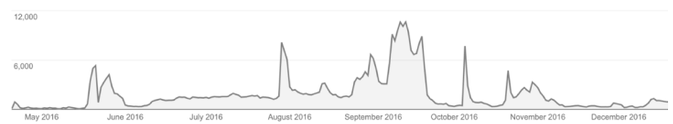
REFERRERS BY SESSIONS

1. Social Media (Facebook & Instagram) - 303,732
2. Direct (Social / Banner Ads / Emails) - 63,658
3. Organic Search - 53, 491

LOCATIONS BY SESSIONS

1. United States - 153,452
2. Singapore - 55, 696
3. Indonesia - 54,316
4. Brazil - 39,859
5. Philippines - 16, 168
6. Canada - 13,458

OVERALL SESSIONS BY DATE



NOTES / KEY TAKEAWAYS

- Social Media was the leading referrer to HumanInc.com with over 303,000 sessions from April-December of 2016.
- HumanInc.com shows similar demographics in regards to our users with males leading over 60% of sessions; yet because targeting was not as restrained to males, the female session ratio is much higher than social - indicating we can organically appeal to females in 2017.
- It is to be noted that Indonesia, Brazil and the Philippines were high in the session ranking due to targeted advertising.

AI PLATFORM USAGE

V DEMOGRAPHIC RESEARCH

AI DEMOGRAPHICS BY AGE | Published September 2016 from statista.com

INTEREST IN PLATFORM	MILLENIALS	GEN X	BOOMERS	RETIREES
Siri on iPhone & iPad	38%	39%	18%	12%
Google Now	36%	28%	14%	9%
Alexa on Amazon Echo	35%	27%	13%	5%
Cortana from Microsoft	31%	26%	11%	10%
Aido home robot	22%	17%	5%	2%
Jibo home robot	24%	12%	4%	2%
assistant.ai	20%	11%	3%	2%

LEADING USES OR TASKS	MILLENIALS	GEN X	BOOMERS	RETIREES
Look up answers to general questions on the internet	85%	83%	72%	88%
Provide weather updates	66%	68%	52%	50%
Provide news	60%	62%	41%	56%
Manage calendar	60%	50%	35%	50%
Provide traffic updates	61%	53%	28%	44%
Track to-do lists	56%	44%	24%	31%
Manage emails	52%	42%	19%	31%
Track personal health and fitness	47%	43%	14%	19%

AI IN THE HOME | From 137 samples taken February of 2016.

AVERAGE ECHO OWNER

61%	55	$115k	69%	63%	69%
MALE	AVERAGE AGE	AVERAGE INCOME	COLLEGE GRAD	MARRIED	NO KIDS UNDER 18

MOST POPULAR ECHO TASKS / USES

Play music	96%	Listen to news	68%
Get the weather	89%	Manage shopping lists	57%
Set alarms	77%		

NOTES / KEY TAKEAWAYS | Opportunity To Introduce AI Out Of Home To Gen Y and Z.

- The first adopters of AI are a more affluent male in their mid to late fifties; however, this is AI home and the opportunity to take AI mobile via a headphone is obviously playing and introducing certain aspects of AI, to a younger crowd.
- Echo users have grown from 200,000 users in 2014 to over 1.6 million in just 2 years.
- A large number of people are seeking new ways to answer basic everyday questions with voice recognition.
- Music is a major use case scenario for Echo, hence the search for a hearable to take that experience, and others, mobile.
- Gen X and older account for at least 50% of users across all AI platforms.

MARKET SEGMENTATION

VI MARKET HEADPHONE SEGMENTATION

CONSUMER OF COOL

CARE ABOUT
AUDIO QUALITY
STYLE

BRAND CHOICE
BEATS (FADING)
BOSE (TRYING)

AESTHETICALLY DRIVEN

CARE ABOUT
STYLE

BRAND CHOICE
APPLE
BEATS

FISCALLY RESPONSIBLE

CARE ABOUT
COST

BRAND CHOICE
PHILIPS

CNET-ERS

CARE ABOUT
AUDIO QUALITY

BRAND CHOICE
SENNHEISER
SHURE
BOSE

ELDER & AFFLUENT

CARE ABOUT
BRAND SECURITY
AUDIO QUALITY

BRAND CHOICE
BOSE

2017 PERSONAS

VII 2017 PERSONAS

PROPOSED AUDIENCE | Lorem ipsum voluptat medici.

BASED ON OUR FINDINGS ACROSS SOCIAL MEDIA, IGG, WEBSITE, AND GREATER AUDIO MARKET, WE'RE PROPOSING THAT THE FOLLOWING PERSONAS BE TESTED (CONFIRMING PRODUCT, BRAND, MESSAGING RESONANCE) DURING COMMUNITY BUILDING PHASE OF 2017...

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18-35 / Male

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INCOME
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