



DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *BUILDING ENCLOSURE*

The only educational resource that deals with the technical aspects of building enclosure design, *Building Enclosure (BE)* covers commercial, multi-family, industrial and institutional applications both above and below grade. *BE's* platforms reach a national audience of architects, engineers, consultants and designers, as well as building owners and facility managers.

www.buildingenclosureonline.com



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Accreditation Report



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 April 30, 2026.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media
May 29, 2026



Audience Profile

Total Audience

BUILDING ENCLOSURE reaches a national audience of architects, engineers, consultants, and designers, as well as building owners and facility managers.

66,566	47,493	95%
Total Audience Reach	Unique Active Audience	Engaged

Core Channels

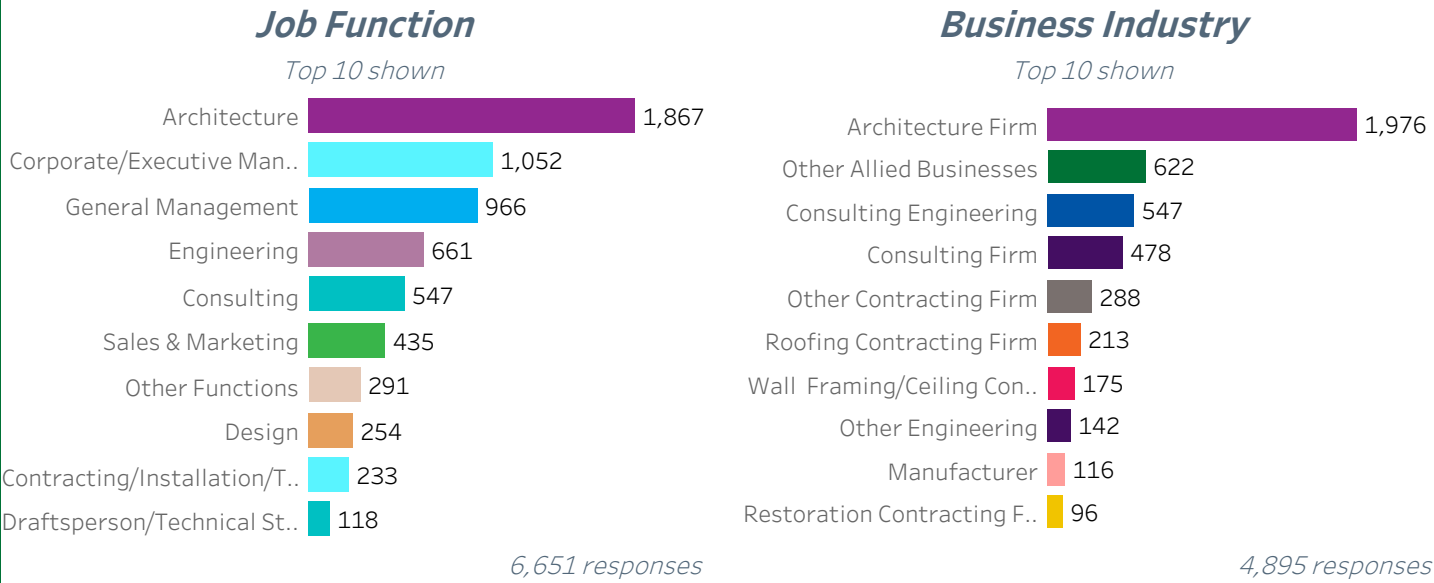
	Total Channel Audience	Unique to Channel	
Website	15,498	1,770	
Newsletter	10,458	7,027	

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

Additional Channels

1,290	29,529	9,237	11,081
Webinar Average Registrants	Continuing Education Active Registered Users	Standard eBlast Delivery	Social Media Total Followers

Demographics





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

10,458



% of Recipients Engaged

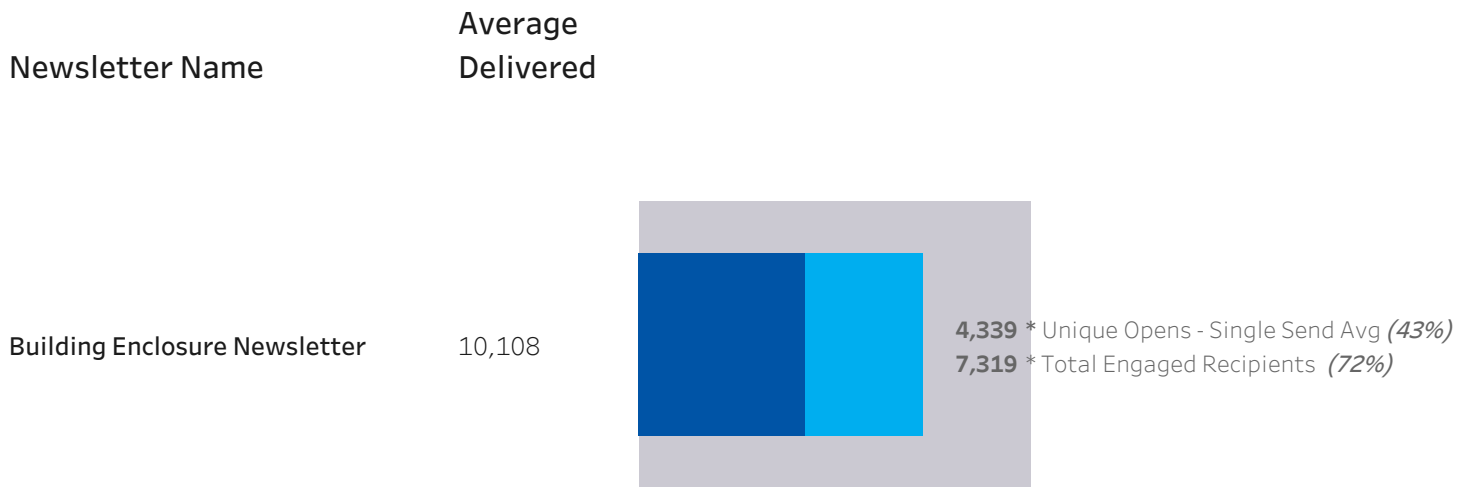
72%



Sends per Month

4

Recipient Activity by Newsletter Over the Last 3 Months



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
Building Enclosure Newsletter	4.3	10,108	4,339	42.9%	170	1.7%

