



DIGITAL AUDIENCE PROFILE

ADVERTISE WITH R&R

R&R empowers restoration professionals to reach their fullest potential through useful coverage on important topics such as water damage restoration, fire damage restoration, mold remediation, contents restoration, catastrophe restoration, forensic restoration, business management, insurance and legal issues, and much more.

www.randrmagonline.com



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

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**Alliance for
Audited Media**



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

Restoration & Remediation serves disaster restoration and remediation professionals involved in the property/loss industry as well as crime scene cleaning, green restoration and hoarding clean up.

42,583

Total Audience Reach

13,944

Unique Active Audience

87%

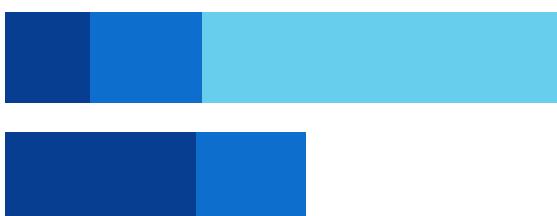
Engaged

Core Channels

Total Channel Audience

Unique to Channel

Website

15,885**2,435**

Newsletter

8,569**5,433**█ Unique to Channel█ Active in 2 Channels█ Active in all 3 Channels

Additional Channels

178

Webinar Average Registrants

1,519

Unique Event Registrants

6,591

Standard eBlast Delivery

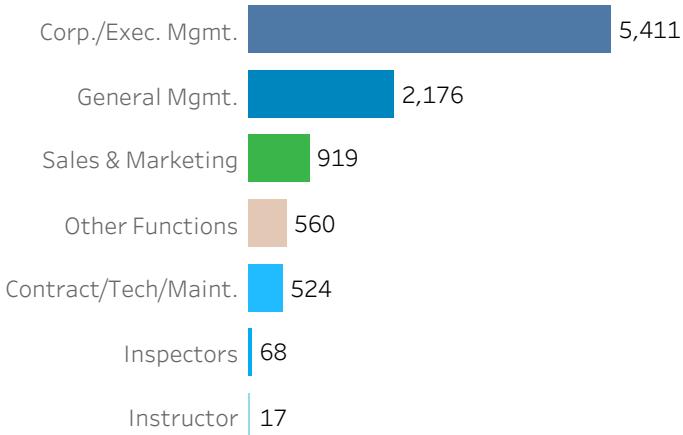
18,129

Social Media Total Followers

Demographics

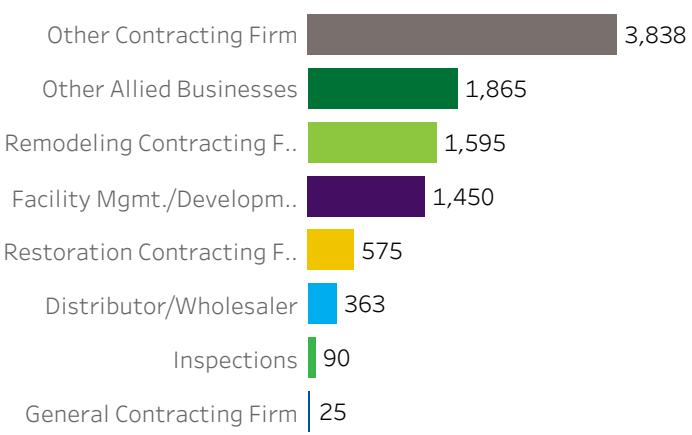
Job Function

Top 7 shown



Business Industry

Top 8 shown



9,675 responses

9,801 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

8,569



% of Recipients Engaged

79%



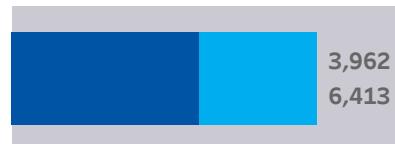
Sends per Month

5

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name Average Delivered

R&R Newsletter 8,217



3,962 * Unique Opens - Single Send Avg (48%)

6,413 * Total Engaged Recipients (79%)

INSURE Your Success 1,919



985 * Unique Opens - Single Send Avg (51%)

1,308 * Total Engaged Recipients (69%)

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
R&R Newsletter	4.3	8,217	3,962	48.2%	173	2.1%
INSURE Your Success	1.0	1,919	985	51.3%	66	3.5%



Newsletters - Recipient Demographics & Locations

Demographic - Job Function

Top 7 Shown

Corp./Exec. Mgmt.	4,200
General Mgmt.	1,633
Sales & Marketing	716
Other Functions	433
Contract/Tech/Maint.	416
Inspectors	53
Instructor	16

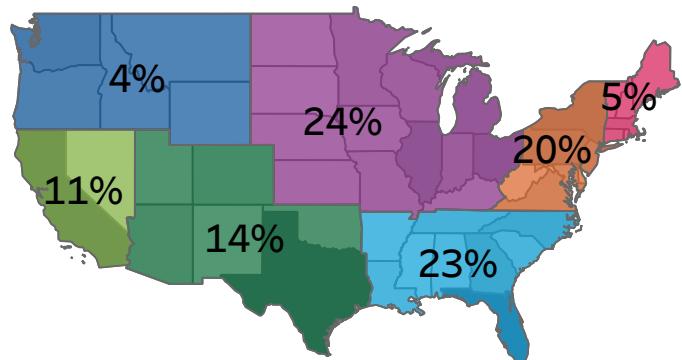
7,467 recipients with responses

Demographic - Business/Industry

Top 8 Shown

Other Contracting Firm	3,378
Other Allied Businesses	1,391
Remodeling Contracting Firm	1,055
Facility Mgmt./Development	1,027
Restoration Contracting Firm	380
Distributor/Wholesaler	218
Inspections	71
General Contracting Firm	25

