DIGITAL AUDIENCE PROFILE

<div style="text-align:center">

ADVERTISE WITH *THE DRILLER*

</div>

The Driller is the No. 1 media platform for drilling and water supply professionals, and widely read across the drilling industry. We cover the people, equipment and techniques in water well, geotechnical, environmental, geothermal, foundations, mining, energy and other drilling markets, as well as manufacturers and distributors.

www.thedriller.com

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

THE DRILLER is for professionals in the drilling and water supply industries, including those working in water wells, geothermal, foundations, mining, energy, and the manufacturers and distributors that serve them.

29,366	10,223	85%
Total Audience Reach	Unique Active Audience	Engaged

Core Channels

	Total Channel Audience	Unique to Channel	
Website	12,930	2,141	
Newsletter	5,771	3,656	

■ Unique to Channel   ■ Active in 2 Channels   ■ Active in all 3 Channels

Additional Channels

327	4,397	10,665
Unique Event Registrants	Standard eBlast Delivery	Social Media Total Followers

Demographics

Job Function
Top 10 shown

Corp./Exec. Mgmt.	3,259
General Mgmt.	1,327
Engineering	1,005
Operations (Project Mgmt..	565
Other Functions	512
Driller/Asst Driller/Tech/..	334
Estimating	103
Scientist	35
Corporate/Executive Man..	33
Environmental Profession..	29

7,215 responses

Business Industry
Top 10 shown

Drilling Cont/Well Services	2,339
Consulting Engineering	1,282
Pump Install Cont Firm	674
Others Allied to the Field	559
Other Contracting Firm	536
Wholesaler/Distributor	399
Manufacturing	337
Distributor/Supplier	331
Other Engineering	108
Manufacturer's Rep.	89

6,780 responses

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

- *Total Audience:*
  Total Audience Reach: Reflects the combined exposure across Website, Newsletter, Social Media Followers, and eMagazine channels. Counts are cumulative and may include overlap between platforms. Only where applicable, also includes Continuing Education user counts.
- *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, Newsletter, 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 Newsletter channels but not eMagazine. Or a customer is active within Newsletter 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
Newsletter	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
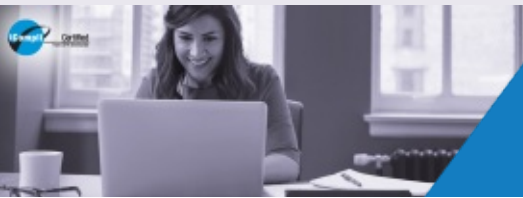
Newsletters

	Active Unique Recipients		% of Recipients Engaged		Sends per Month
	5,771		*83%*		*5*

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered	
The Driller Debrief	5,644	**2,695** * Unique Opens - Single Send Avg *(48%)* **4,588** * Total Engaged Recipients *(83%)*
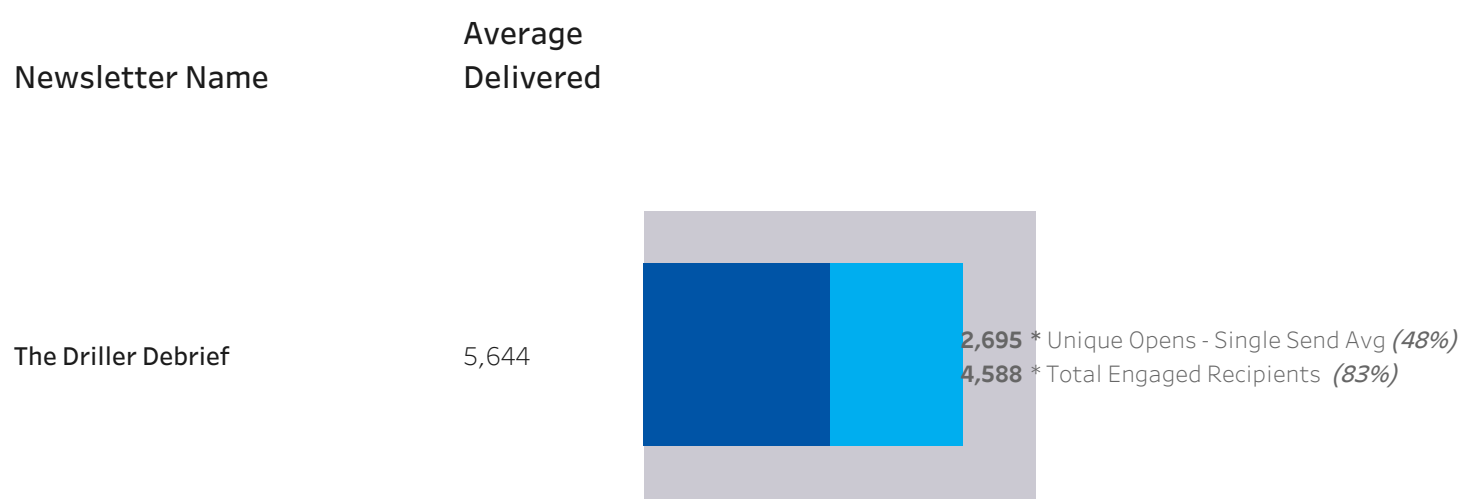
Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

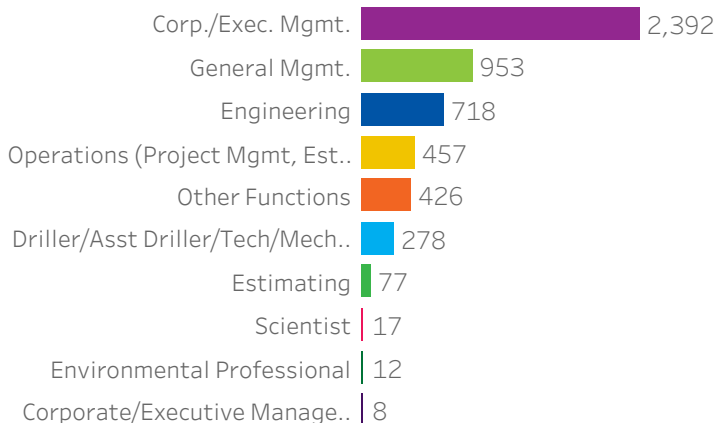- ■ Unique Opens - Single Send Avg
- ■ Unique Opens - All Sends
- ■ Delivered

Newsletter Activity Averages

Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
The Driller Debrief	4.7	5,644	2,695	47.7%	118	2.1%

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

Newsletters - Recipient Demographics & Locations
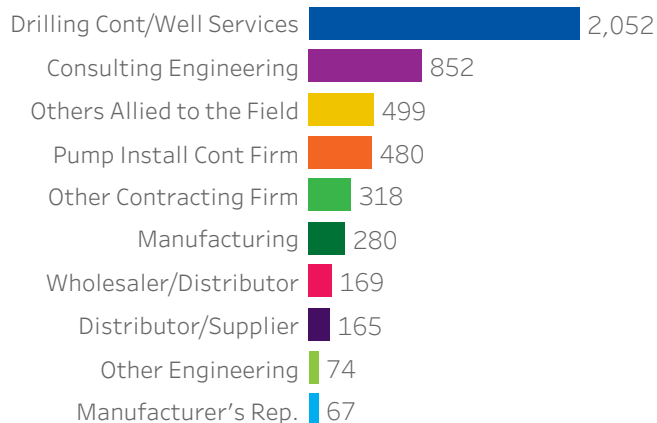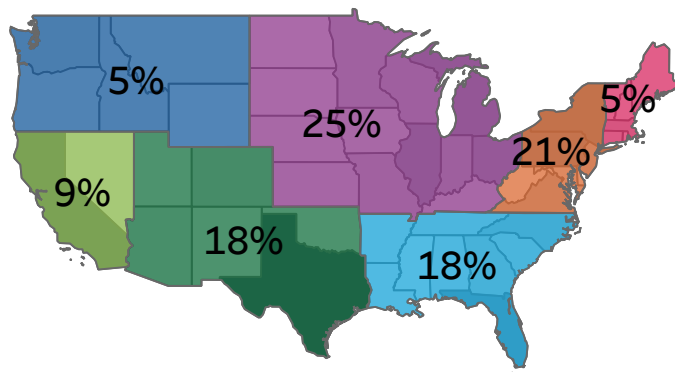
Demographic - Job Function