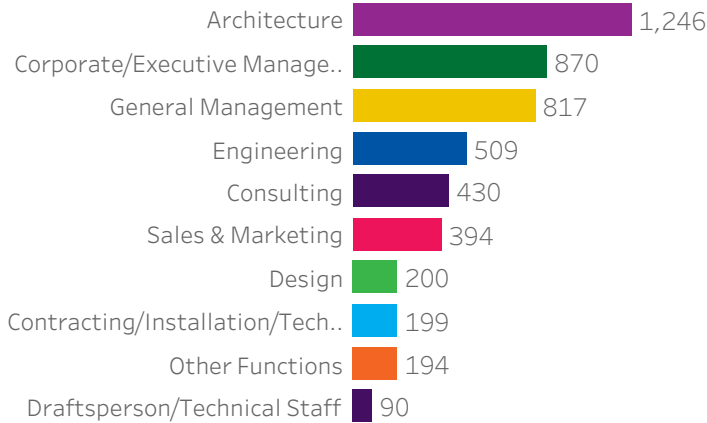
* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



Newsletters - Recipient Demographics & Locations

Demographic - Job Function

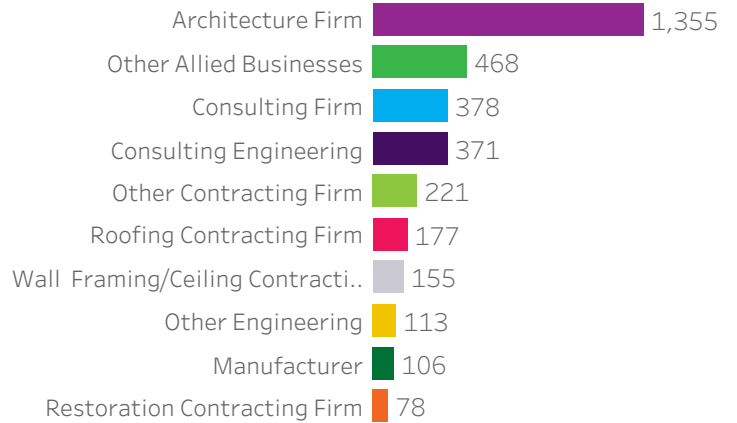
Top 10 Shown



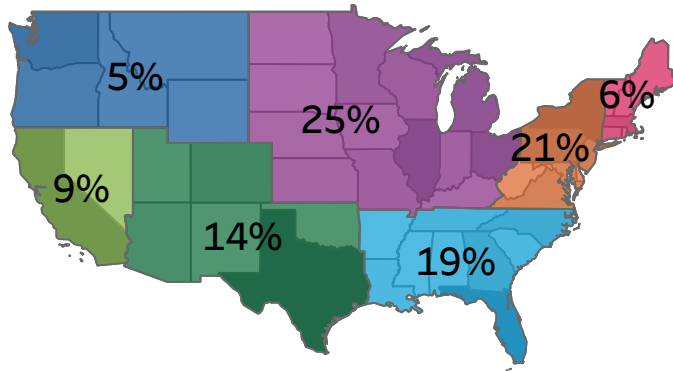
5,137 recipients with responses

Demographic - Business/Industry

Top 10 Shown

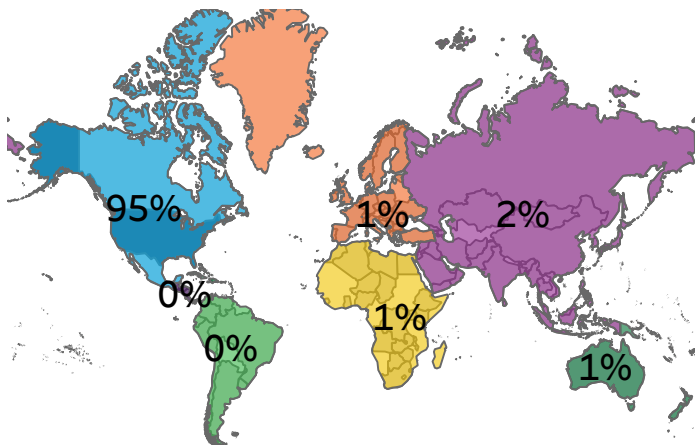
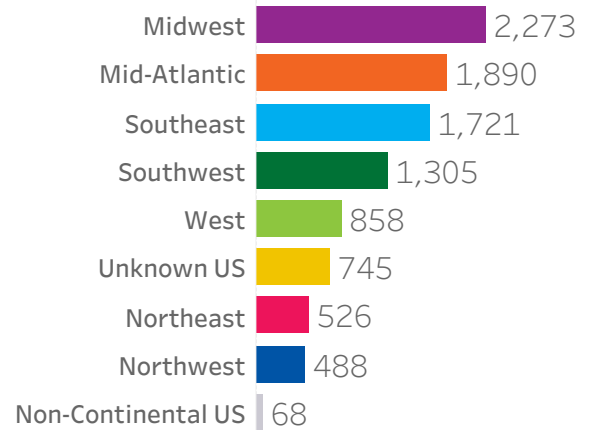