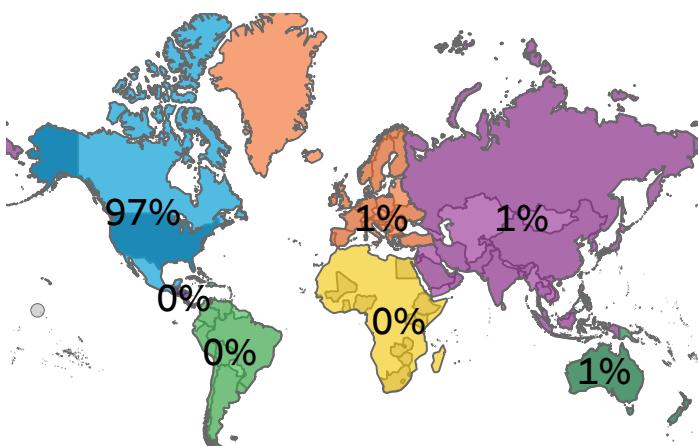
7,545 recipients with responses



93% of recipients are located in the US

Unique Recipients by Region

Midwest	1,698
Southeast	1,649
Mid-Atlantic	1,443
Unknown US	1,076
Southwest	1,018
West	759
Northeast	353
Northwest	302
Non-Continental US	34



7% of recipients are located internationally

Unique Recipients by Region

North America	8,663
Europe	86
Oceania	80
Asia	75
South America	31
Africa	27
Central America	5