Top 10 Shown

Job Function	Count
Corp./Exec. Mgmt.	2,392
General Mgmt.	953
Engineering	718
Operations (Project Mgmt, Est..	457
Other Functions	426
Driller/Asst Driller/Tech/Mech..	278
Estimating	77
Scientist	17
Environmental Professional	12
Corporate/Executive Manage..	8

5,339 recipients with responses

Demographic - Business/Industry

Top 10 Shown

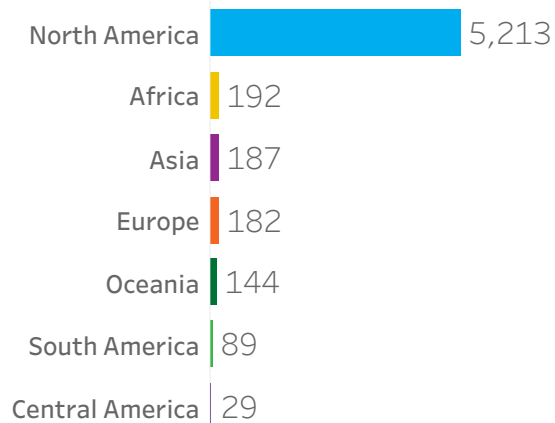| Business/Industry	Count
Drilling Cont/Well Services	2,052
Consulting Engineering	852
Others Allied to the Field	499
Pump Install Cont Firm	480
Other Contracting Firm	318
Manufacturing	280
Wholesaler/Distributor	169
Distributor/Supplier	165
Other Engineering	74
Manufacturer's Rep.	67

5,004 recipients with responses

Unique Recipients by Region

Region	Count
Midwest	1,018
Mid-Atlantic	840
Unknown US	804
Southwest	724
Southeast	710
West	347
Northwest	207
Northeast	207
Non-Continental US	44

US map percentages: Northwest 5%, Midwest 25%, Northeast 5%, Mid-Atlantic 21%, West 9%, Southwest 18%, Southeast 18%

81% of recipients are located in the US

Unique Recipients by Region

Region	Count
North America	5,213
Africa	192
Asia	187
Europe	182
Oceania	144
South America	89
Central America	29

World map percentages: North America 86%, Central America 0%, South America 1%, Europe 3%, Africa 3%, Asia 3%, Oceania 2%

19% of recipients are located internationally

Time Frame
3 Months

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

Recipient Activity by Newsletter
- *Average Delivered:* The average number of emails delivered per Newsletter.
- *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.

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

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

Average Monthly Users
13,155

Average Monthly Sessions
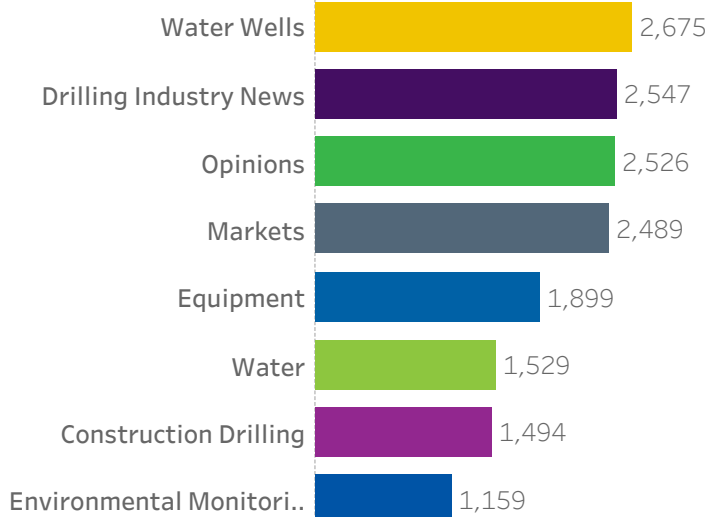**14,952**

Average Monthly Pageviews
18,594

Monthly Website Statistics

	Unique Users	Sessions	Pageviews
October 2025	14,280	16,341	20,303
November 2025	12,254	13,992	17,199
December 2025	12,930	14,524	18,281
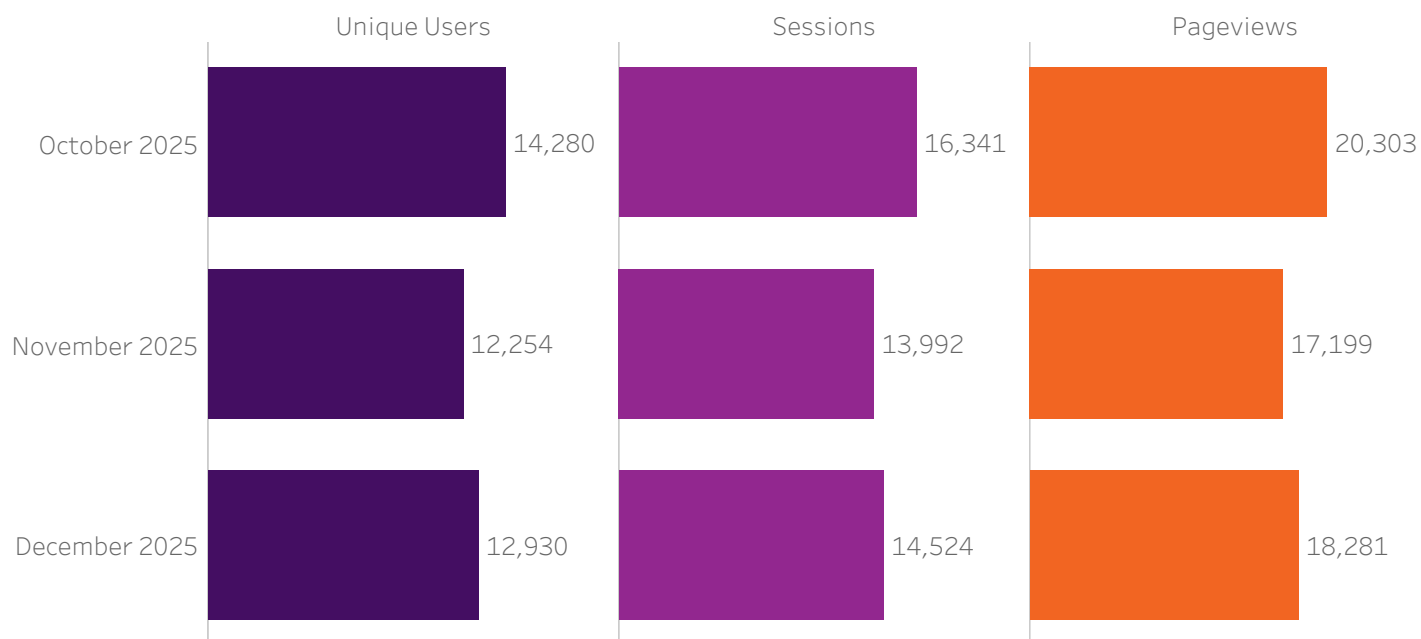
Top 8 Content Topics Viewed