3,620 recipients with responses



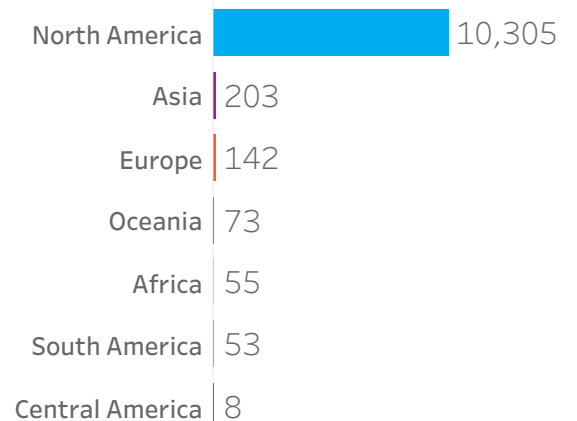
91% of recipients are located in the US

Unique Recipients by Region



9% of recipients are located internationally

Unique Recipients by Region





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

16,633



Average Monthly
Sessions

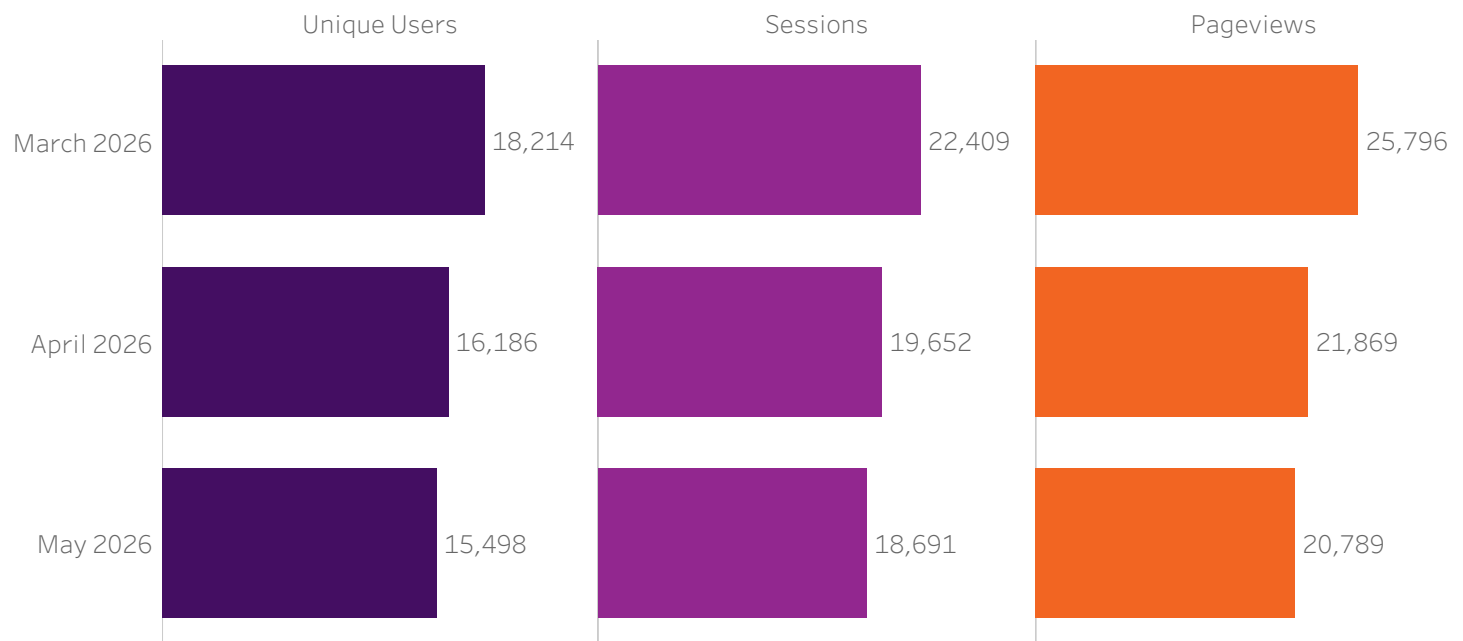
20,251



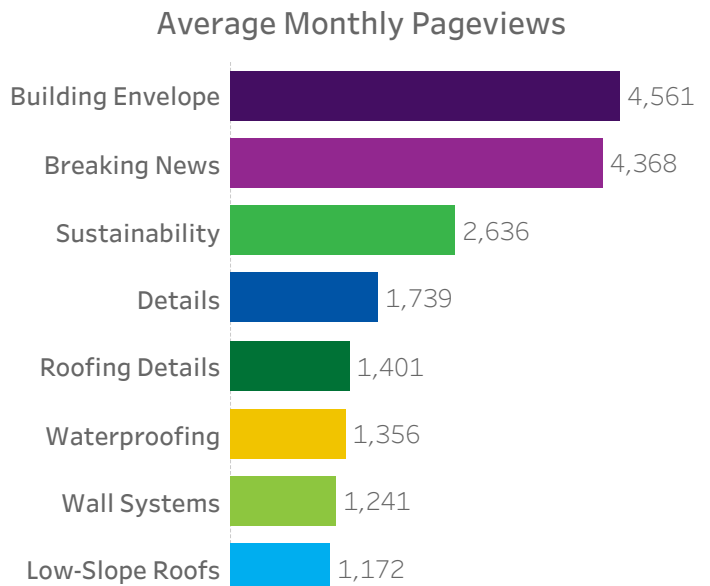
Average Monthly
Pageviews

22,818

Monthly Website Statistics



Top 8 Content Topics Viewed