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

15,016



Average Monthly
Sessions

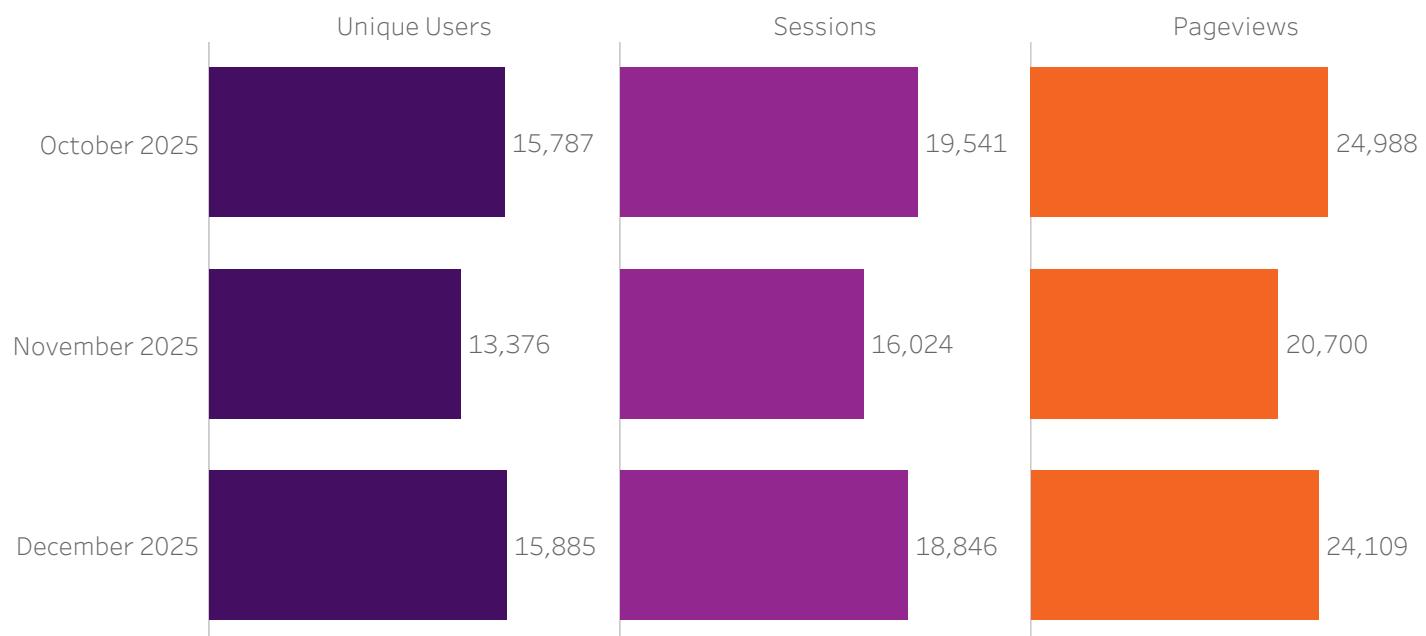
18,137



Average Monthly
Pageviews

23,266

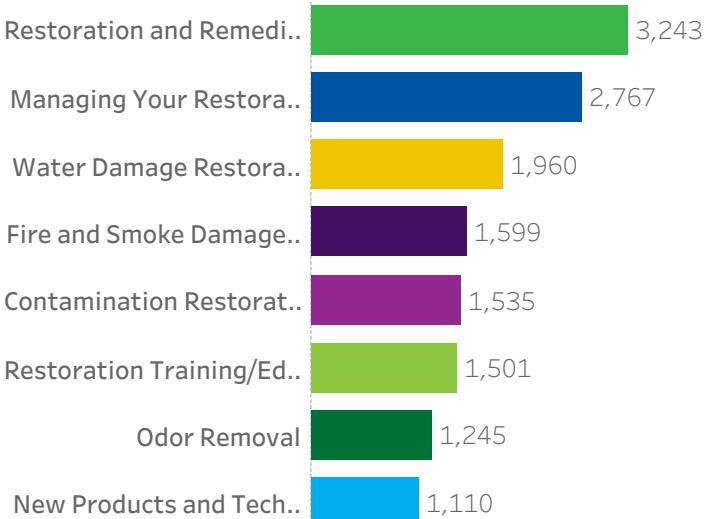
Monthly Website Statistics



Top 8 Content Topics Viewed



Average Monthly Pageviews





Website - Known User Activity



Active Registered Users

1,528



Active Known Users

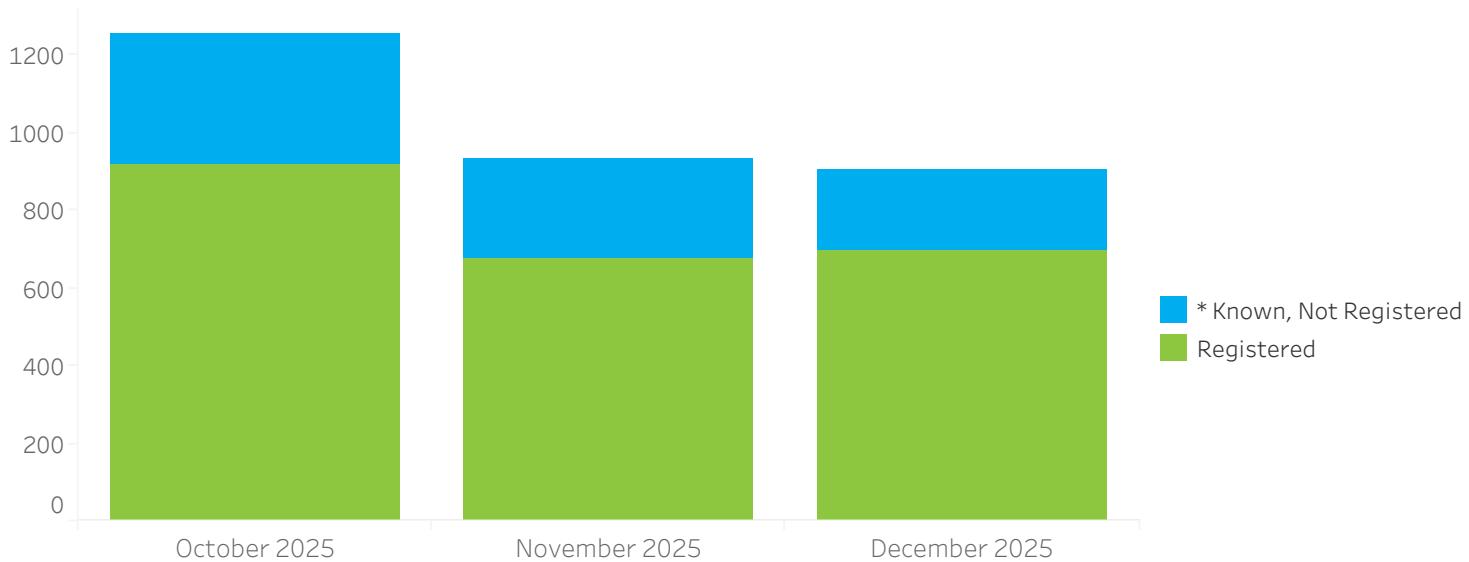
2,127



Average Visits per User

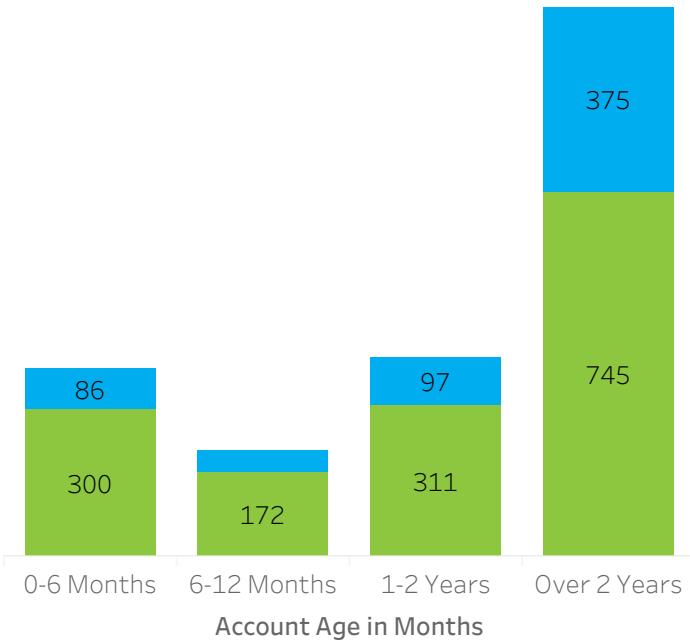
15.9

Website Users

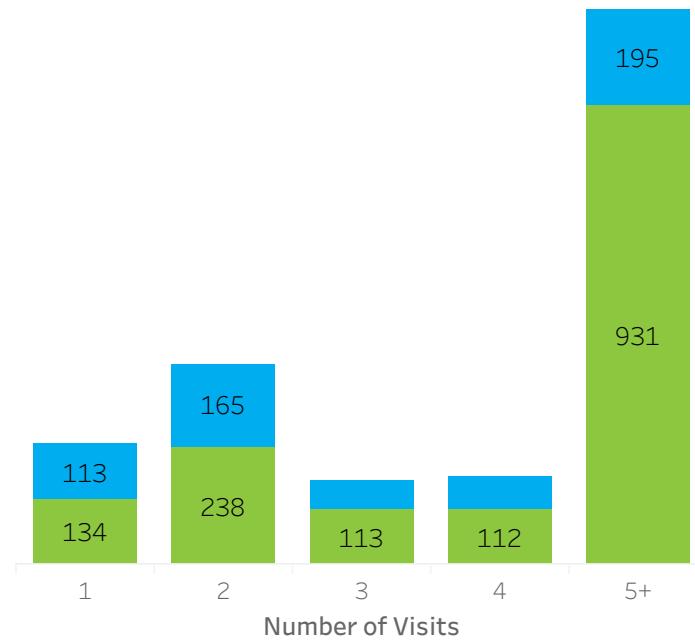


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



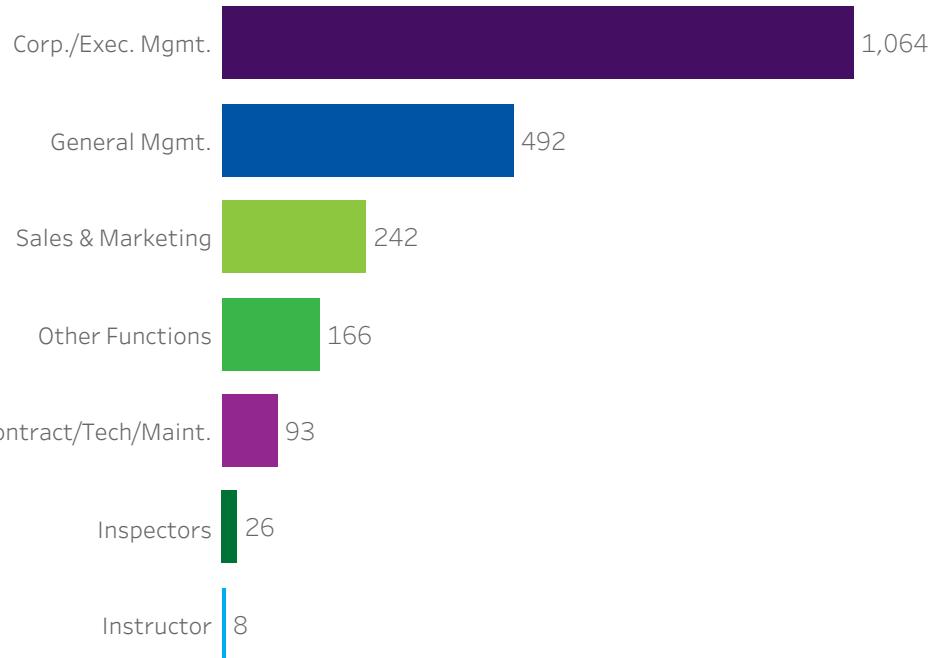
Known Users by Visit Frequency





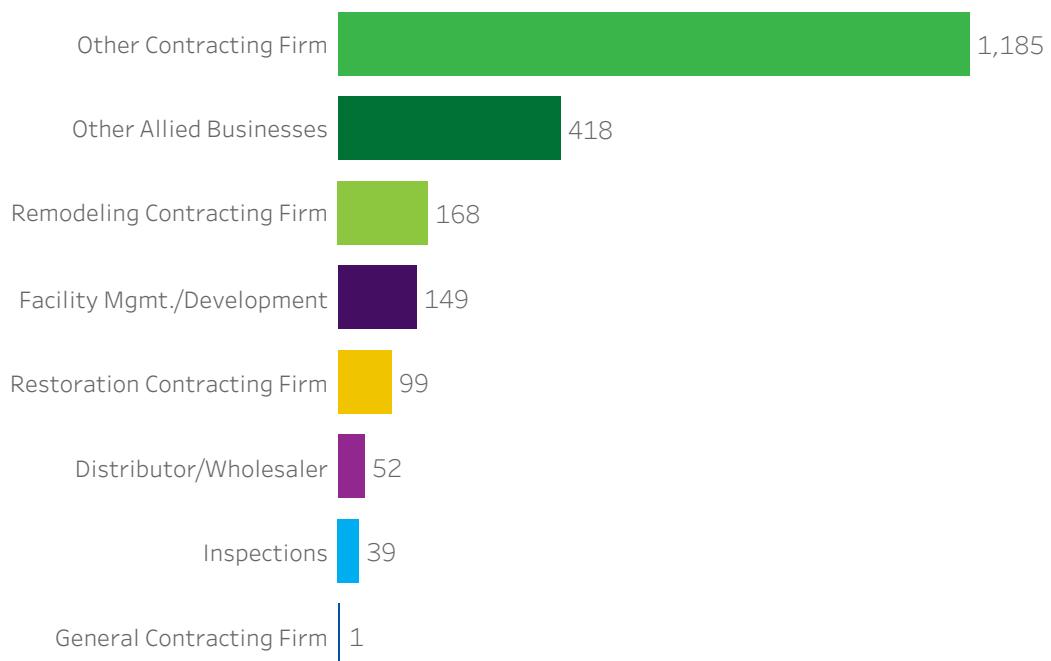
Website - User Demographics

Demographic - Job Function Top 7 Shown



2,091 or 98% of users with responses

Demographic - Business/Industry Top 8 Shown



2,111 or 99% of users with responses



Website - User Locations



% of Users Based in US