Opinions
Water
Water Wells
Markets
Drilling Industry News
Equipment

Average Monthly Pageviews

Water Wells	2,675
Drilling Industry News	2,547
Opinions	2,526
Markets	2,489
Equipment	1,899
Water	1,529
Construction Drilling	1,494
Environmental Monitori..	1,159
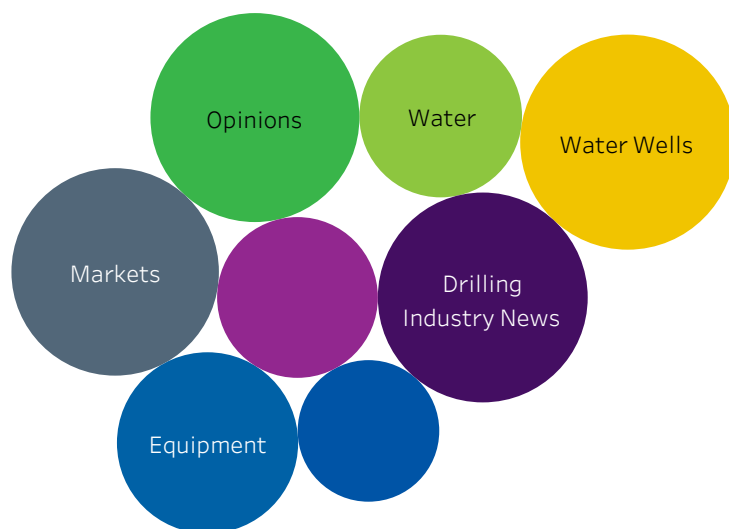
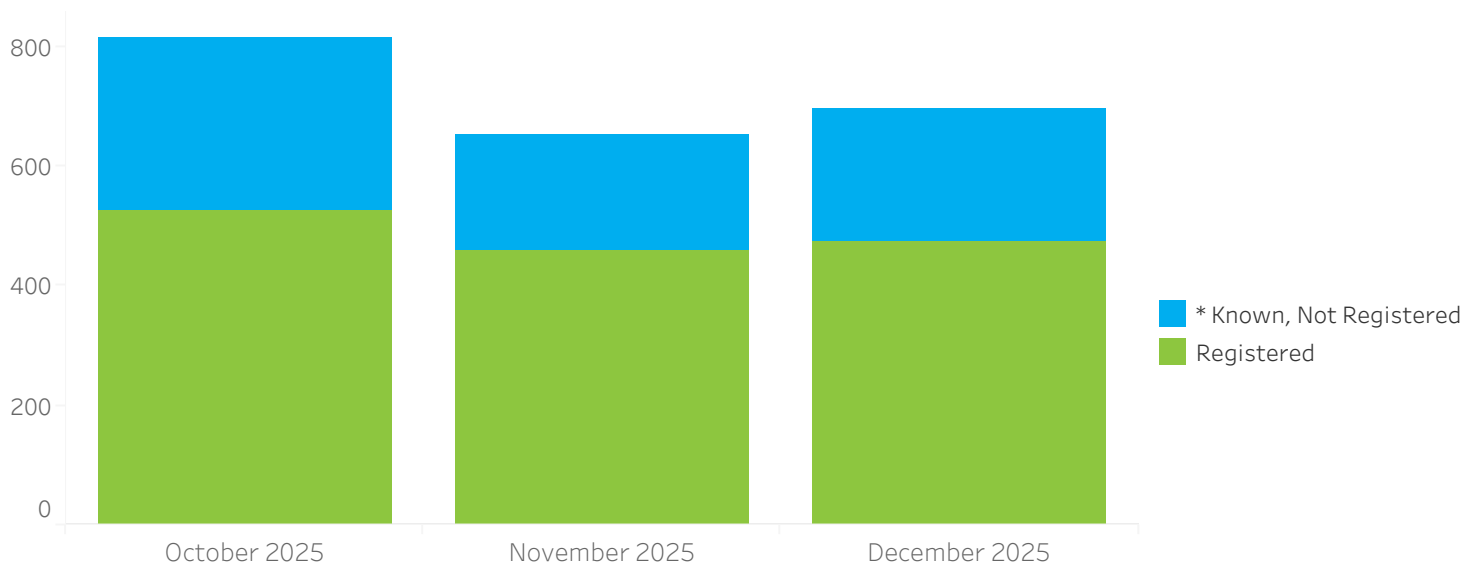## **Website** - *Known User Activity*