Website - Known User Activity



Active Registered Users

1,285



Active Known Users

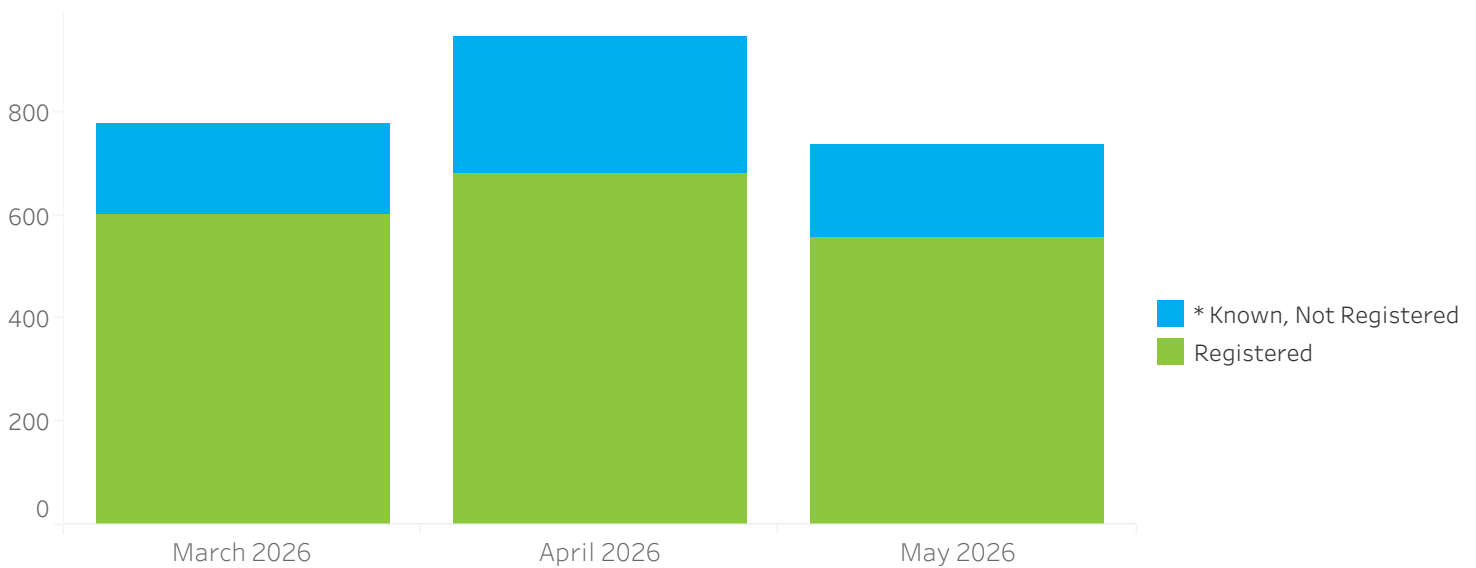
1,679



Average Visits per User

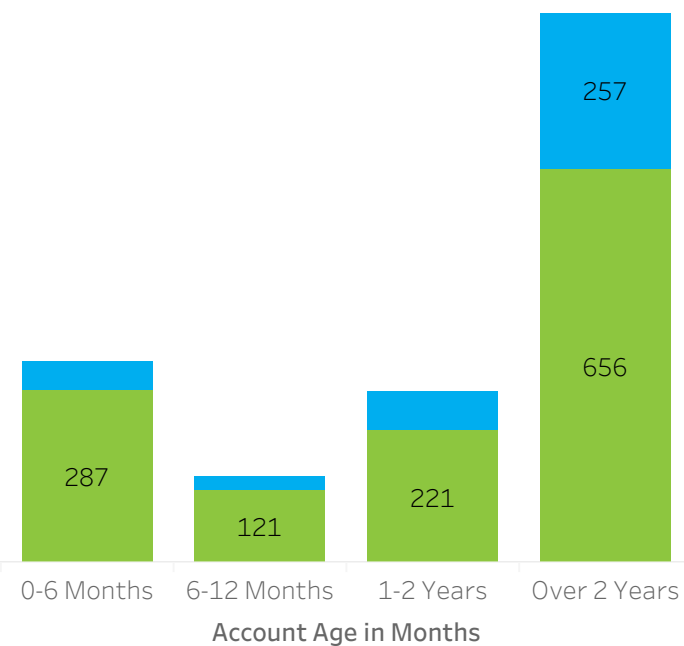
11.8

Website Users

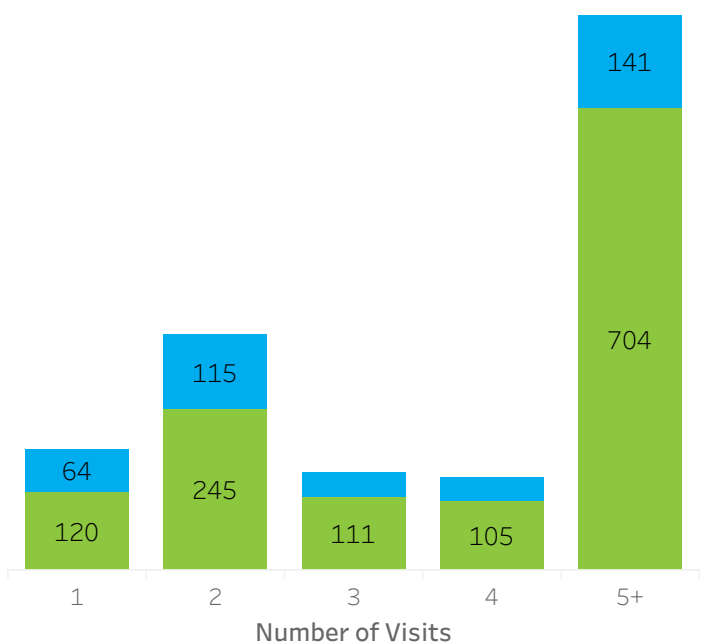


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



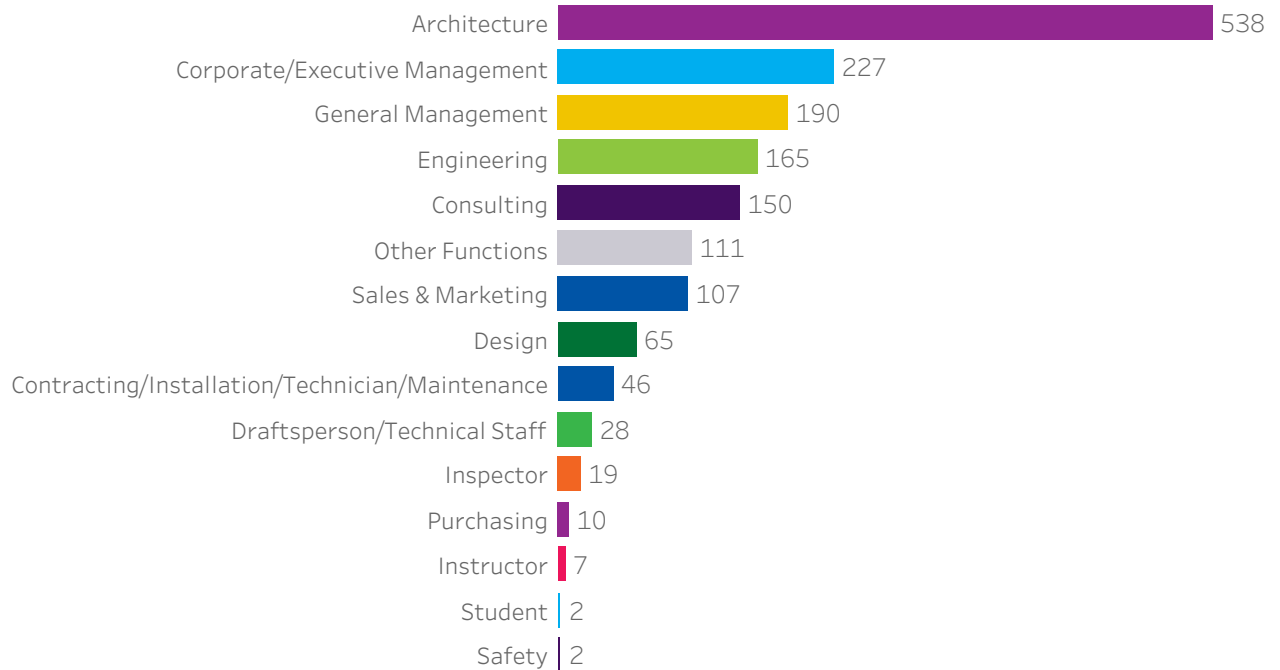
Known Users by Visit Frequency





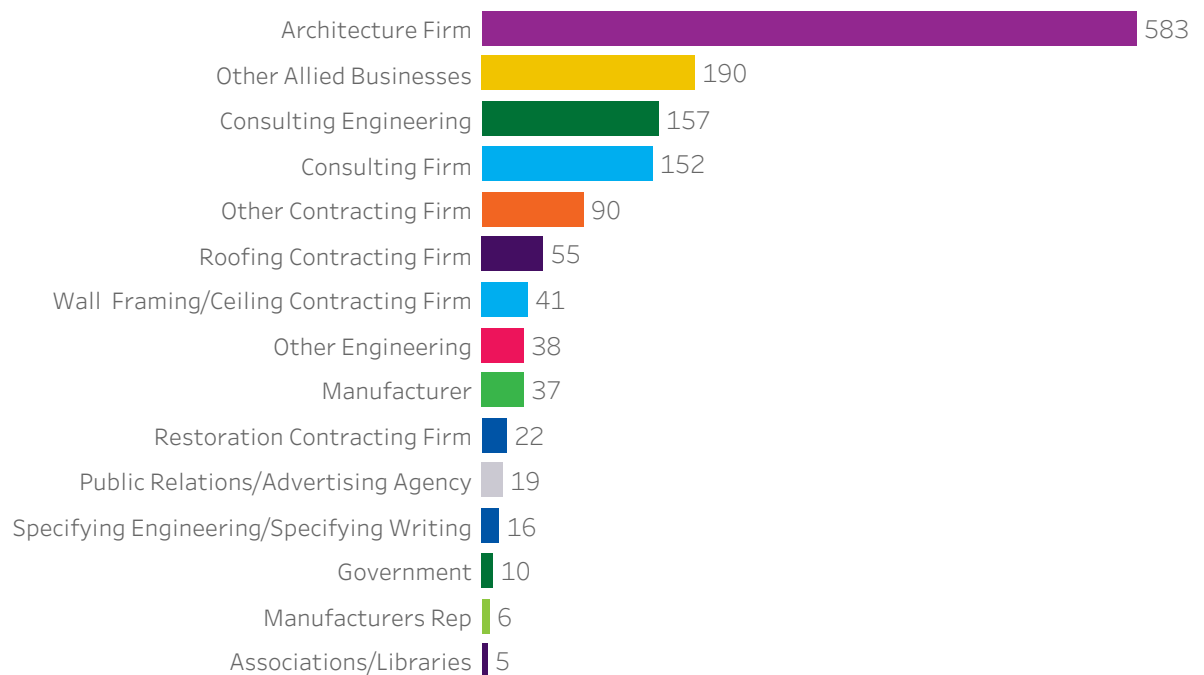
Website - User Demographics

Demographic - Job Function *Top 15 Shown*