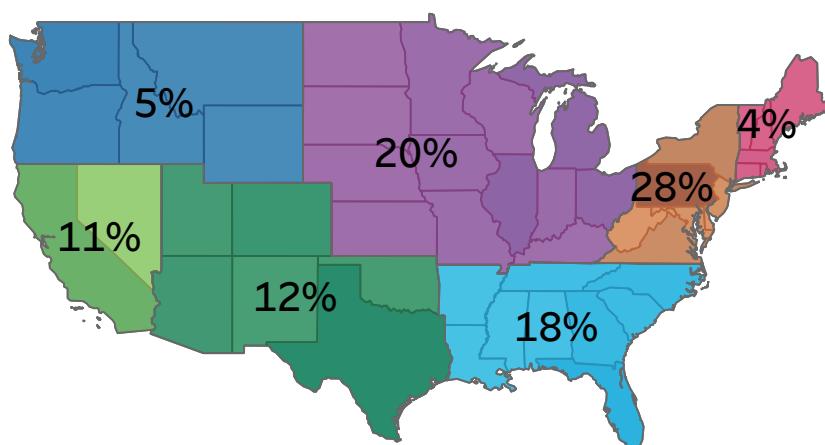
89%



Average Monthly Users Based in US

13,300

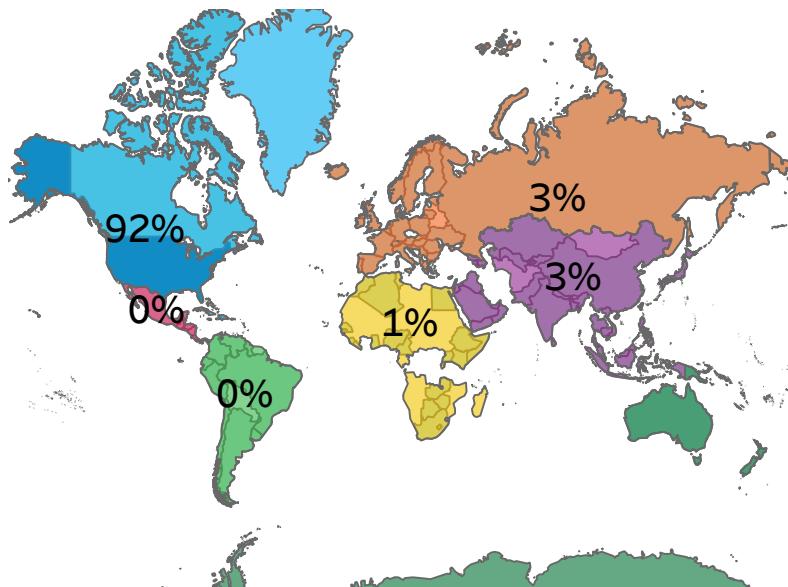
Geographic - US Regions



Unique Users by Region

Mid-Atlantic	3,734
Midwest	2,679
Southeast	2,409
Southwest	1,640
West	1,502
Northwest	668
Northeast	516
Unknown US	105
Non-Continental US	47

Geographic - World Regions



Unique Users by Region

North America	13,696
Asia	479
Europe	446
Africa	110
Oceania	93
Central America	27
South America	24

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

6,610



% of Recipients Engaged

73%



Sends per Month

11

Activity by eBlast

Sponsorship Type	Avg Delivered
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Exclusive	6,604
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2,666 * Unique Opens - Single Send Avg (40%)

6,148 * Total Engaged Subscribers (73%)

Multi-Sponsored	6,795
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2,862 * Unique Opens - Single Send Avg (42%)