Active Registered Users
1,029

Active Known Users
1,572

Average Visits per User
13.9

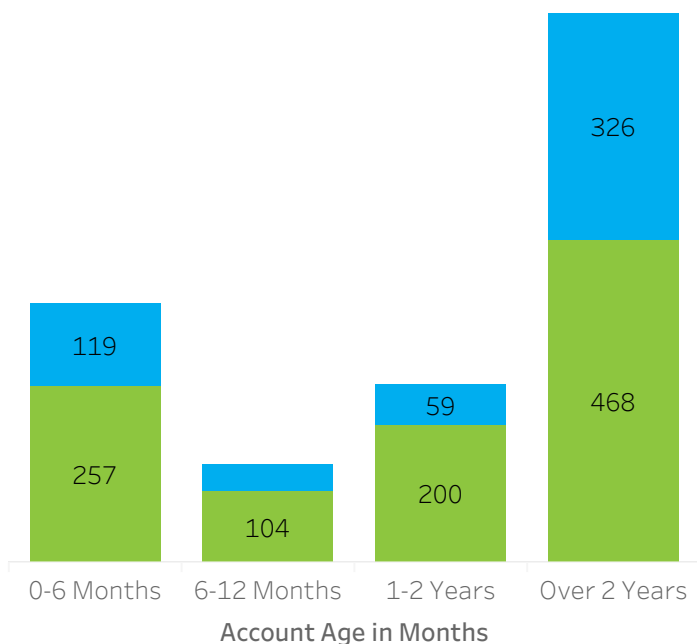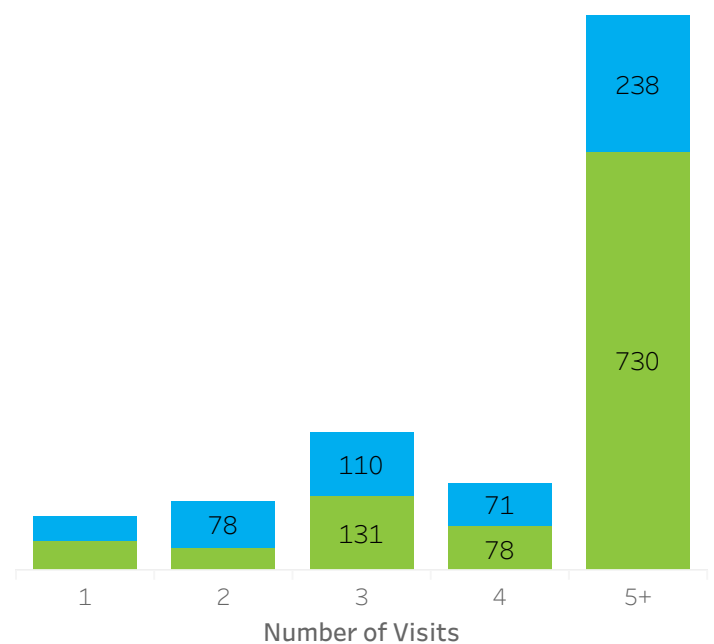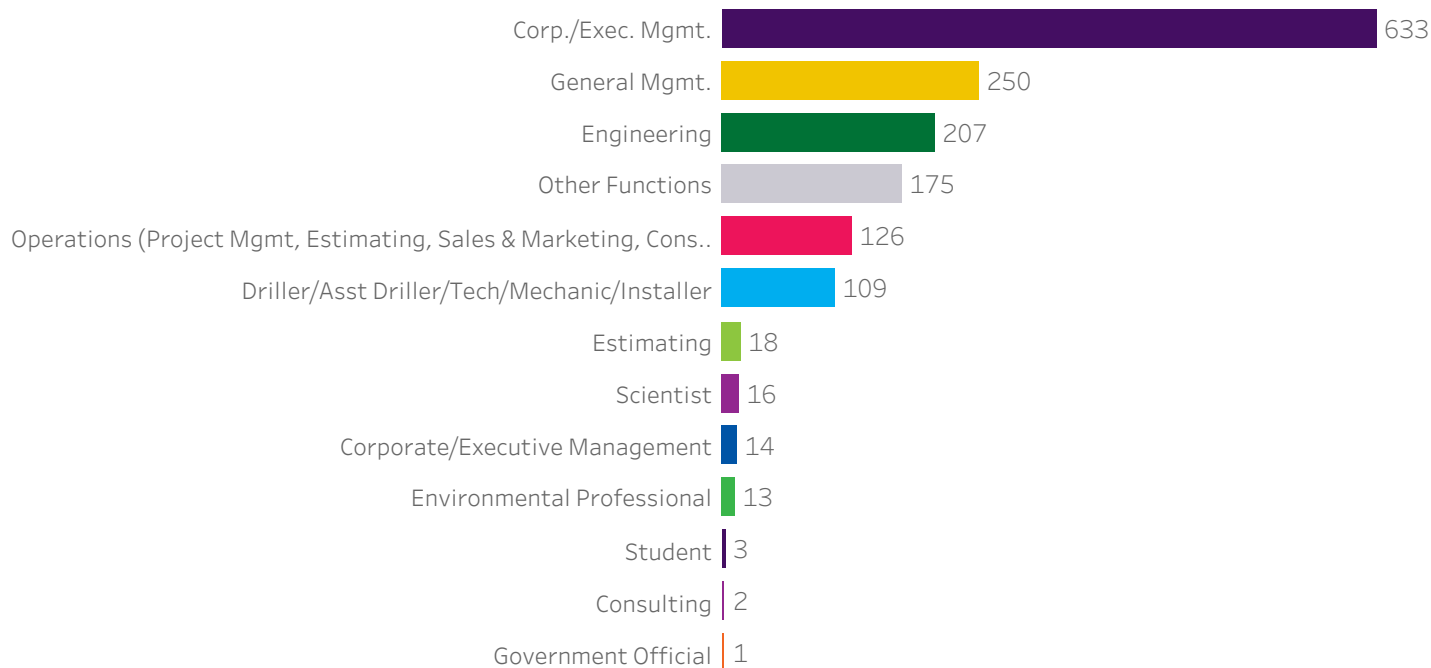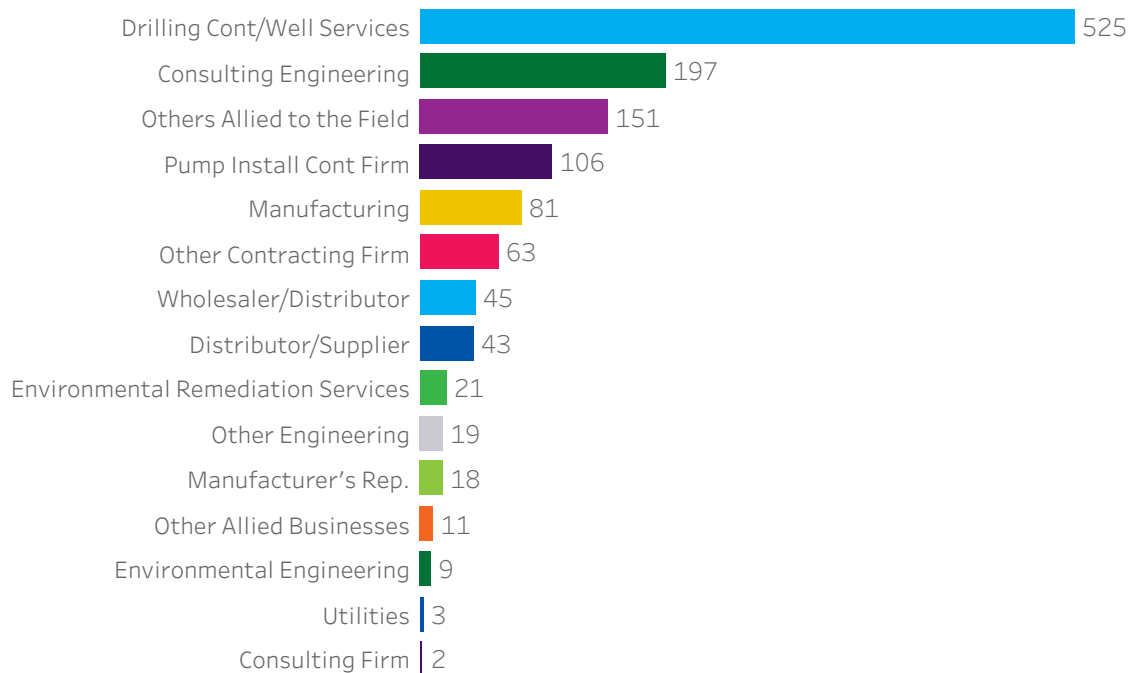## Website Users

* Known, Not Registered
Registered

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

Known Users by Account Age

	0-6 Months	6-12 Months	1-2 Years	Over 2 Years
Known, Not Registered	119		59	326
Registered	257	104	200	468

Account Age in Months

Known Users by Visit Frequency

	1	2	3	4	5+
Known, Not Registered		78	110	71	238
Registered			131	78	730

Number of Visits

Demographic - Job Function   *Top 13 Shown*

Job Function	Value
Corp./Exec. Mgmt.	633
General Mgmt.	250
Engineering	207
Other Functions	175
Operations (Project Mgmt, Estimating, Sales & Marketing, Cons..	126
Driller/Asst Driller/Tech/Mechanic/Installer	109
Estimating	18
Scientist	16
Corporate/Executive Management	14
Environmental Professional	13
Student	3
Consulting	2
Government Official	1

1,567 or 100% of users with responses

Demographic - Business/Industry   *Top 15 Shown*

Business/Industry	Value
Drilling Cont/Well Services	525
Consulting Engineering	197
Others Allied to the Field	151
Pump Install Cont Firm	106
Manufacturing	81
Other Contracting Firm	63
Wholesaler/Distributor	45
Distributor/Supplier	43
Environmental Remediation Services	21
Other Engineering	19
Manufacturer's Rep.	18
Other Allied Businesses	11
Environmental Engineering	9
Utilities	3
Consulting Firm	2