1,667 or 99% of users with responses

Demographic - Business/Industry *Top 15 Shown*



1,435 or 85% of users with responses



Website - User Locations



% of Users Based in US

81%

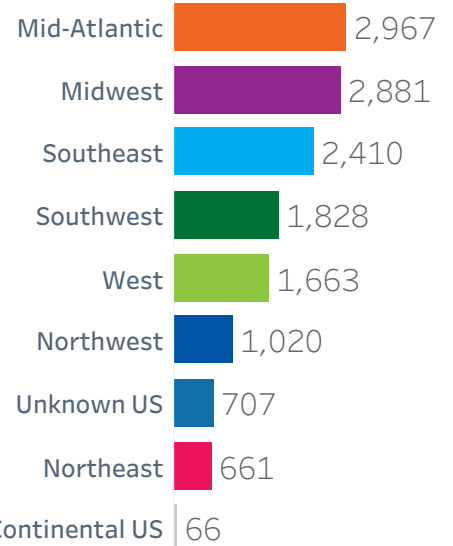
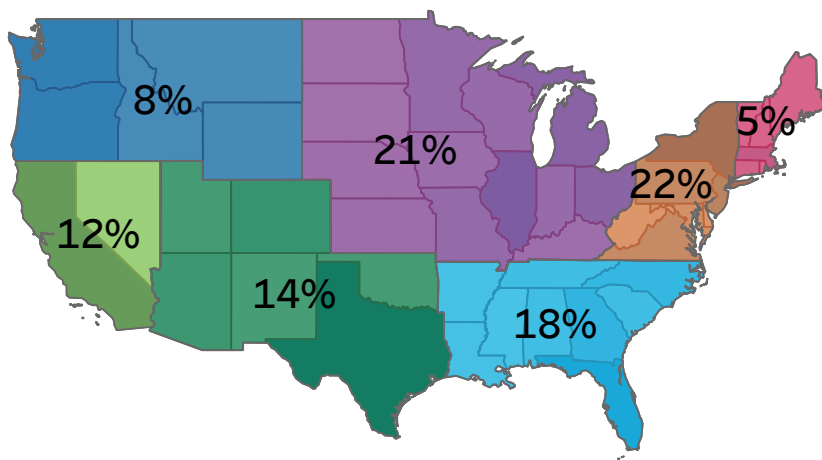


Average Monthly Users Based in US

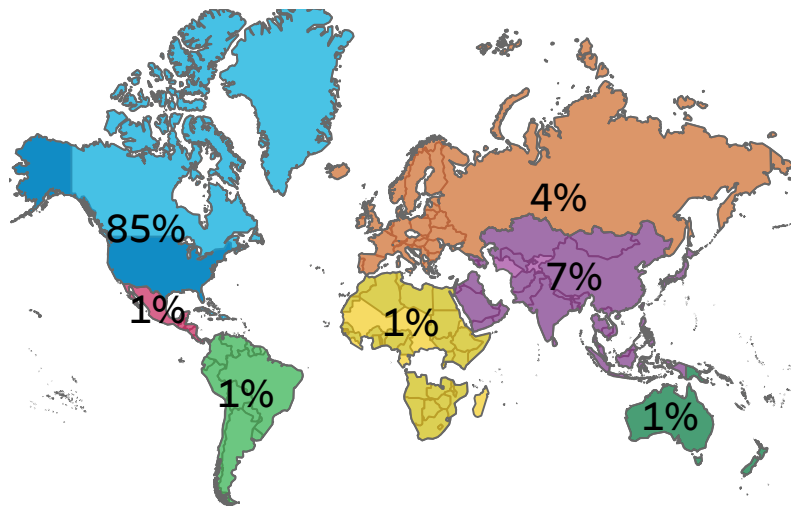
14,203

Geographic - US Regions

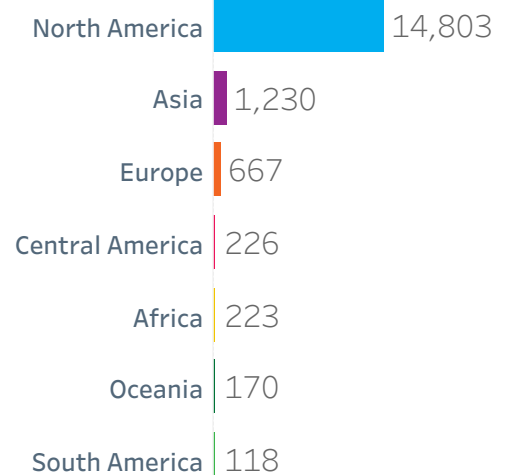
Unique Users by Region



Geographic - World Regions



Unique Users by Region



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

9,153



% of Recipients Engaged

65%



Sends per Month

4

Activity by eBlast

Sponsorship
Type

Avg
Delivered

Exclusive

9,180



3,423 * Unique Opens - Single Send Avg (37%)
6,940 * Total Engaged Subscribers (63%)

Multi-Sponsored

9,016



3,749 * Unique Opens - Single Send Avg (42%)
4,562 * Total Engaged Subscribers (50%)

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
Building Enclosure	Exclusive	3.3	9,180	3,423	37.3%	163	1.8%
	Multi-Sponsored	0.7	9,016	3,749	41.6%	78	0.9%

