



SAMPLE ALBERT REPORT

Solution / Meet Albert

Albert is smart – and makes it look easy. Albert's job is to ingest data, make sense of it & provide you with unique insights into your audience & media performance.



Understand Your Audience

Identify Media Channels

Guide Creative Messaging

**Activate & Optimize
Campaigns**



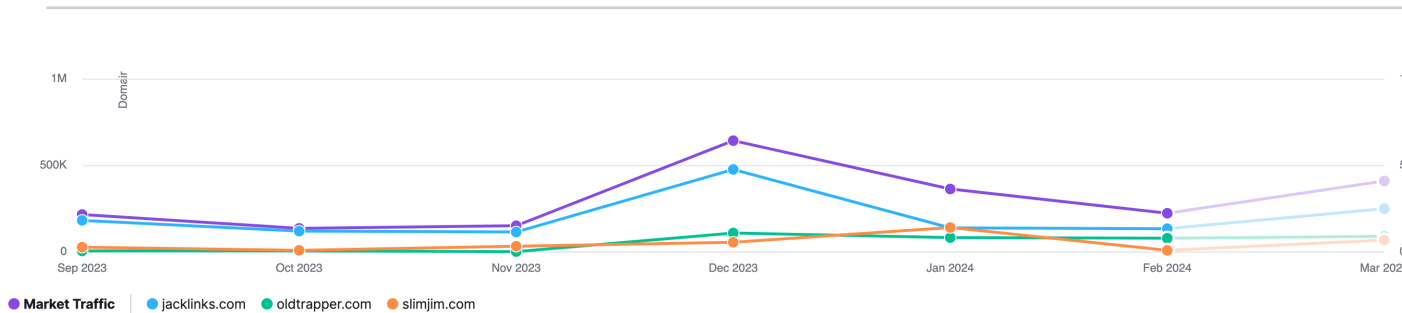
Sample Competitive Overview



Competitive Research / Benchmarking

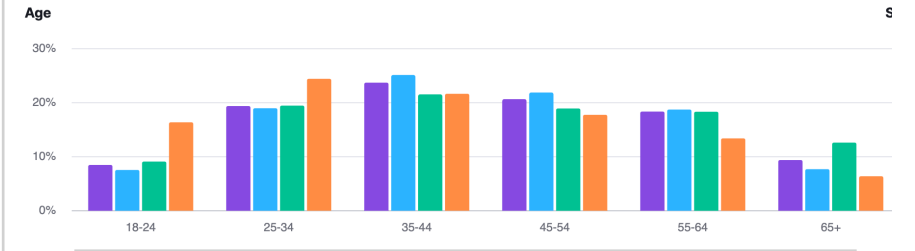
Benchmarking & Overlap

The Benchmarking report was designed to show you how competitors are performing within your space. By comparing these trends to those of the market, you can gain strategic insights into: Your competitors' traffic generation strategies: social media distribution channels they use most, demographic breakdown of each competitor's audience, market share each of them occupy, how traffic gains of each competitor have been changing over time



Market vs Selected Domains: Audience

Old-Trapper-CompList | Worldwide | Feb 2024



Direct Referral Organic Search Paid Search Organic Social Paid Social Email Display Ads



Competitive Research / Market Overview

Market Domains

Domains with collected data and an overall number of domains in the market.

Market Traffic

The total traffic of all market domains found over a selected period.

Market Traffic Cost

The sum of the estimated costs of all market domains to rank for organic keywords over a selected period.

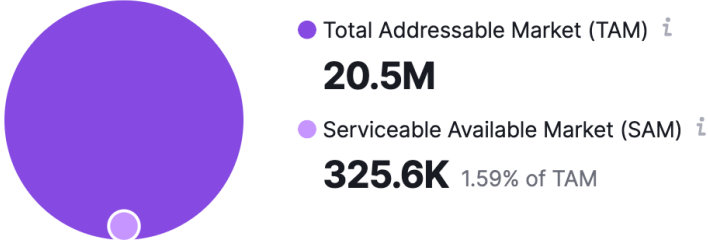


Market Summary

Old-Trapper-CompList | Feb 2024 vs. Jan 2024 | Worldwide

Market Domains	Market Traffic	Market Traffic Cost
3 ₃	224.3K ↓ 38.47%	\$158.1K ↓ 2.24%

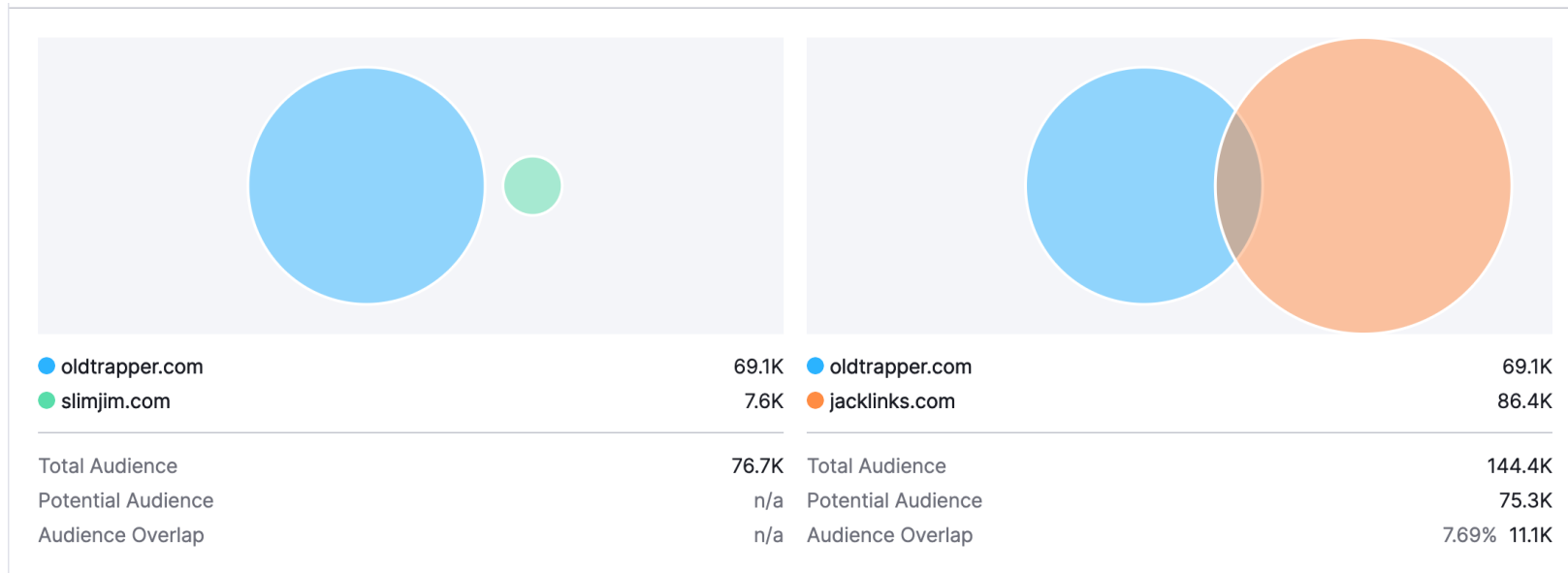
Market Size



Competitive Research / Competitor Overlap

Audience Overlap

This section allows you to visualize and analyze audience overlaps between your chosen competitors.



Competitive Research / Market Overview

Audience Overlap

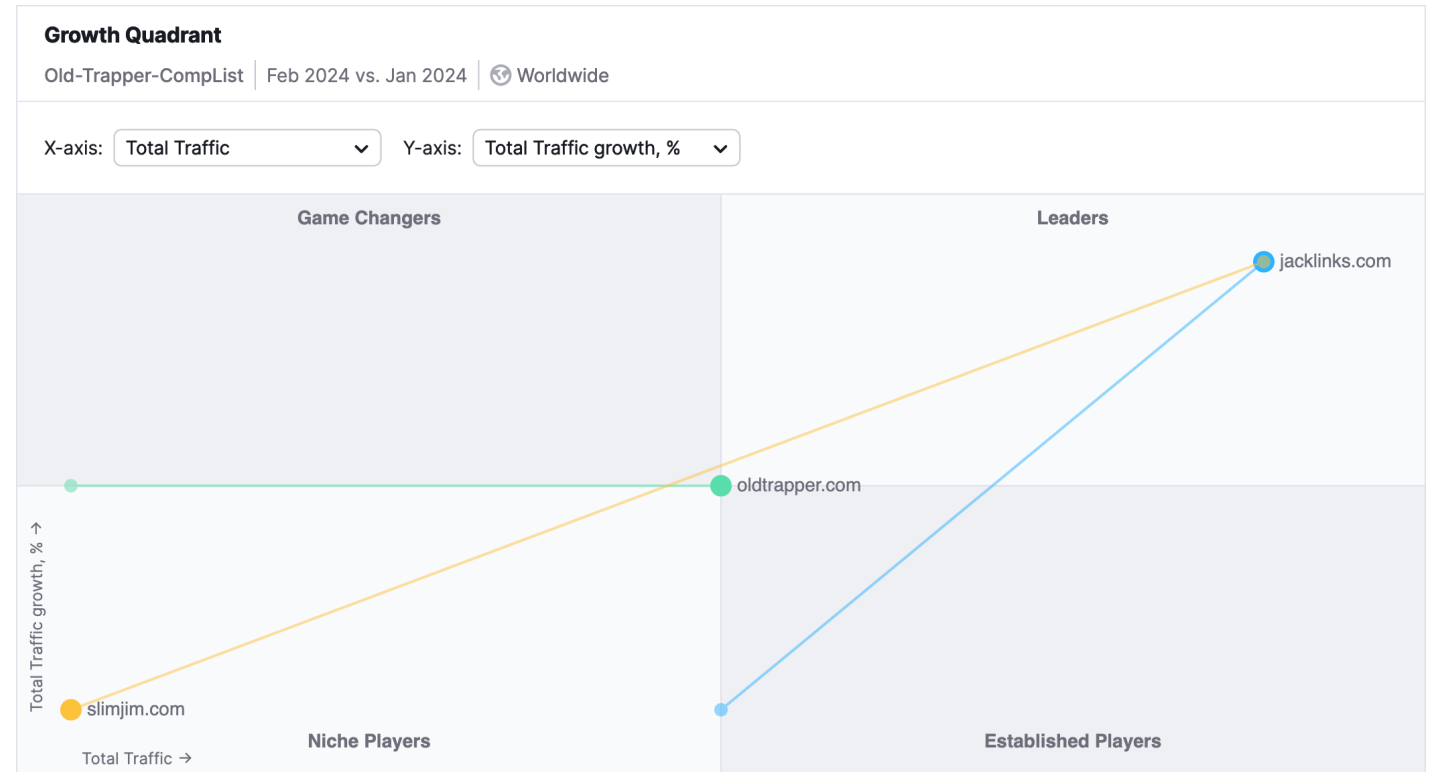
Growth Quadrant helps you to visualize the competitive landscape. Traffic represents the total number of visits, and Traffic Growth reflects the pace at which researched competitors expand within the market.