1,298 or 83% of users with responses

% of Users Based in US

80%

Average Monthly Users Based in US
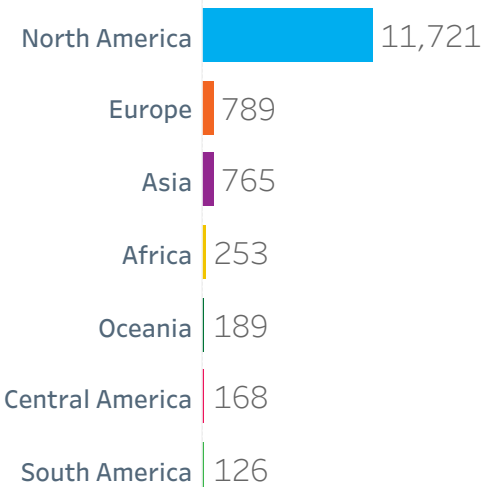
11,229

Geographic - US Regions
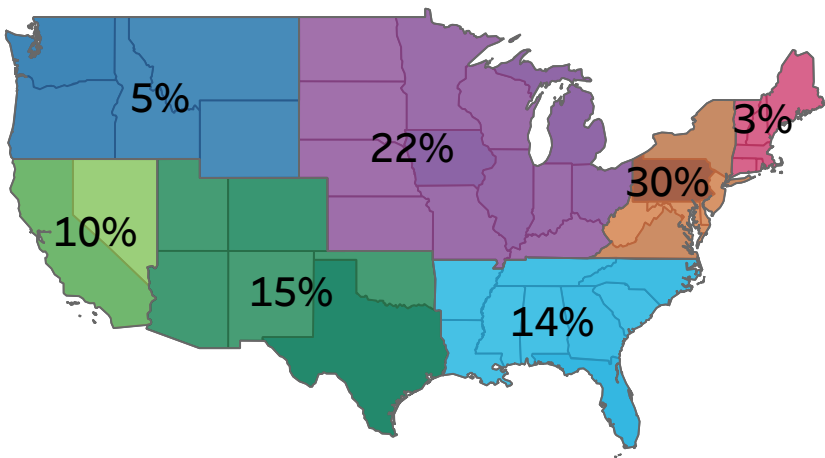
5%

22%

3%

30%

10%

15%

14%

Unique Users by Region

Region	Users
Mid-Atlantic	3,054
Midwest	2,261
Southwest	1,581
Southeast	1,446
West	1,075
Unknown US	872
Northwest	529
Northeast	354
Non-Continental US	58

Geographic - World Regions

84%

1%

1%

2%

6%

5%

Unique Users by Region

Region	Users
North America	11,721
Europe	789
Asia	765
Africa	253
Oceania	189
Central America	168
South America	126
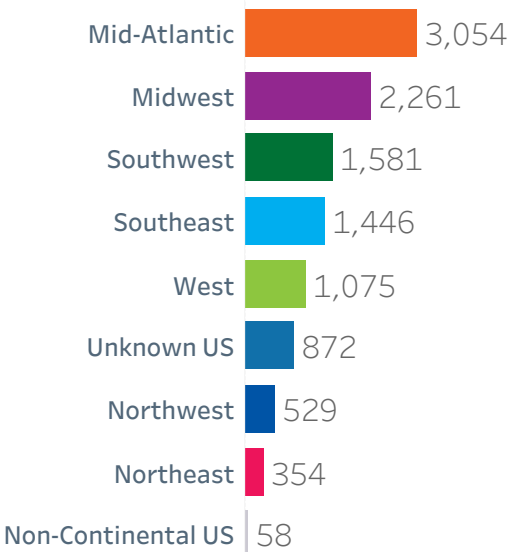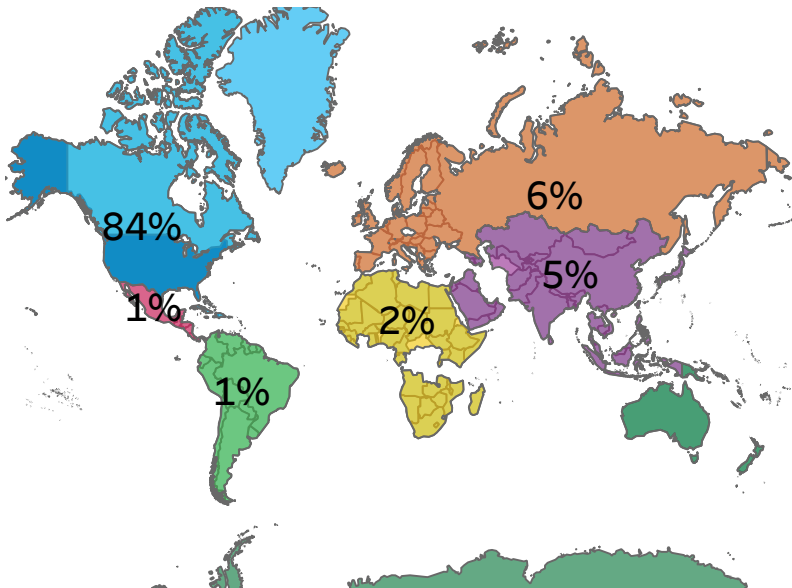
Time Frame
3-months

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
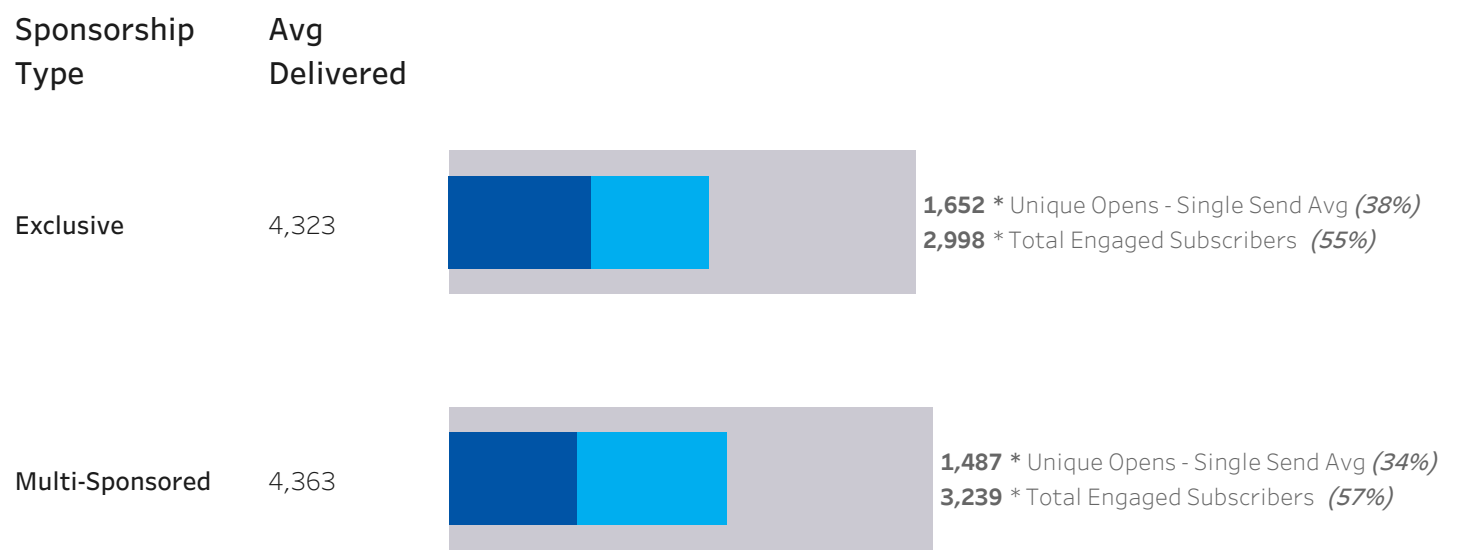**4,346**