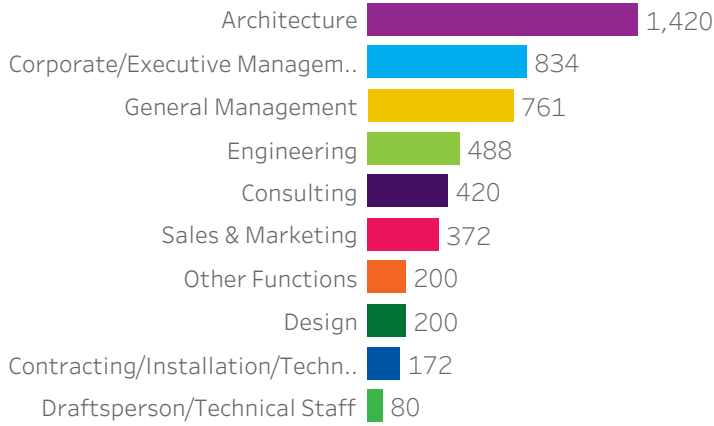
* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



Sponsored eBlasts - Recipient Demographics & Locations

Demographic - Job Function

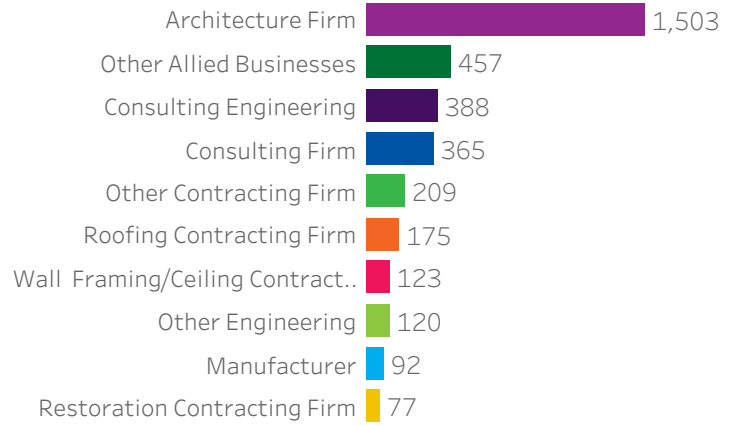
Top 10 Shown



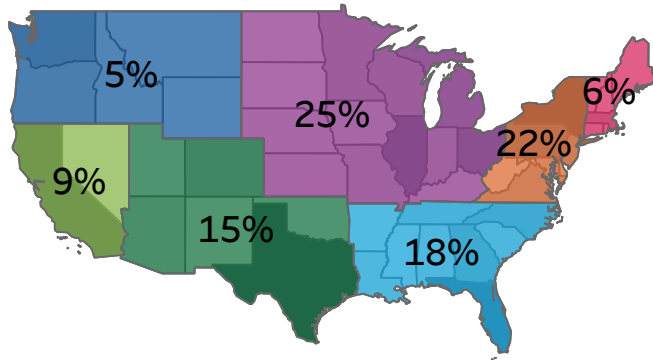
5,133 or 47% of recipients with responses

Demographic - Business/Industry

Top 10 Shown

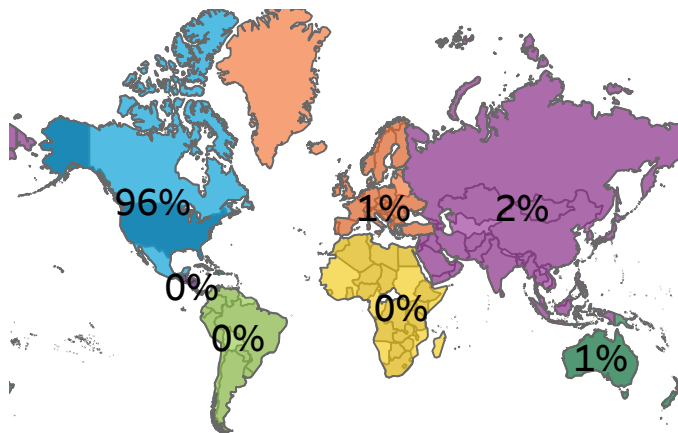
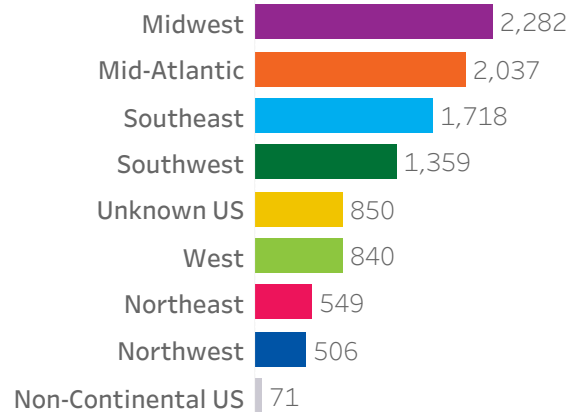