Newbies: Newbies or smaller companies with a low growth rate.

Game Changers: Emerging websites with a high growth potential.

Leaders: Fastest-growing websites attracting a large audience.

Established Players: Stable players with established popularity.



Sample Report / Competitive Research

Competitive spend intelligence - collects, analyzes and aggregates real-time display, video, and social ad placements across 650 thousand publishers from 51 global markets.

Competitive intelligence helps us:

Analyze competitors' digital campaigns
Identify the best-performing publishers, advertisers, ad networks, and agencies

Benchmark your online advertising against the competition
Leverage data-driven insights to engage and deploy online campaigns more effectively

Estimated expenditure ⓘ

Impressions

968.1M

↑ 17.80%

Spend

\$6.8M

↑ 19.43%

Found in 393 publishers

Ad types distribution ⓘ



Social	56.86%
Video	42.10%
Banner	1.04%



Competitive Research / Creative

Here is a snapshot of complete ads (and your brand) that have run in the last year. This section is aimed to give examples of competitive messaging and spend. You should receive raw files with more details and links to competitive overviews

This is a complete view which collects, analyzes, and aggregates real-time display, video, and social ad occurrences across 650 thousand publishers from 51 global markets. Markets include the United States, Europe, Latin America, the Middle East, and Asia-Pacific



Competitive Research / Ad Spend

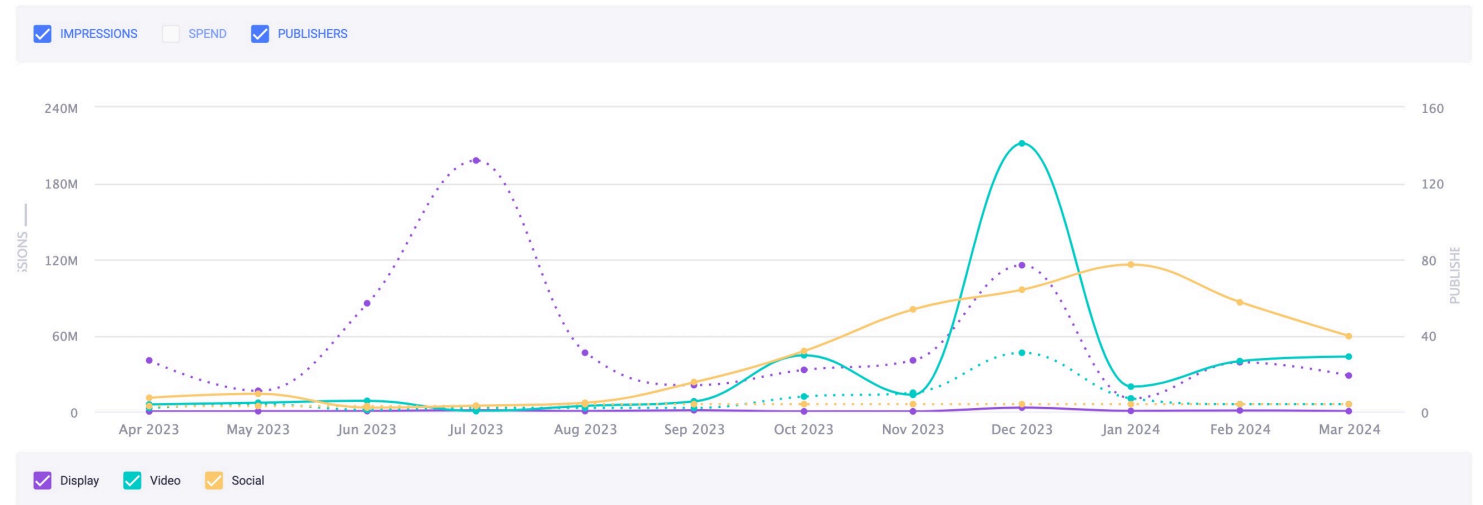
Expenditure trends

Tracking competitor spend can help us inform and empower your marketing strategies. Peek into where your competitors are investing their advertising dollars, which platforms they're prioritizing, and how they're positioning their brand.

The next few slides cover ad spend from Slim Jim, Jack Links and Oberto. The common theme across each competitor is the lean heavily on Social and video ad placements.

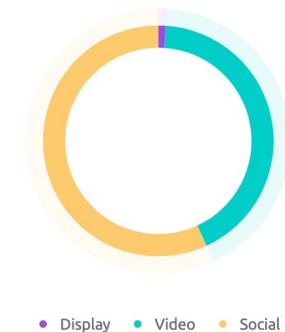
Each tactic follows a similar seasonal trend each with an increase in Q4 and large allocation of spend in December.

Advertiser expenditure trends ⓘ



Advertiser expenditure breakdown ⓘ

Channel	Publishers	Distribution	Impressions	Change	SoV
Display	343	86.4%	10M	↑ 4.96%	1.04%
Video	50	12.59%	407.6M	↑ 20.16%	42.1%
Social	4	1.01%	550.5M	↑ 16.56%	56.86%

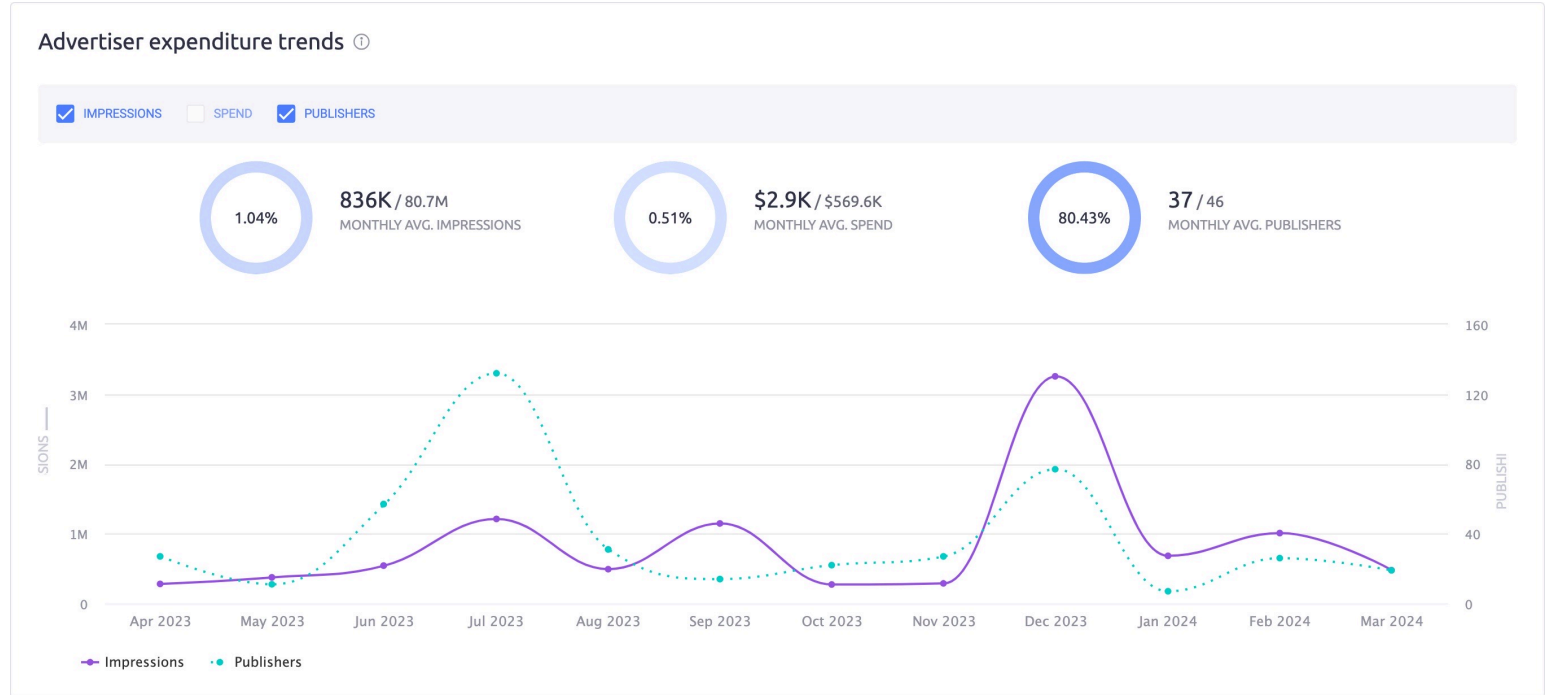


CR / Ad Spend / Display

Expenditure trends

Display is the least utilized tactic with only ~\$2.9k of spend each month. We were able to track around 10M annual impressions served across the competitive brands with around 343 different publishers utilized.

