

الاهتمامات: نظرة عامة

2020/12/31 - 2020/01/01

جميع المستخدمين  
100.00% المستخدمين

المقياس الأساسي:

شريحة في السوق			فئة الجمهور ذي اهتمامات مشتركة (مدى الوصول)		
22.53% من إجمالي المستخدمين			29.48% من إجمالي المستخدمين		
Employment		4.20%	Shoppers/Value Shoppers		3.95%
(Education/Primary & Secondary Schools (K-12		3.44%	Food & Dining/Foodies		3.23%
Education/Post-Secondary Education		2.74%	Media & Entertainment/Movie Lovers		3.23%
Financial Services/Investment Services		2.60%	Lifestyles & Hobbies/Fashionistas		3.20%
Software/Business & Productivity Software		2.31%	Shoppers/Luxury Shoppers		3.03%
Financial Services/Banking Services		2.11%	Beauty & Wellness/Beauty Mavens		2.96%
Business Services/Advertising & Marketing Services		2.06%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs		2.86%
Employment/Career Consulting Services		1.95%	Lifestyles & Hobbies/Green Living Enthusiasts		2.81%
Travel/Hotels & Accommodations		1.77%	Lifestyles & Hobbies/Business Professionals		2.63%
Real Estate/Residential Properties		1.75%	Technology/Technophiles		2.59%

شريحة في السوق			فئة أخرى		
22.53% من إجمالي المستخدمين			28.24% من إجمالي المستخدمين		
Employment		4.20%	Arts & Entertainment/TV & Video/Online Video		3.03%
(Education/Primary & Secondary Schools (K-12		3.44%	Life Events] Moving/Recently Moved]		2.52%
Education/Post-Secondary Education		2.74%	Reference/General Reference/Dictionaries & Encyclopedias		2.49%
Financial Services/Investment Services		2.60%	Arts & Entertainment/Celebrities & Entertainment News		2.27%
Software/Business & Productivity Software		2.31%	Life Events] Job Change/Recently Started New Job]		1.98%
Financial Services/Banking Services		2.11%	Arts & Entertainment/Music & Audio/World Music/Middle Eastern & North African Music		1.92%
Business Services/Advertising & Marketing Services		2.06%	Jobs & Education/Education/Primary & Secondary Schooling (K-12		1.75%
Employment/Career Consulting Services		1.95%	Life Events] Moving/Moving Soon]		1.66%
Travel/Hotels & Accommodations		1.77%	Sports/Team Sports/Soccer		1.51%
Real Estate/Residential Properties		1.75%	News/Politics		1.41%