% of Recipients Engaged
63%

Sends per Month
5

Activity by eBlast

Sponsorship Type	Avg Delivered	
Exclusive	4,323	**1,652** * Unique Opens - Single Send Avg *(38%)* **2,998** * Total Engaged Subscribers *(55%)*
Multi-Sponsored	4,363	**1,487** * Unique Opens - Single Send Avg *(34%)* **3,239** * Total Engaged Subscribers *(57%)*

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

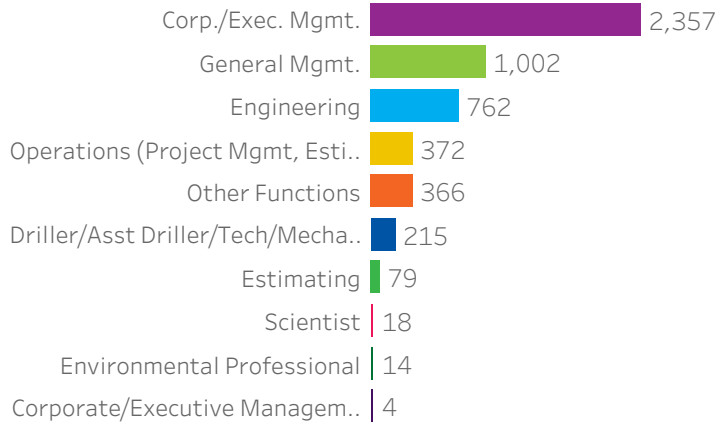Unique Recipients   Unique Opens - Single Send Avg   Unique Opens - All Sends

eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
The Driller	Multi-Sponsored	3.0	4,363	1,487	34.1%	96	2.2%
	Exclusive	2.3	4,323	1,652	38.2%	61	1.4%

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

Demographic - Job Function

Top 10 Shown

Job Function	Value
Corp./Exec. Mgmt.	2,357
General Mgmt.	1,002
Engineering	762
Operations (Project Mgmt, Esti..	372
Other Functions	366
Driller/Asst Driller/Tech/Mecha..	215
Estimating	79
Scientist	18
Environmental Professional	14
Corporate/Executive Managem..	4

5,191 or 89% of recipients with responses

Demographic - Business/Industry

Top 10 Shown
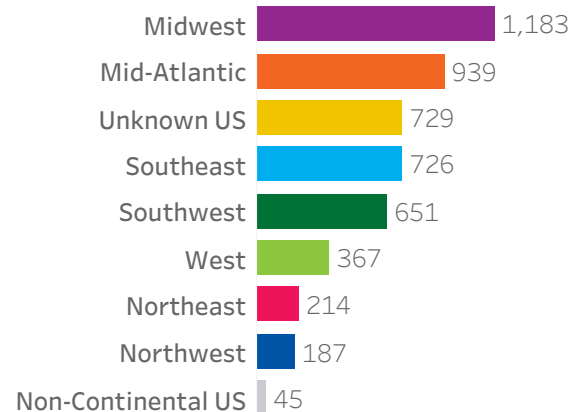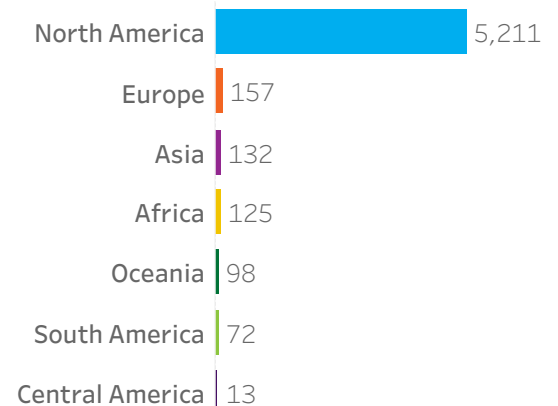
Business/Industry	Value
Drilling Cont/Well Services	1,474
Consulting Engineering	1,004
Pump Install Cont Firm	500
Others Allied to the Field	420
Other Contracting Firm	409
Wholesaler/Distributor	347
Distributor/Supplier	281
Manufacturing	264
Other Engineering	76
Manufacturer's Rep.	67
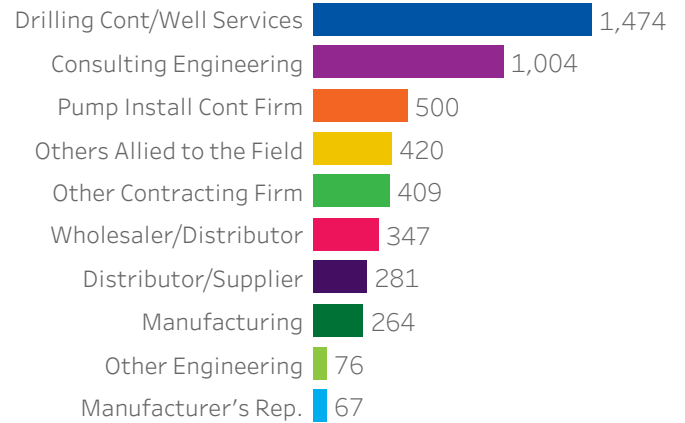
4,889 or 84% of recipients with responses
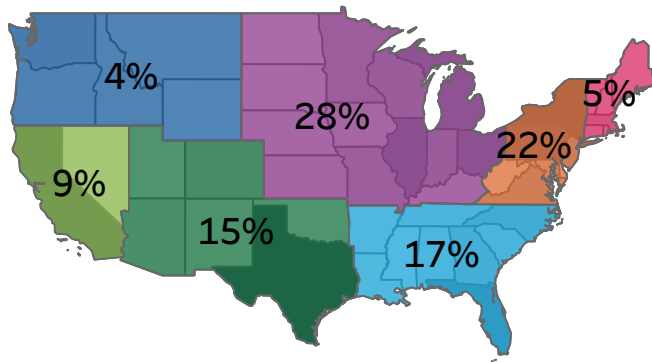
Unique Recipients by Region

US Map percentages: 4%, 5%, 28%, 22%, 9%, 15%, 17%

Region	Value
Midwest	1,183
Mid-Atlantic	939
Unknown US	729
Southeast	726
Southwest	651
West	367
Northeast	214
Northwest	187
Non-Continental US	45

87% of recipients are located in the US

Unique Recipients by Region

World Map percentages: 90%, 0%, 1%, 3%, 2%, 2%, 2%

Region	Value
North America	5,211
Europe	157
Asia	132
Africa	125
Oceania	98
South America	72
Central America	13
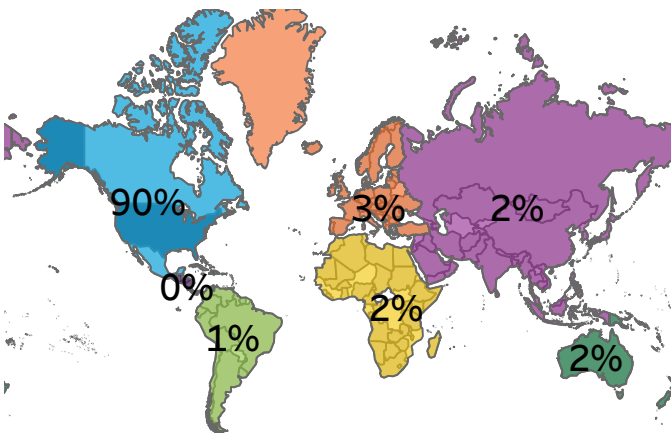
13% of recipients are located internationally