We will provide you with a list of publishers where competitive ads were seen being served.



CR / Ad Spend / Video

Expenditure trends

Video ads were the most utilized placement types with \$310k monthly spend 407M annual impressions tracked across 50 different publishers.

Estimated expenditure ⓘ

Impressions
407.6M
 ↑ 20.16%
 42% of total

Spend
\$3.7M
 ↑ 22.43%
 54% of total

Found in 50 publishers

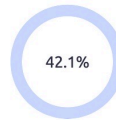
Video ad placement ⓘ



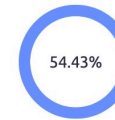
- Pre roll 82.16%
- Mid roll 15.90%
- Post roll 1.94%

Advertiser expenditure trends ⓘ

IMPRESSIONS SPEND PUBLISHERS



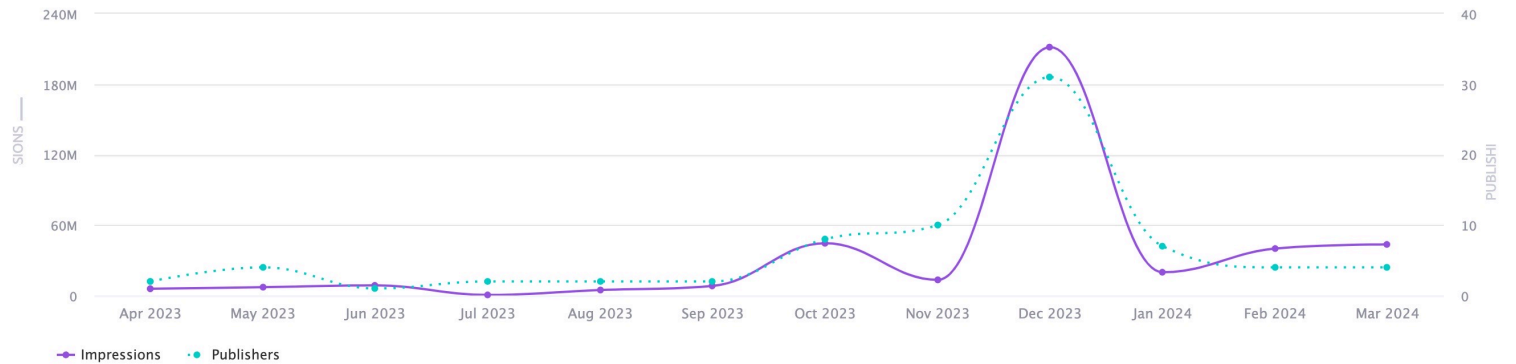
34M / 80.7M
 MONTHLY AVG. IMPRESSIONS



\$310K / \$569.6K
 MONTHLY AVG. SPEND



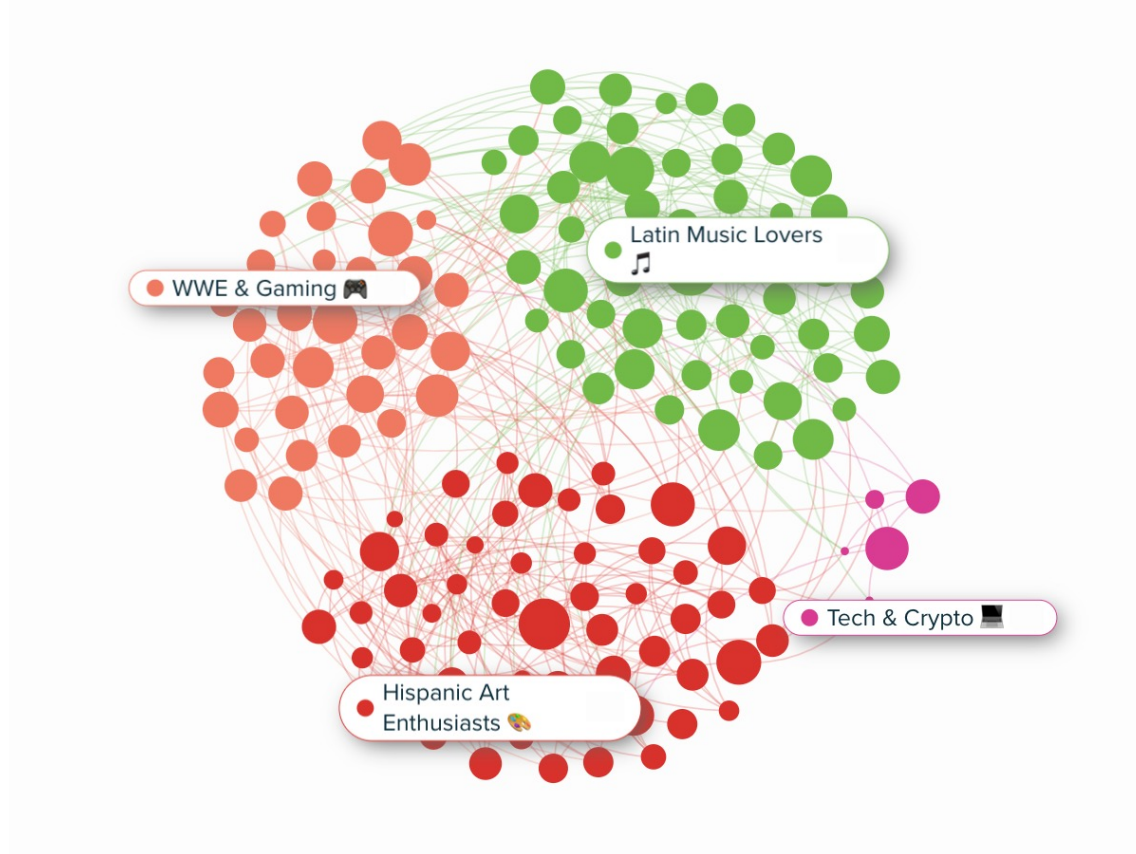
6 / 46
 MONTHLY AVG. PUBLISHERS



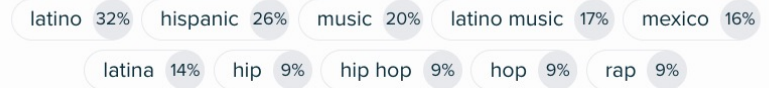
Sample Breakdown



Segment Distribution / Overview



Top bio keywords



Distinctive affinities



Top hashtags



Top characteristics

Age	25-34	52.45%
Gender	Male	62.28%
Country	United States of America	78.41%
Interests	Sports	58.62%



Segment / Hispanic - Art Enthusiasts



Hispanic Art Enthusiasts 🎨

Audience Details

Demographics: Slightly more balanced gender distribution with a male majority (58.18%), and a strong presence in the 25-34 age bracket (64.29%).

Interests: Education, sports, movies, and pets, with a specific affinity for artistic content.

Online Habits: Mobile-centric, most active on Sundays during the evening hours.

Key Affinities: Notable engagement with niche content creators and platforms suggesting a creative and culturally engaged segment.

Personality Traits: High neuroticism paired with openness, showcasing a segment with deep emotional engagement and creativity.

Values

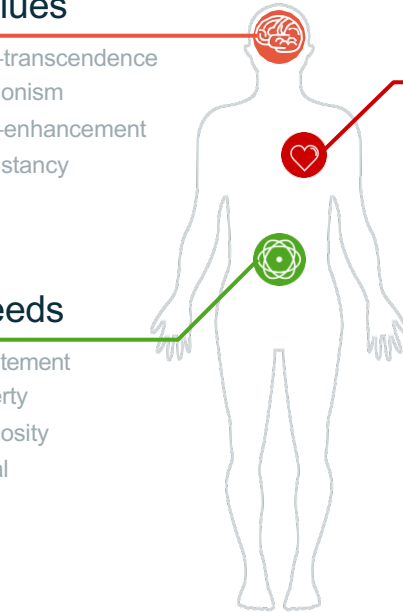
- Self-transcendence
- Hedonism
- Self-enhancement
- Constasy

Interests

- Education
- Art
- Movies & TV
- Pets

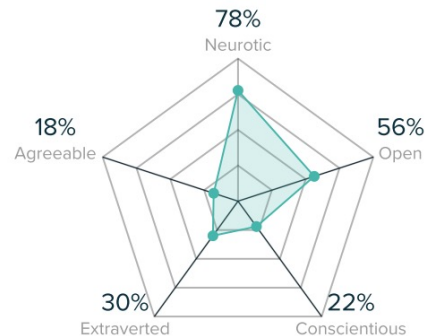
Needs

- Excitement
- Liberty
- Curiosity
- Ideal



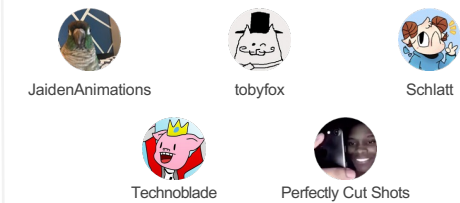
Personality

This graph shows the most relevant personality traits



Trust these brands

These are the most influential brands for the audience



Network

Likely to use network

Discord	92.22x
TikTok	11.90x
Spotify	6.93x
YouTube	5.70x
Snapchat	3.33x

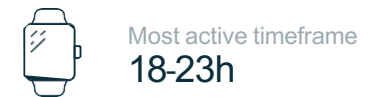
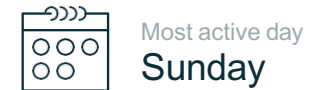
Bio

Distribution by most common words used by the audience to describe themselves.