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

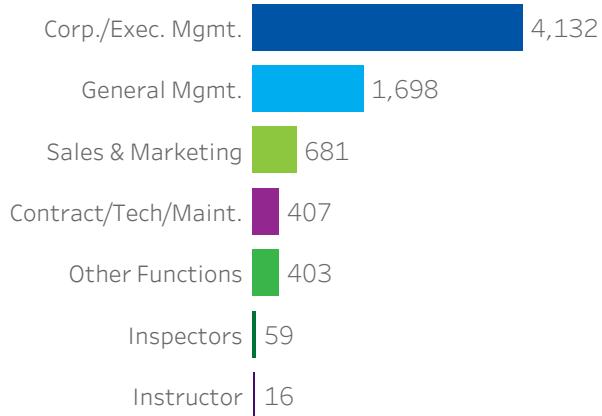
eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Restoration & Remediation	Exclusive	11.0	6,604	2,666	40.4%	61	0.9%
	Multi-Sponsored	0.3	6,795	2,862	42.1%	46	0.7%



Sponsored eBlasts - Recipient Demographics & Locations

Demographic - Job Function

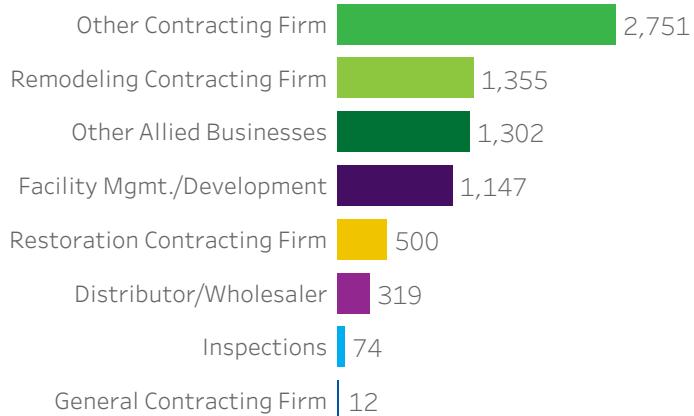
Top 7 Shown



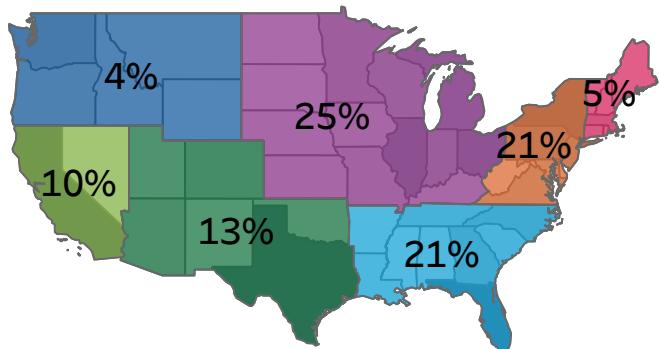
7,396 or 88% of recipients with responses

Demographic - Business/Industry

Top 8 Shown

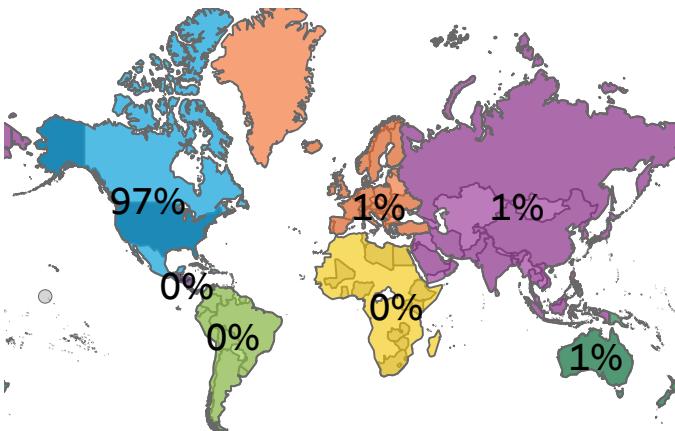
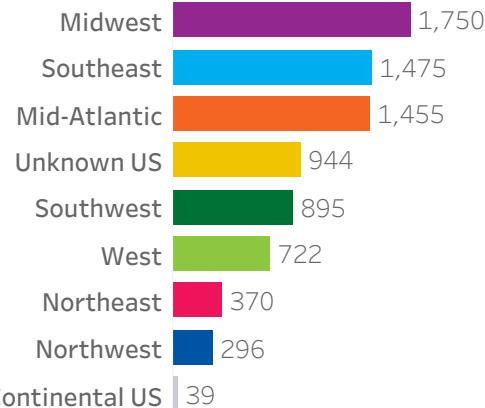