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.
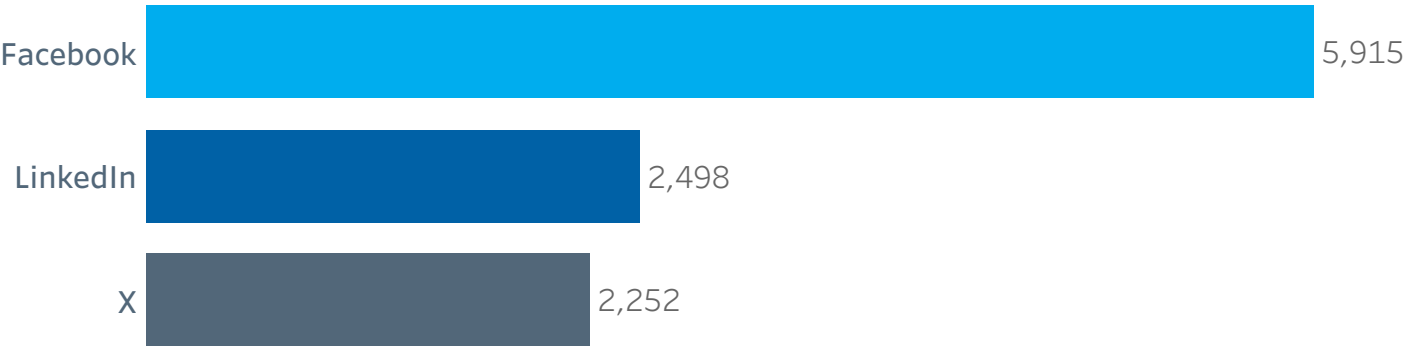
Social Media

Total Social Media Followers
10,665
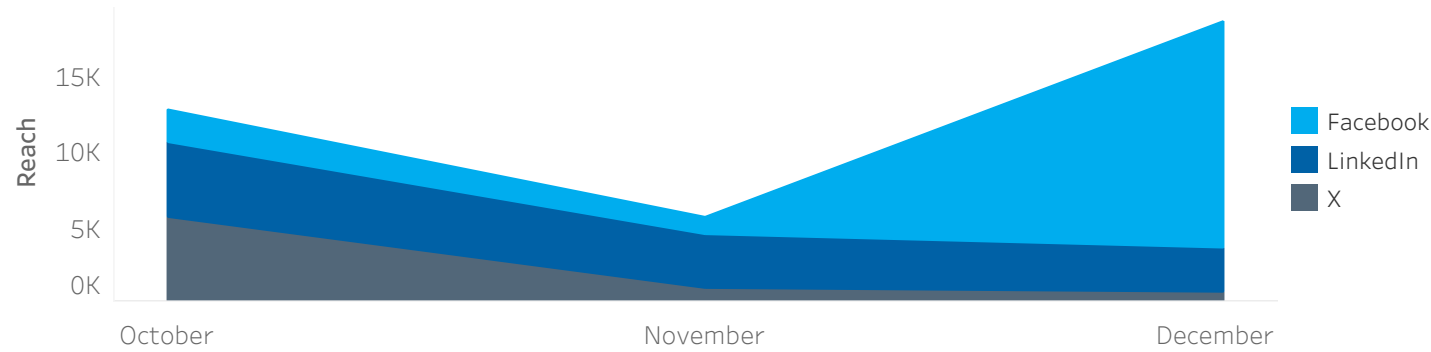
Engagements
640

Followers by Channel

Channel	
Facebook	5,915
LinkedIn	2,498
X	2,252

Total Engagements

Facebook: 196

X: 72

LinkedIn: 372

Reach by Month

Reach

15K
10K
5K
0K

October · November · December

- Facebook
- LinkedIn
- X

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.
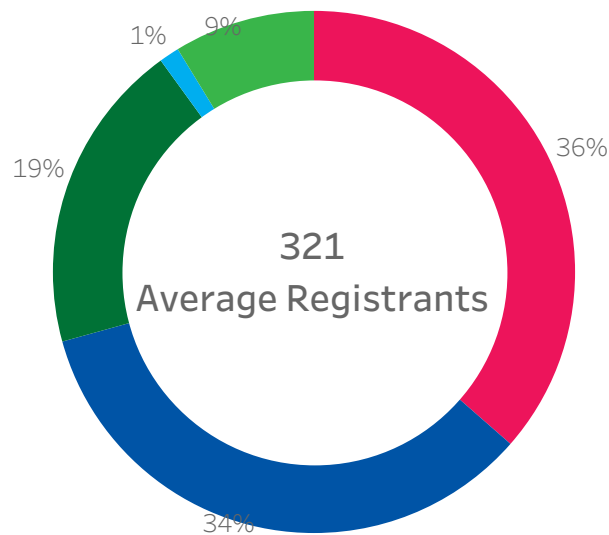
Events

Total Registrants	Total Events Annually	Average Registrants per Event
321	**1**	**321**

Registrant Types

321
Average Registrants

36%
34%
19%
1%
9%

- Attendee
- Speaker
- Student
- Exhibitor/Sponsor
- Staff

Event Registration

RemTEC   October 14, 2025   321 Registrants

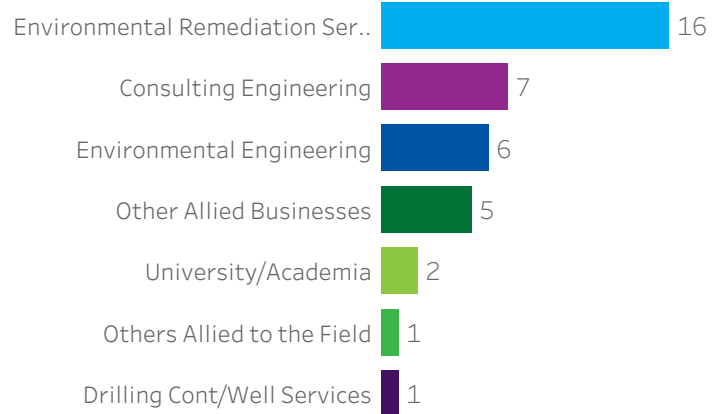# Events - Registrant Demographics & Locations