Term	↓ %
hispanic	45.00%
latino	23.00%
🇪🇸	13.50%
mexico	11.50%
latina	10.50%
artist	9.00%
	1.09%

Online habits

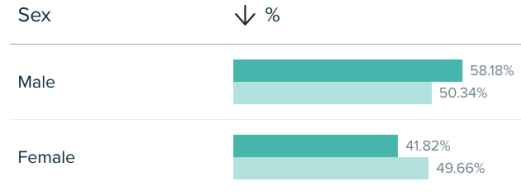
These are the most relevant online habits for the audience



Segment / HAE / Demographics

Gender

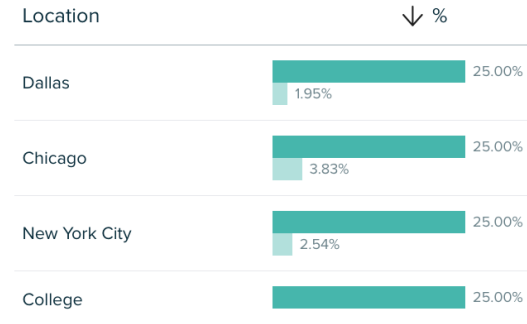
This graph shows the distribution by gender and its difference versus to the baseline.



● Hispanic Art Enthusiasts 🇸🇵
● US - General

City

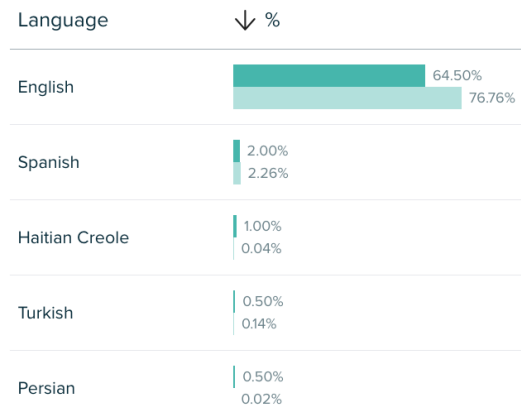
This graph shows the distribution by cities and its variance from the baseline.



● Hispanic Art Enthusiasts 🇸🇵
● US - General

Language

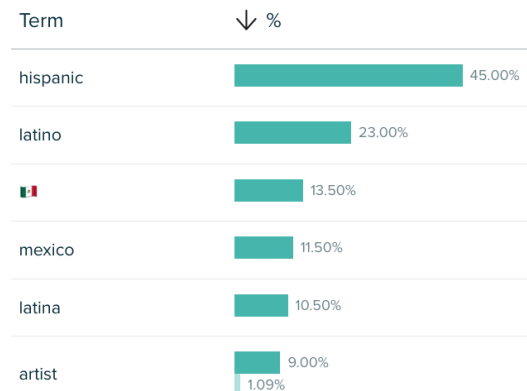
This graph shows the distribution by languages and its variance from the baseline.



● Hispanic Art Enthusiasts 🇸🇵
● US - General

Bio

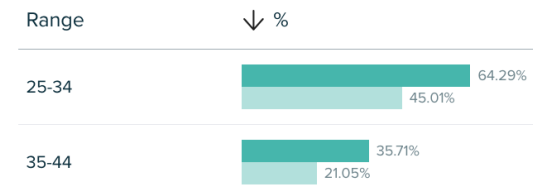
This graph shows the distribution by most common words used by the audience to describe themselves, and its variance from the baseline.



● Hispanic Art Enthusiasts 🇸🇵
● US - General

Age

This graph shows the distribution by age and its difference versus to the baseline.



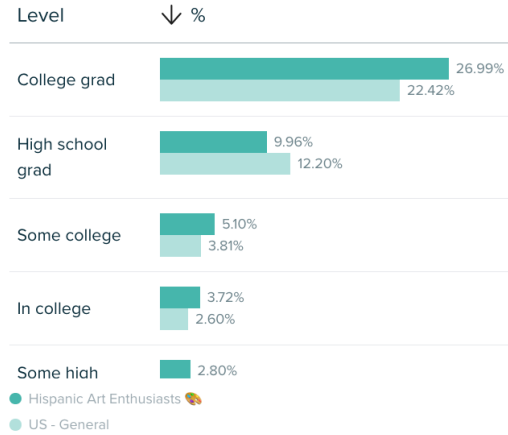
● Hispanic Art Enthusiasts 🇸🇵
● US - General



Segment / HAE / Socioeconomics

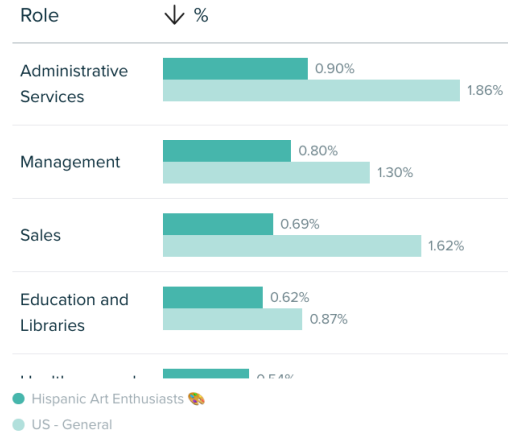
Education level

This graph shows the distribution of the highest education level reached based on self-reported data on social networks and its difference versus the baseline.



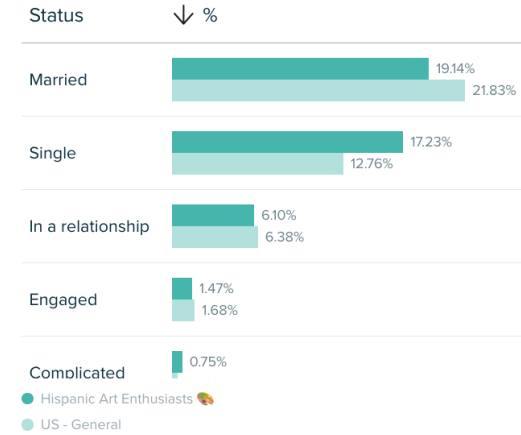
Job industry

This graph shows the distribution of the job industries based on self-reported data on social networks and its difference versus the baseline.



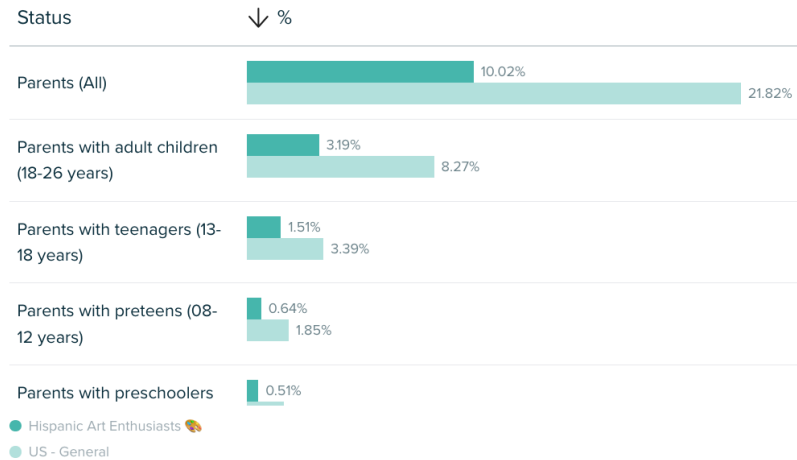
Relationship status

This graph shows the distribution of relationship statuses based on self-reported data on social networks and its difference versus the baseline.



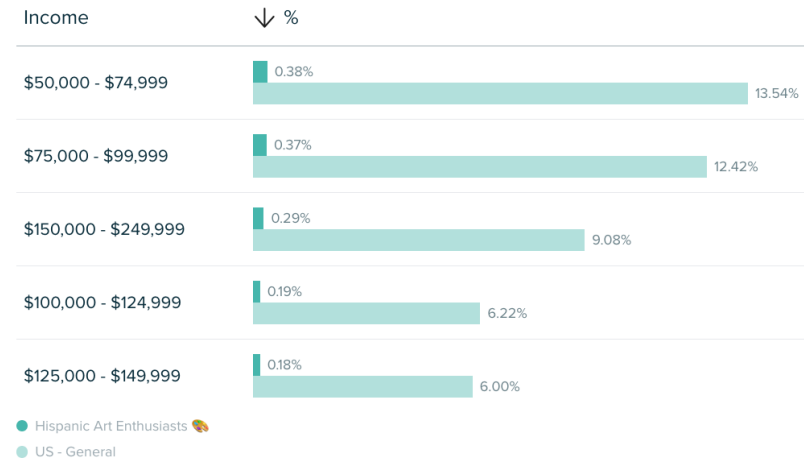
Family status

This graph shows the distribution of family statuses based on self-reported data on social networks and its difference versus the baseline.



Household income (only US)

This graph shows the distribution of household income based on survey responses and estimates using demographic data and its difference versus the baseline.