7,460 or 89% of recipients with responses



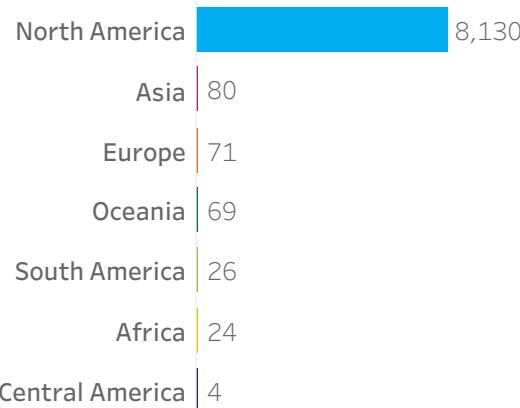
95% of recipients are located in the US

Unique Recipients by Region



5% of recipients are located internationally

Unique Recipients by Region



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



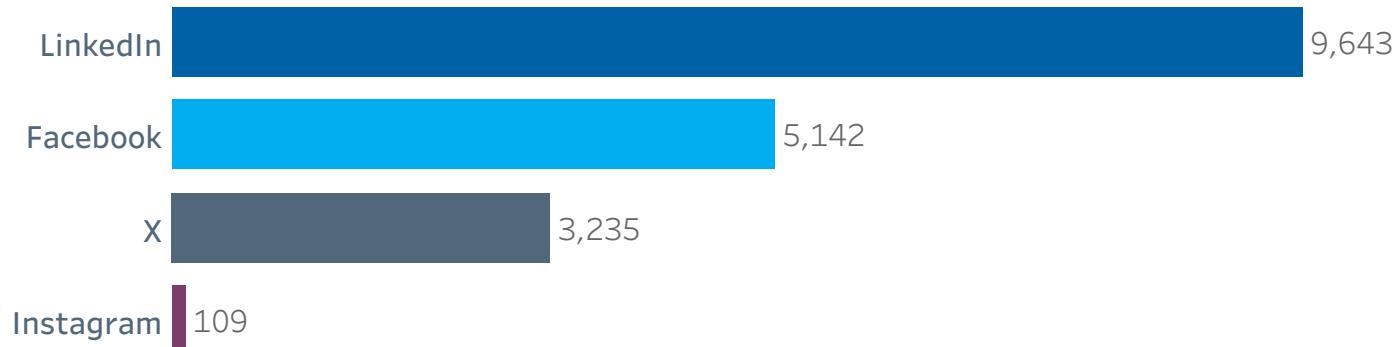
Total Social Media Followers

18,129

Engagements

6,969

Followers by Channel



Total Engagements



2,370



153

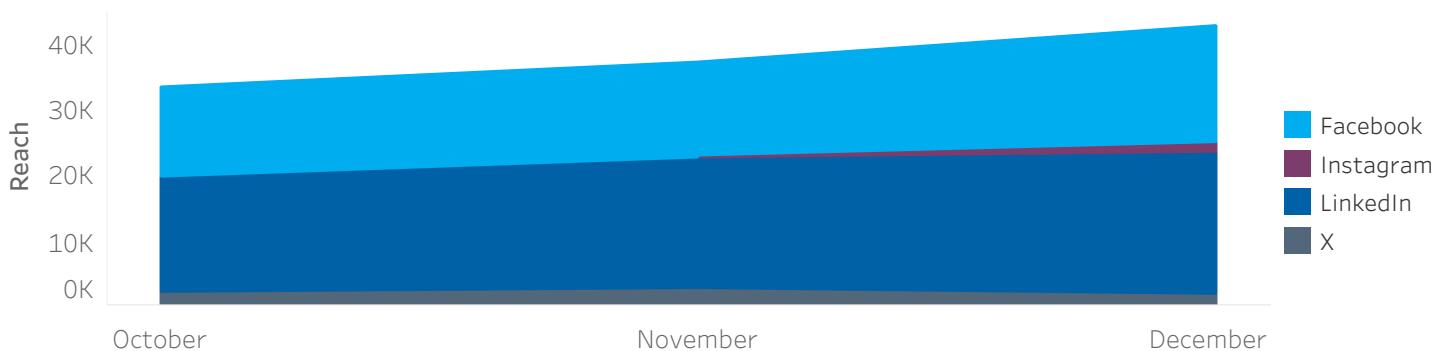


4,167



279

Reach by Month



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

1,653



Total Events
Annually

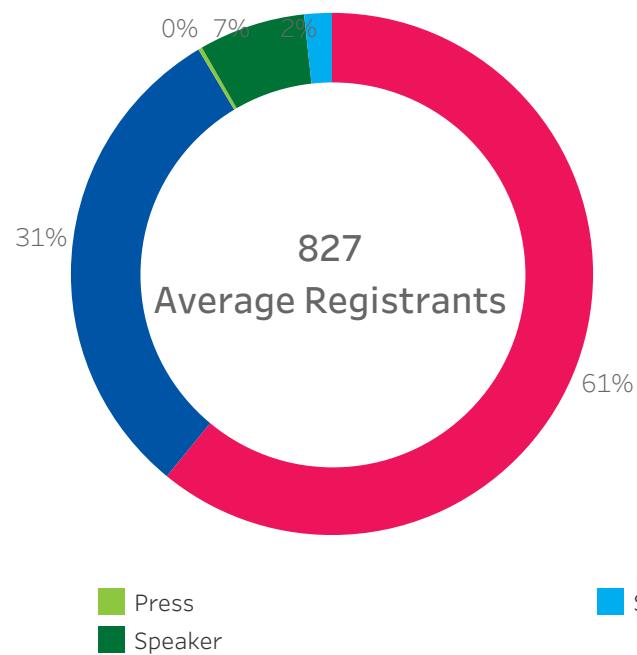
2



Average Registrants
per Event

827

Registrant Types



■ Attendee

■ Exhibitor/Sponsor

■ Press

■ Speaker

■ Staff

Event Registration

The Experience Conference & Exhibition

April 8, 2025



322 Registrants

The Experience Convention & Trade Show

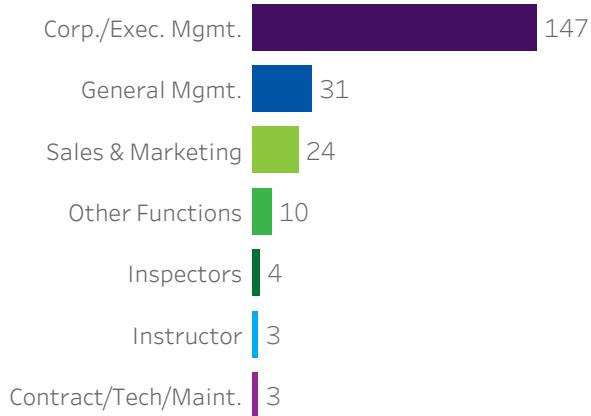
September 2, 2025



1,331 Registrants

**Events - Registrant Demographics & Locations****Demographic - Job Function**

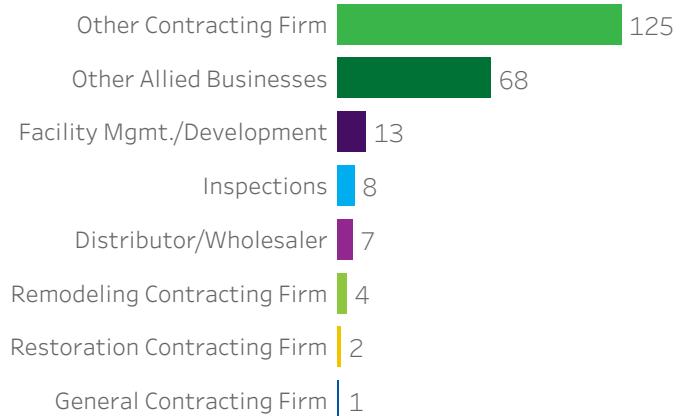
Top 7 Shown



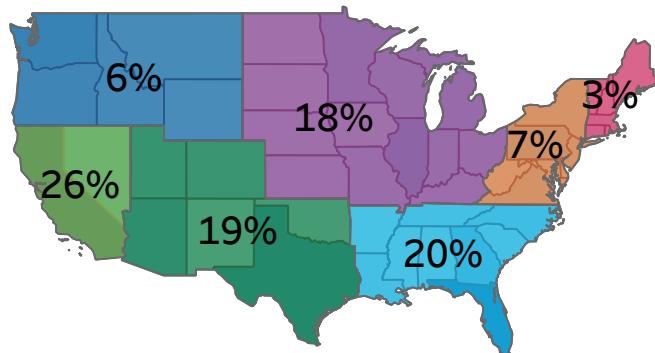
222 or 13% of registrants with responses