Demographic - Job Function

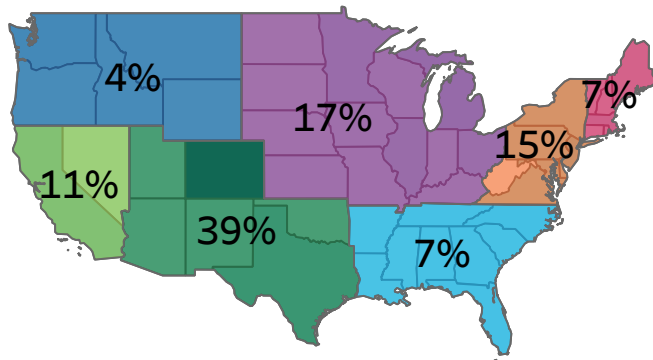*Top 8 Shown*

Corporate/Executive Managem..	13
Scientist	6
Environmental Professional	5
Engineering	5
Consulting	3
Student	2
Other Functions	2
Corp./Exec. Mgmt.	2
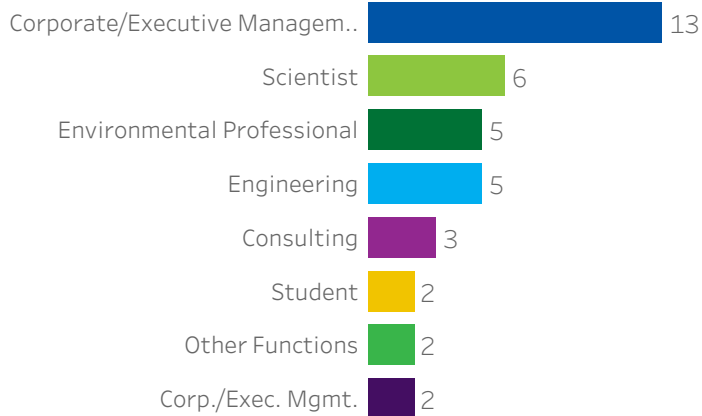
38 or 12% of registrants with responses

Demographic - Business/Industry

Top 7 Shown

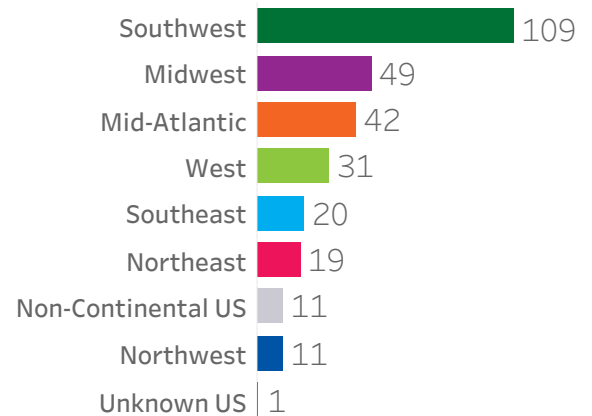|	
Environmental Remediation Ser..	16
Consulting Engineering	7
Environmental Engineering	6
Other Allied Businesses	5
University/Academia	2
Others Allied to the Field	1
Drilling Cont/Well Services	1

38 or 12% of registrants with responses

Unique Registrants by Region

(Map percentages: 4%, 17%, 7%, 15%, 11%, 39%, 7%)

Southwest	109
Midwest	49
Mid-Atlantic	42
West	31
Southeast	20
Northeast	19
Non-Continental US	11
Northwest	11
Unknown US	1

92% of registrants are located in the US

Unique Registrants by Region
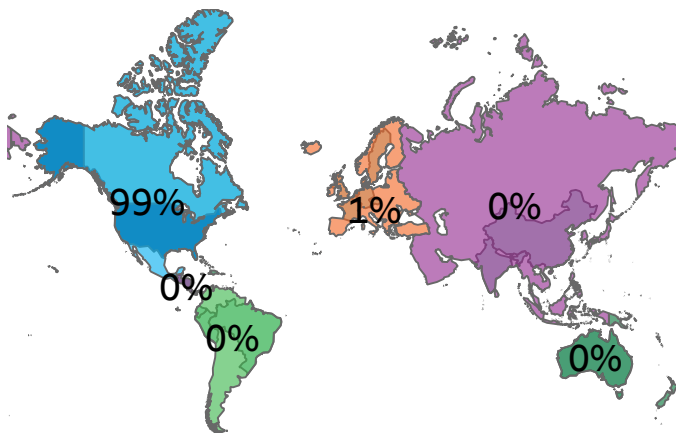
(World map percentages: 99%, 0%, 0%, 1%, 0%, 0%)

North America	314
Europe	2
Oceania	1

8% of registrants are located internationally
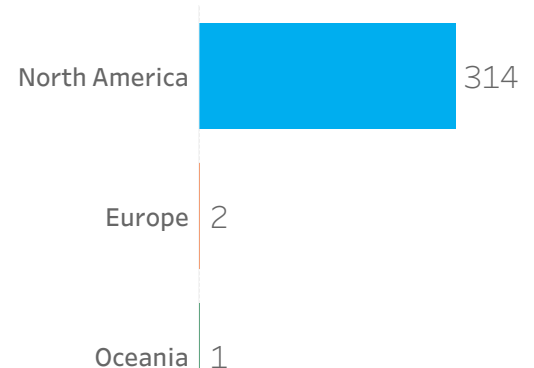
Time Frame
Annual

KPIs
- *Unique Registrant:* The number of unique registrants across all events.
- *Total Events Annually:* The number of events held annually per brand.
- *Average Registrants per Event:* The average number of registrants per event.

Registrant Types
- *Average Registrants:* Average number of registrants per event.
- *Attendee:* Average percentage of registrants who registered as an attendee only.
- *Speaker:* Average percentage of registrants who registered as a speaker.
- *Exhibitor/Sponsor:* Average percentage of registrants who registered as an exhibitor/sponsor.

Event Registration
- *Events:* Annual Events listed by date.
- *Registrants:* Total Registrants listed per Event.

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
Consulting	Consulting
Corp./Exec. Mgmt.	Corp/Exec Mgmt
Corporate/Executive Management	Corporate/Executive Management
Driller/Asst Driller/Tech/Mechanic/Installer	Driller/Assistant Driller/Tech/Mechanic/Installer
Engineering	Engineering
	Other Engineering
Environmental Professional	Environmental Professional
Estimating	Estimating
General Mgmt.	General Management
Government Official	Government Official
Operations (Project Mgmt, Estimating, Sales & Marketing, Consulting, etc.)	Operations
Other Functions	Consulting
	Must Pay
	Need More
	Other
	Other(Please Specify)
	Purchasing
	Sales & Marketing
Scientist	Scientist
Student	Student

Display Name	Included Demographics
Consulting Engineering	Consulting Engineering
	Consulting Engineering Firm
Consulting Firm	Consulting Firm
Distributor/Supplier	Distributor
Drilling Cont/Well Services	Drilling/Well Services
Engineering Firm	Engineering Firm
Environmental Engineering	Environmental Engineering
Environmental Remediation Services	Environmental Remediation Services
Government	Government
Manufacturer's Rep.	Manufacturers Rep
Manufacturing	Manufacturer
Other Allied Businesses	Other
Other Contracting Firm	Contracting Firm
	HVACR
	Other Contracting Firm (specify)
	Plumbing
	Solar/Thermal
Other Engineering	Facility Engineering/In-House Eng
	Other Engineering Firm (specify)
Others Allied to the Field	Architectural/Design Firm
	Must Pay
	Need More
	Other
Pump Install Cont Firm	Pump Installation Contr Firm
Restoration Contracting Firm	Restoration Contracting Firm
University/Academia	University / Academia
Utilities	Utilities
Wholesaler/Distributor	Wholesaler

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
- *Newsletter:* 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 & Newsletter:* Newsletter Delivery, Activity by Newsletter
- *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

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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 & Newsletter:* Monthly Website Pageviews, All Website Visitors data

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Falcon Social Media Platform - *falcon.io*
Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. falcon.io

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Usage by Report Section
Audience Profile
- *Social Media:* Follower Count by Channel

REV 120321

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 & Newsleter:* 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