Segment / HAE / Affinities & Interests



Afinities

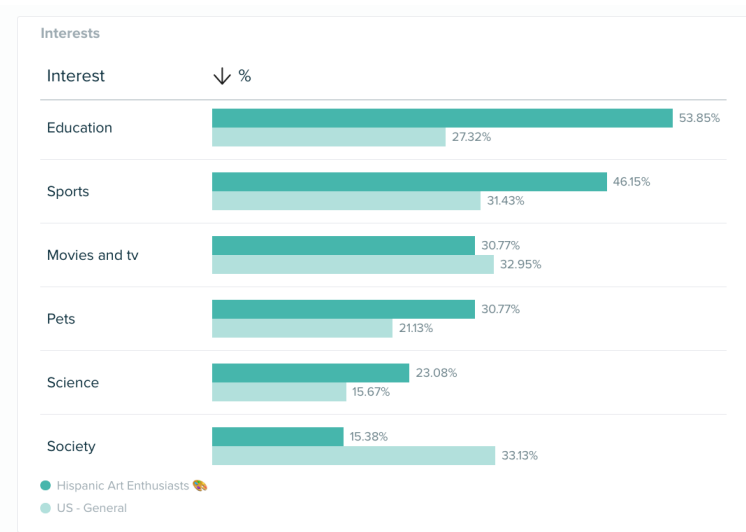
This graph shows the brands and people the users within the audience have more affinity with

JaidenAnimations
@JaidenAnimation
37%

- Pelo**
@_SrPelo_
31%
- Technoblade**
@Technopig
29.5%
- good reddit**
@GoodReddit
23.5%
- THINGS THAT WILL MAKE YOU SHIT FROM FEAR**
@SHITFROMFEAR
23.5%

- tobyfox**
@tobyfox
32.5%
- Perfectly Cut Shots**
@PerfectlyShots
25.5%
- KFC**
@KFC_ES
25%
- GLITCH**
@glitch_prod
19.5%

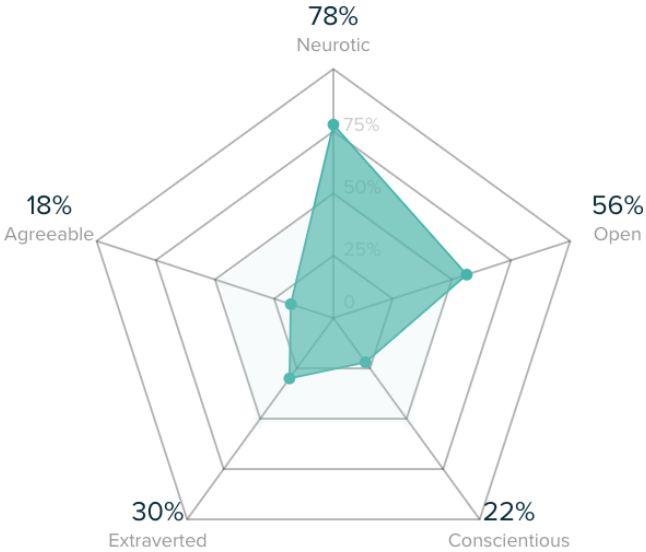
- Schlatt**
@jschlatt
27.5%
- HOURLY memes**
@hourly_shitpost
28.5%
- Quackity**
@Quackity
28.5%
- JellyBean**
@BeanNotHere
15.5%



Segment / HAE / Personality

Summary

This describes the personality characteristics of the audience members [Read more](#)



- Hispanic Art Enthusiasts 🇵🇷
- US - General

Personality

They are excitable, expressive and active.

They are susceptible to stress: they are easily overwhelmed in stressful situations. They are melancholy: they think quite often about the things they are unhappy about. And they are authority-challenging: they prefer to challenge authority and traditional values to help bring about positive changes.

Needs

Their choices are driven by a desire for revelry.

Values

They consider both helping others and taking pleasure in life to guide a large part of what they do. They think it is important to take care of the people around them. And they are highly motivated to enjoy life to its fullest.

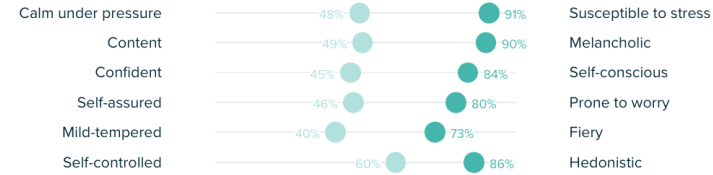
This is the description for "Hispanic Art Enthusiasts 🇵🇷".



Segment / HAE / Personality

Neuroticism

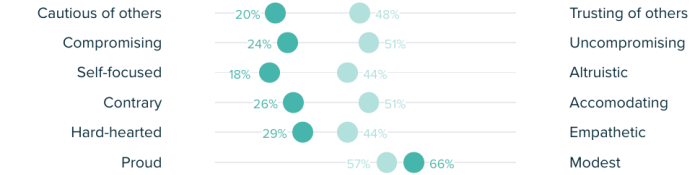
The extent to which their emotions are sensitive to their environment.



● Hispanic Art Enthusiasts 🇵🇷
● US - General

Agreeableness

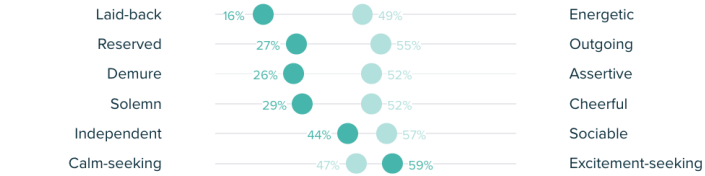
The tendency to be compassionate and cooperative towards others.



● Hispanic Art Enthusiasts 🇵🇷
● US - General

Extraversion

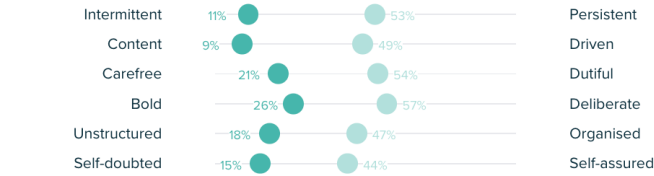
The tendency to seek stimulation in the company of others.



● Hispanic Art Enthusiasts 🇵🇷
● US - General

Conscientiousness

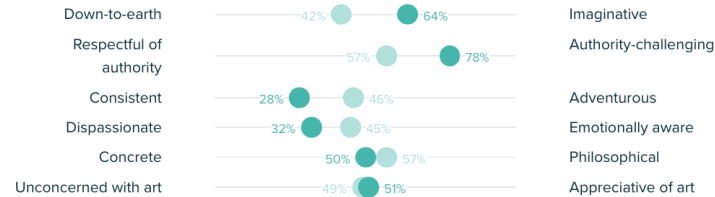
The tendency to act in an organised or thoughtful way.



● Hispanic Art Enthusiasts 🇵🇷
● US - General

Openness

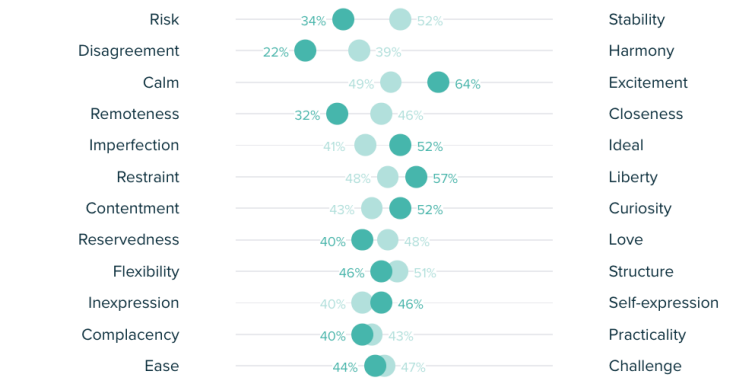
The extent to which they are open to experiencing a variety of activities.



● Hispanic Art Enthusiasts 🇵🇷
● US - General

Needs

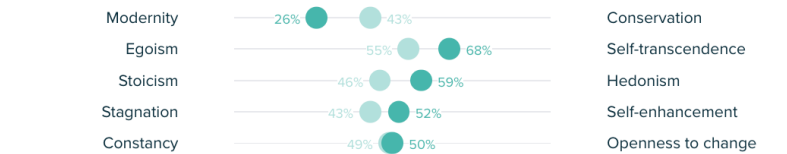
The aspects of a product that are likely to resonate with them. [Read more](#)



● Hispanic Art Enthusiasts 🇵🇷
● US - General

Values

The motivating factors that influence their decision-making. [Read more](#)



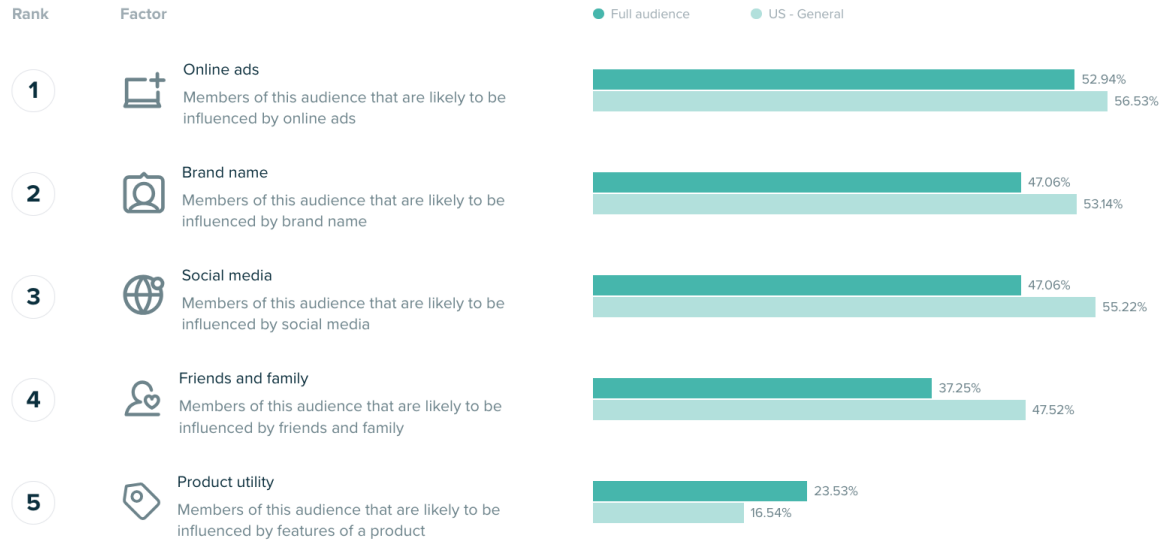
● Hispanic Art Enthusiasts 🇵🇷
● US - General