Demographic - Business/Industry

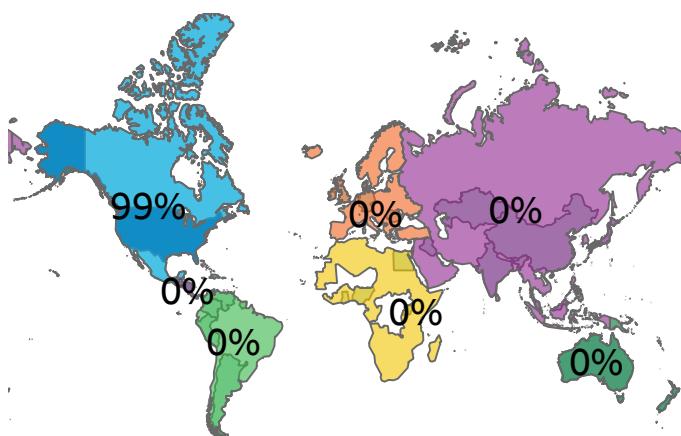
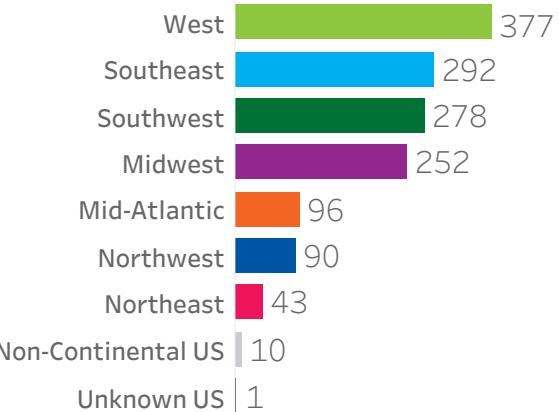
Top 8 Shown



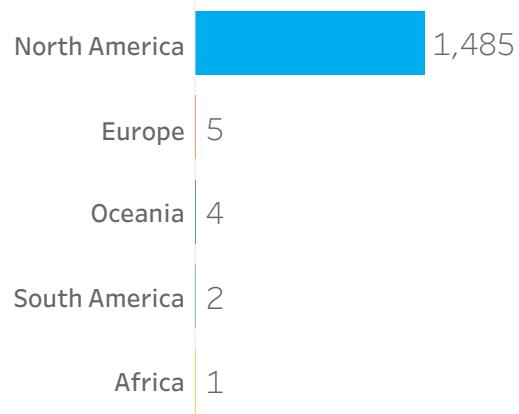
228 or 14% of registrants with responses



96% of registrants are located in the US

Unique Registrants by Region

4% of registrants are located internationally

Unique Registrants by Region

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.