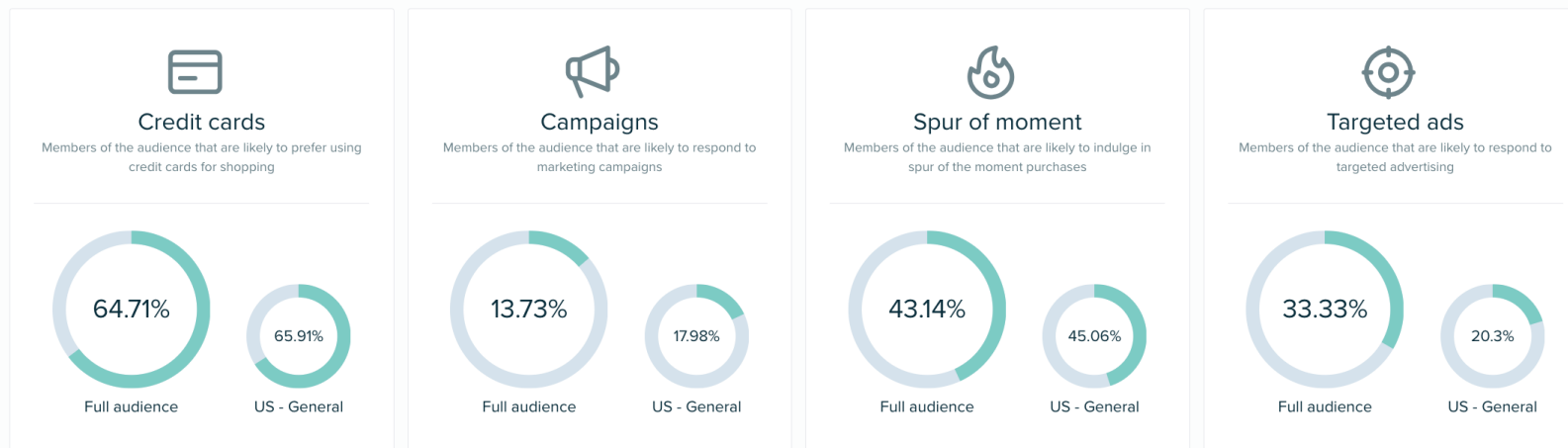
Segment / HAE / Buying Mindset

Purchase influence factors

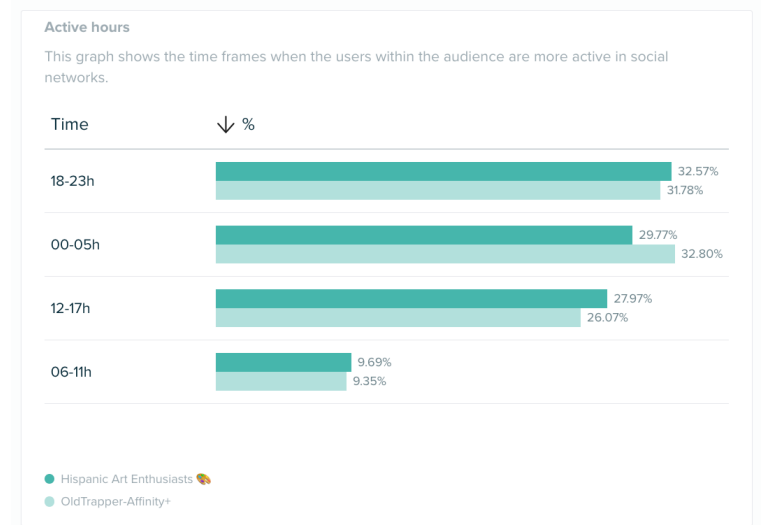
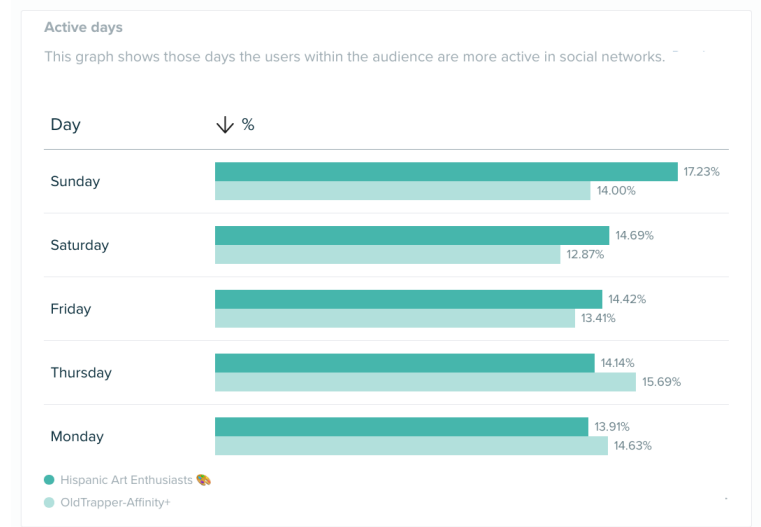
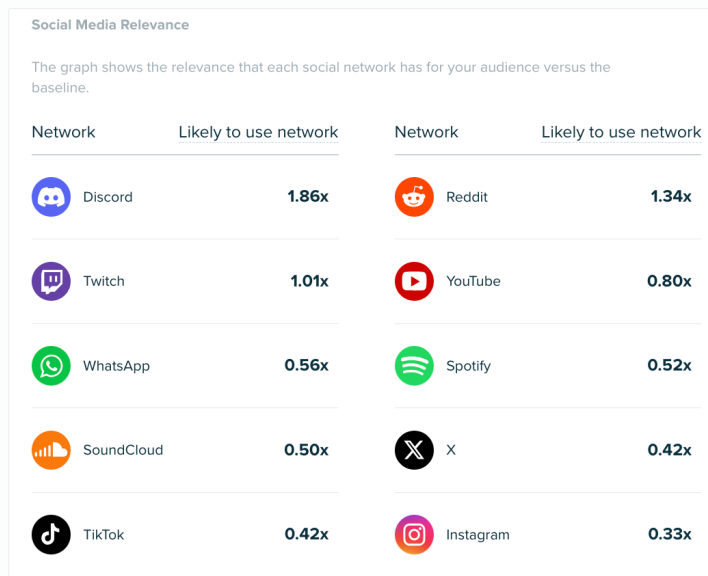
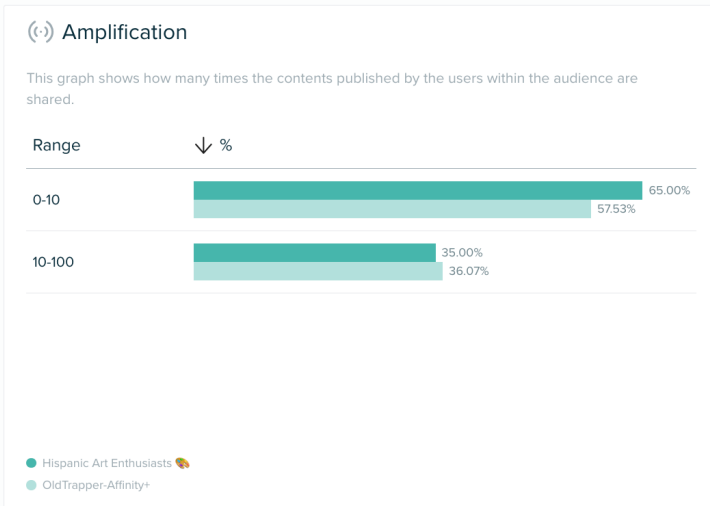
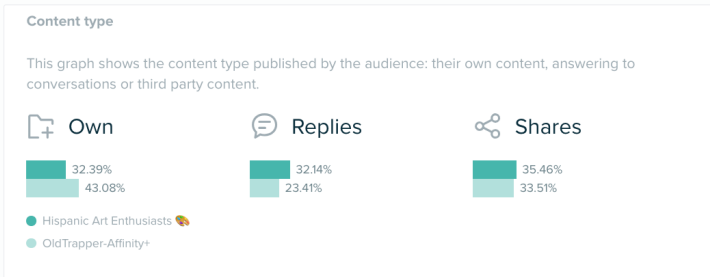
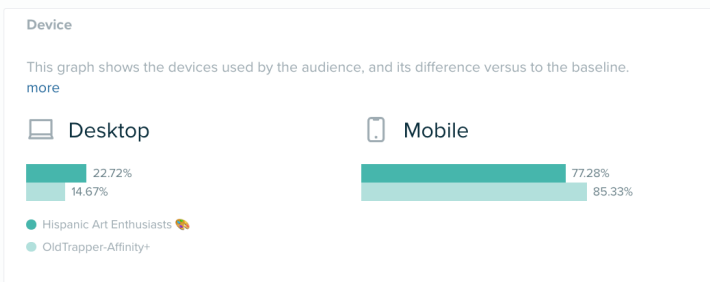
This graph shows the top purchase influence factors and its difference versus the baseline.



Consumer behavior





























Segment / HAE / Online Habits



Segment / HAE / Content



























Content liked by the audience

Popular content this audience has liked the most.

Domains Sorted by the number of times found in audience published content. youtube.com <hr/> gofundme.com <hr/> arab.org <hr/> docs.google.com <hr/> <p style="text-align: right;">Download </p>	Hashtags Sorted by the number of times found in content published by this audience. #ceasefirenow     <hr/> #splatoon3     <hr/> #hazbinhotel     <hr/> #freepalestine     <hr/> #dogday    	Mentioned users Sorted by the number of times users are mentioned in content published by this audience.  @Gr4veD4nger <hr/>  @Emma_Burrito <hr/>  @Jdogexe <hr/>  @DiscussingFilm <hr/>  @Tensa69
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Content posted by the audience's influencers

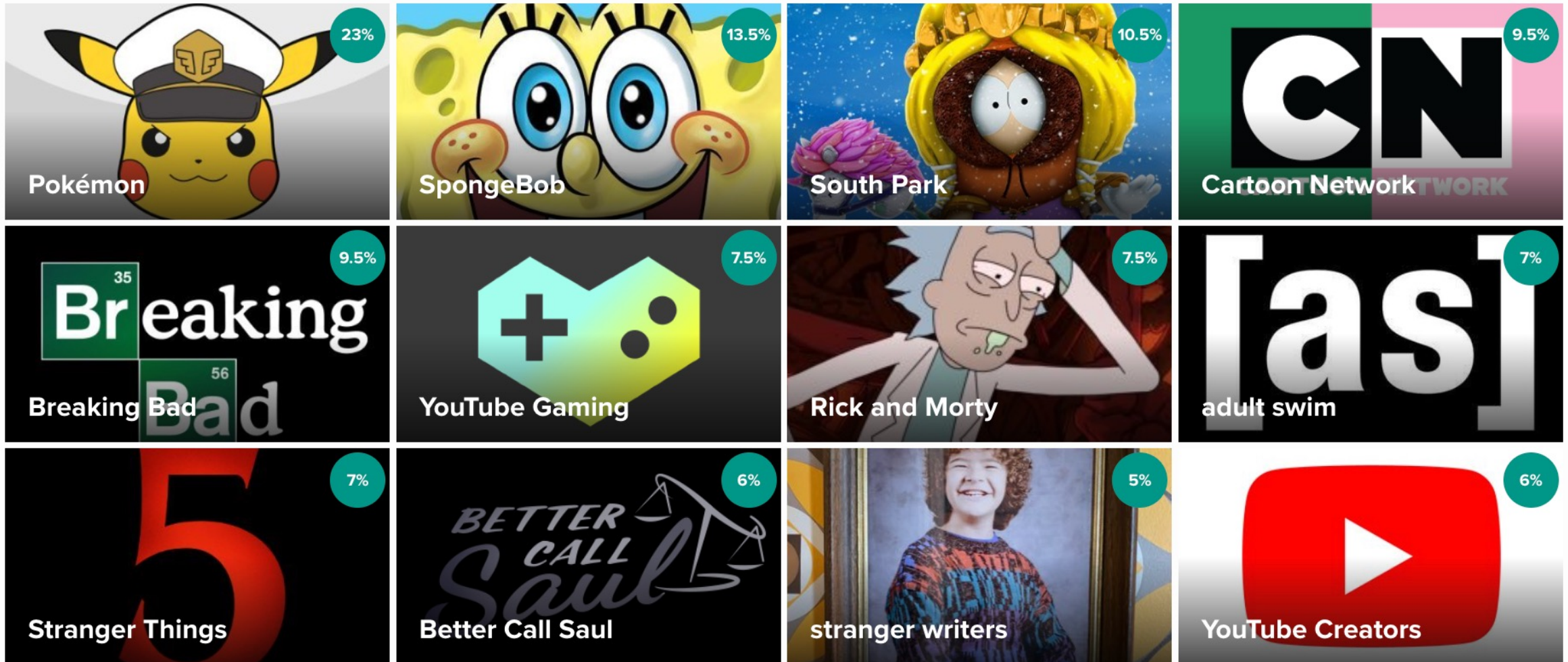
Popular content posted by the accounts most followed by the audience.

Domains Sorted by the number of times domains are found in influential content. youtube.com <hr/> twitch.tv <hr/> babylonbee.com <hr/> ign.com <hr/> <p style="text-align: right;">Download </p>	Hashtags Sorted by the number of times found in influential content. #oscars     <hr/> #ucl     <hr/> #제이홉     <hr/> #hope_on_the_street     <hr/> #홀온스    	Mentioned users Sorted by the number of times users have been mentioned in influential content.  @RapSheet <hr/>  @elonmusk <hr/>  @peopleschoice <hr/>  @PrimeVideo <hr/>  @tvngdotcom
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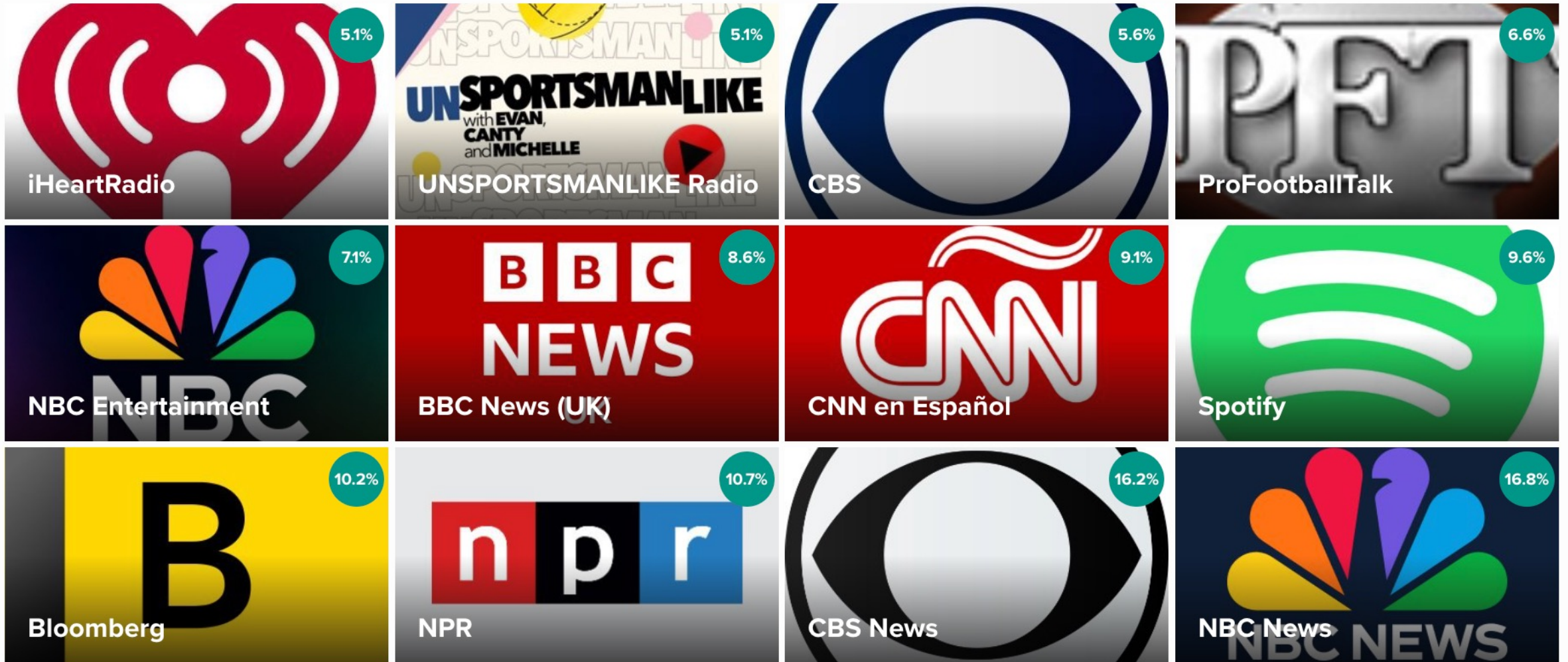
Persona / HAE / Media Affinity

The TV channels and shows your audience has an interest in ⓘ



Persona / HAE / Media Affinity

The radio stations and shows your audience has an interest in ⓘ



Persona / HAE / Media Affinity

Web & digital content ⓘ

Blogs



Digital magazines

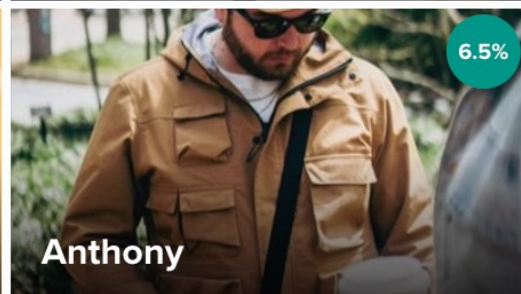
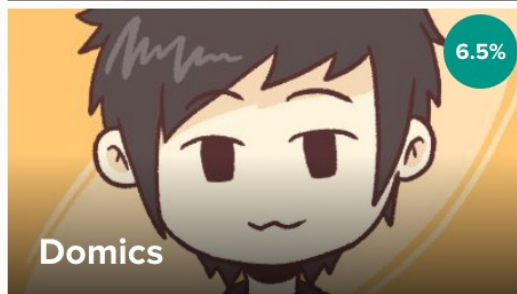
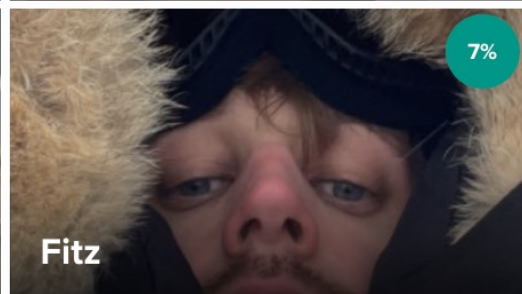
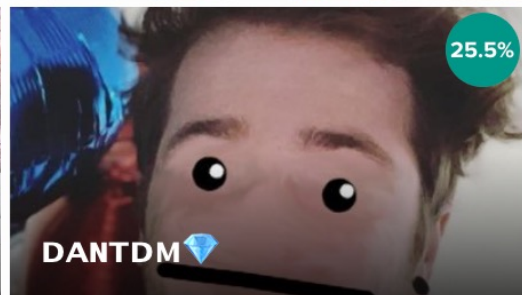


Websites



Persona / HAE / Media Affinity

The online shows your audience has interest in ⓘ



Segment / Persona / Kaitlin Briggs



Bio:

Kaitlin is a vibrant and culturally engaged individual with a deep appreciation for her Hispanic culture and shows an interest of all art. Residing in Dallas, a city she adores for its diverse art scene and vibrant community, Kaitlin works as a graphic designer at a local creative agency. Her work allows her to blend her passion for art with her professional skills, creating visually stunning designs that often incorporate elements of her Hispanic heritage.