Webinars



Unique Registrants

178

Unique Attendees

87

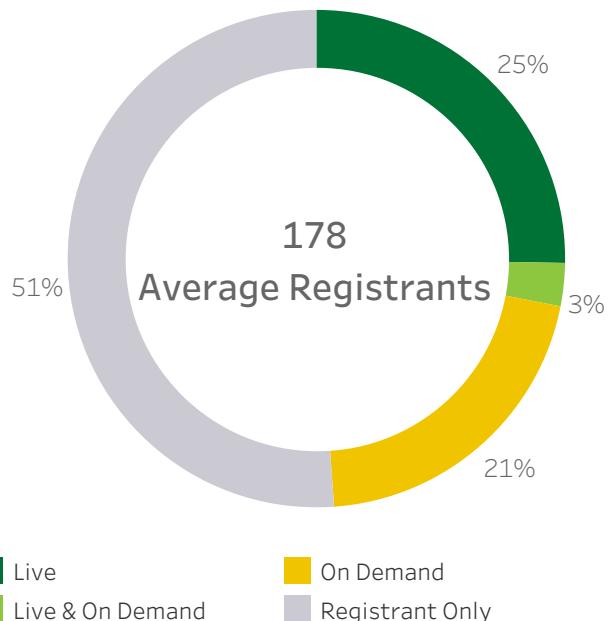
Registrant Attendance Rate

49%

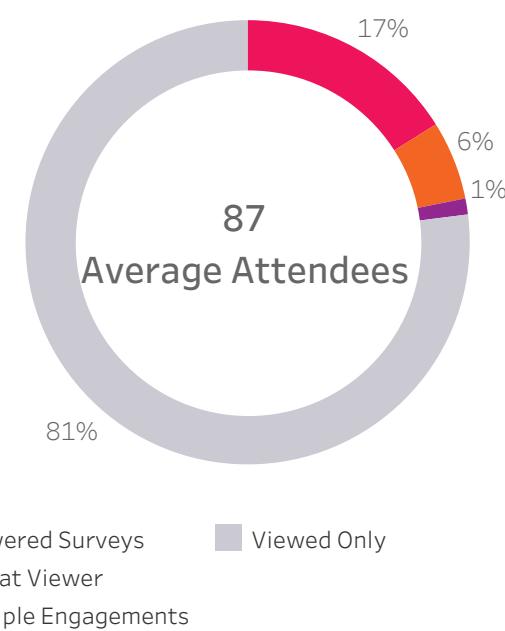
Average Attendees per Webinar

87

Registrant Breakdown

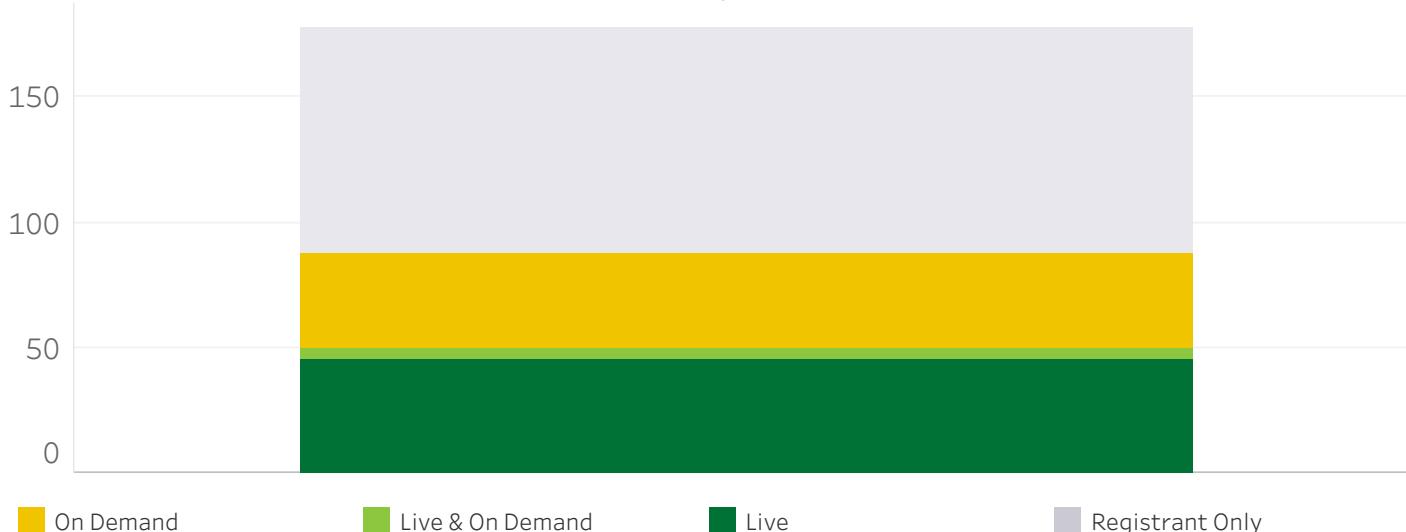


Attendee Engagement Breakdown



Registration & Attendance Analysis

May 2025

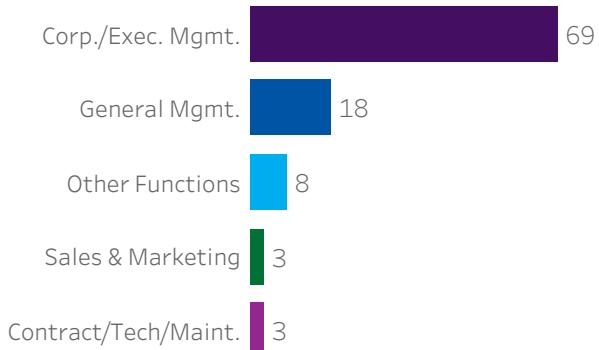


* All data is calculated from the most recent webinar

Webinars - Registrant Demographics & Locations

Demographic - Job Function

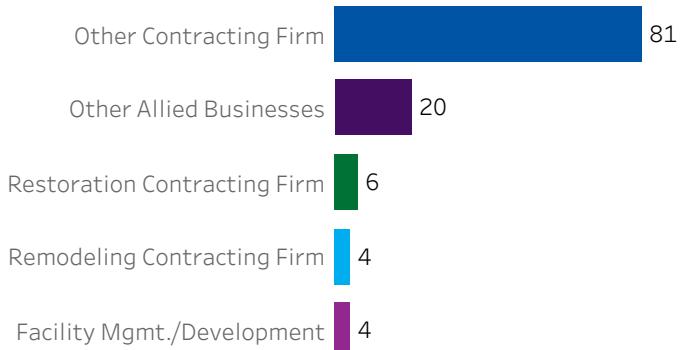
Top 5 Shown



101 or 57% of registrants with responses

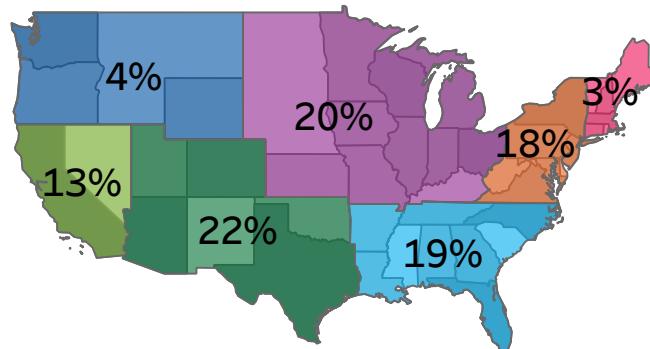
Demographic - Business/Industry

Top 5 Shown



115 or 65% of registrants with responses

Unique Registrants by Region



99% of registrants are located in the US

Unique Registrants by Region



North America

169

1% of registrants are located internationally

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 attend 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)
- **Oceania:** 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

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

Display Name

Included Demographics

Contract/Tech/Maint.

Contract/Inst/Tech/Maint

Corp./Exec. Mgmt.

Corporate/Executive MGMT

General Mgmt.

General Management

Inspectors

Inspector

Instructor

Instructor

Other Functions

Architecture

Consultant

Design

Draftsperson/Technical Staff

Engineering

Must Pay

Need More Information

Other

Purchasing

Student

Sales & Marketing

Sales & Marketing

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name	Included Demographics
Distributor/Wholesaler	Mold Remediation Wholesaler
Facility Mgmt./Development	Comm/Offfic Bldg Mgmt/Dev Engineering Firm Manufacturer Other Contracting Firm Remodeling Contracting
General Contracting Firm	Smoke/Fire Restoration
Inspections	Inspections
Other Allied Businesses	Architecture Firm Associations/Libraries Carpet Cleaning Consulting Engineering Consulting Firm Contracting Firm Distributor Educ Facility Mgmt/Dev Flooring Dealer/Contracting Government Government: Federal Government: State Govt/Military Facility Mgmt Hospital/Health Care Fac Interior Design Firm Must Pay Need More Information Other (please specify) Other Engineering Firm Other Facility Mgmt Other Restoration Retailer Roofing Training/Education Water Damage Restoration
Other Contracting Firm	Building Service Indoor Environmental Pro Restoration
Remodeling Contracting Firm	General
Restoration Contracting Firm	Facility Mgmt/Development Manufacturers Rep Public Relations/Adv Agency Retail/Rest/Hospitality

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

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

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 & Newsletter:** 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