Demographics

Age: 29 years old
Gender: Female
Location: Dallas, Texas
Education: Bachelor's degree in Graphic Design
Occupation: Graphic Designer

Interests

- Strong interest in education, especially art education and cultural studies.
- Enjoys exploring and participating in sports activities, viewing them to connect with her community.
- Has a soft spot for pets, owning a rescue dog named "Frida" after Frida Kahlo, her favorite painter.

Personality

- Highly sensitive to her environment, which deeply influences her creative process.
- While she enjoys social interactions, she often prefers smaller, more intimate gatherings where deep, meaningful conversations can take place.
- Detail-oriented in her work, always striving for perfection in her designs.

Preferred Media

- Mobile is her go-to device for staying connected, consuming content, and finding inspiration.
- Frequently visits platforms like Instagram and Pinterest for visual inspiration.
- Enjoys YouTube for art tutorials, cultural documentaries, and creative content.

Influencers

- Follows content from creators like Pelo (@SrPelo) and Quackity (@Quackity) for their humor and creative expression.
- Admires Dana Terrace (@DanaTerrace) for her work in animation and storytelling, drawing inspiration for her own designs.

Buyer Behaviors

- Prefers purchasing from brands that support or are involved in the community.
- Looks for products that are both high-quality such as artisan.
- Values authenticity and is willing to pay a premium for products that are genuine.



Sample Report / Latin Music Lovers



Latin Music Lovers 🎵

Audience Details

Demographics: Predominantly male (61.32%) and skewed slightly younger within the 25-34 demographic (41.94%).

Interests: Strong ties to music, work, and society, indicating a well-rounded lifestyle with diverse interests.

Online Habits: Mobile is the dominant device, with Thursday early mornings being peak times.

Key Affinities: High affinity for music artists and brands, suggesting opportunities for partnerships in the music industry.

Personality Traits: A blend of extroversion and agreeableness with a strong leaning towards excitement and social engagement.

Values

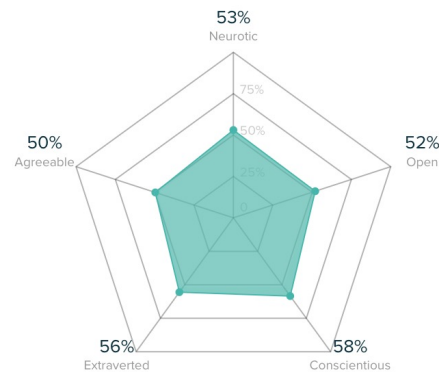
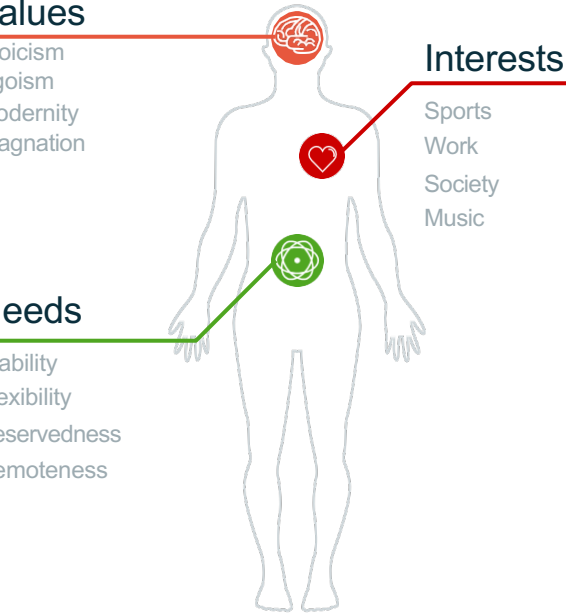
Stoicism
Egoism
Modernity
Stagnation

Interests

Sports
Work
Society
Music

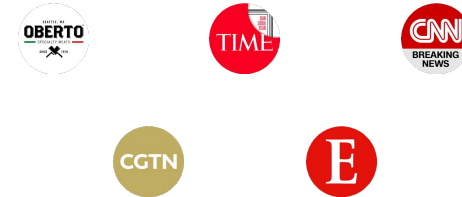
Needs

Stability
Flexibility
Reservedness
Remoteness



Trust these brands

These are the most influential brands for the audience



Network

Likely to use network

	TikTok	39.14x
	Spotify	27.60x
	Facebook	14.78x
	SoundCloud	12.65x
	Twitch	7.84x

Bio

Distribution by most common words used by the audience to describe themselves.

Term	↓ %
latino	50.00%
music	46.20%
latino music	42.41%
hip	24.05%
hip hop	24.05%
hip hop rap	24.05%

Online habits

These are the most relevant online habits for the audience



Preferred Device
Mobile



Most active day
Thursday



Most active timeframe
00-05H



Sample Report / WWE & Gaming



● WWE & Gaming 🎮

Audience Details

Demographics: Male-dominated (58.98%), primarily aged 25-34 (54.55%).

Interests: A significant focus on games, education, and sports.

Online Habits: Active on mobile devices, particularly on Tuesday early morning.

Key Affinities: Engagement with gaming and wrestling content, including specific wrestlers and gaming brands.

Personality Traits: Enthusiastic and active, with tendencies towards hedonism and challenging authority.

Values

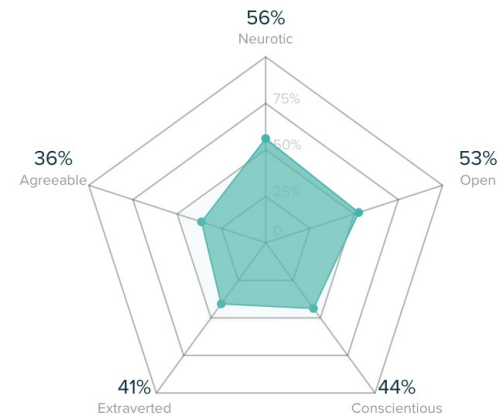
Self-transcendence
Hedonism
Self-enhancement
Modernity

Interests

Games
Education
Sports
Pets

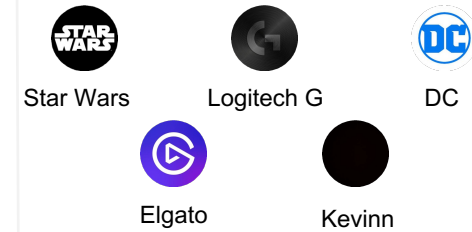
Needs

Excitement
Liberty
Love
Risk



Trust these brands

These are the most influential brands for the audience



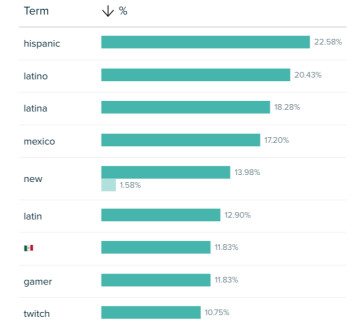
Network

Likely to use network

	Discord	64.51x
	Twitch	52.43x
	Snapchat	16.73x
	Facebook	11.65x
	Reddit	9.23x

Bio

Distribution by most common words used by the audience to describe themselves.



Online habits

These are the most relevant online habits for the audience

Preferred Device
Mobile

Most active day
Tuesday

Most active timeframe
00-05H



Sample Report / Tech & Crypto



Tech & Crypto

Audience Details

Demographics: Highly male-dominated (89.47%), with a balanced age distribution around 25-34 (50.00%).

Interests: Focused on work, sports, society, and notably high interest in travel and science.

Online Habits: Predominantly mobile users, with Tuesday early mornings being the most active.

Key Affinities: Strong connections to cryptocurrency and technology, highlighting potential for targeted digital finance and tech opportunities.

Personality Traits: Highly open, agreeable, and extroverted, showing an audience that is receptive to new ideas and innovations.

Values

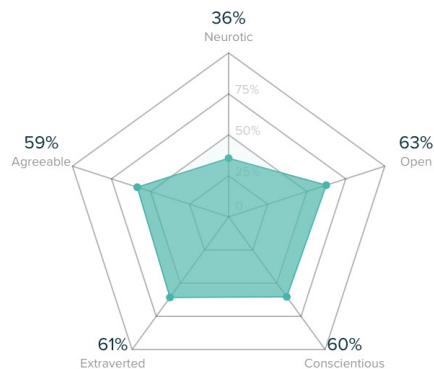
- Constancy
- Egoism
- Modernity
- Stoicism

Interests

- Work
- Sports
- Society
- Travel

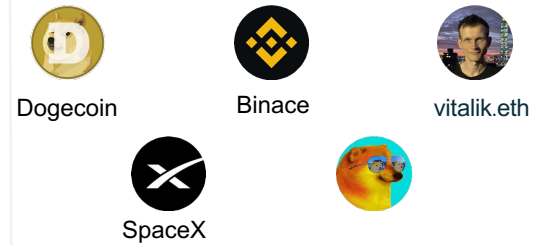
Needs

- Flexibility
- Risk
- Contentment
- Complacency



Trust these brands

These are the most influential brands for the audience



Network

Likely to use network

Reddit	9.51x
Spotify	6.59x
Facebook	5.56x
YouTube	1.44x
X	1.21x

Bio

Distribution by most common words used by the audience to describe themselves.

Term	%
latino	26.67%
mexico	26.67%
hispanic	16.67%
latina	13.33%
new	1.58%

Online habits

These are the most relevant online habits for the audience

Preferred Device
Mobile



Most active day
Tuesday



Most active timeframe
00-05H