3,702 or 34% of recipients with responses



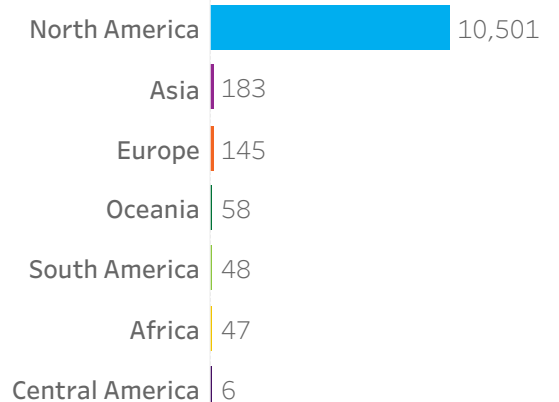
93% of recipients are located in the US

Unique Recipients by Region



7% 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

11,081



Engagements

3,111

Followers by Channel



Total Engagements



63



177

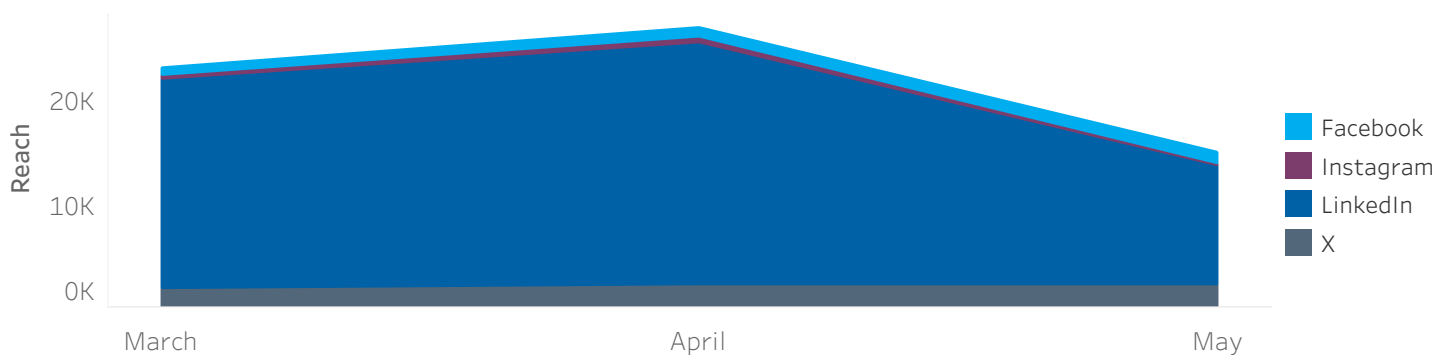


2,787



84

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.



Continuing Education - Websites & Newsletter



Active Registered Users

29,529



Average Newsletters Delivered

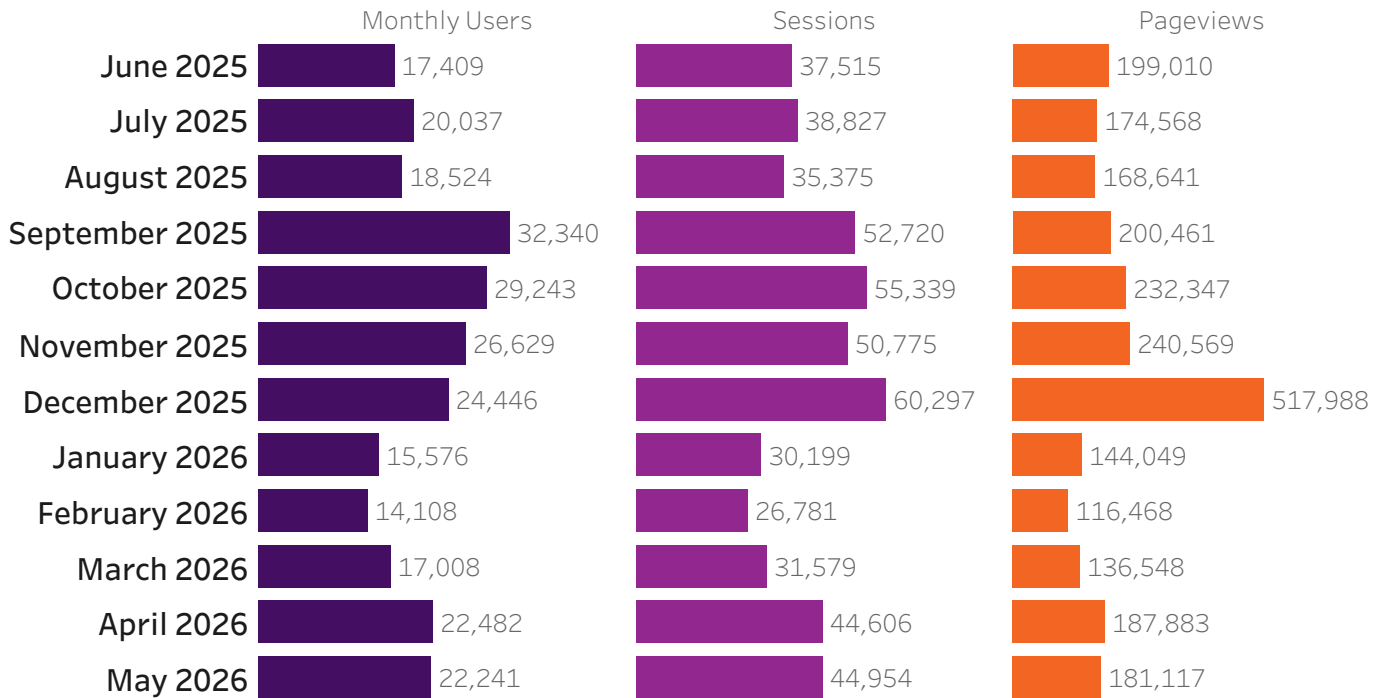
7,242



Monthly Website Pageviews

208,304

Website Visitors



Activity by Newsletter

Newsletter Name Delivered

Building Enclosure CE Center Update

7,242



3,193 * Unique Opens - Single Send Avg (44%)
6,012 * Total Engaged Subscribers (72%)

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

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

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



Continuing Education - Courses & Tests



Total Tests Taken

138,490



Total Certificates Issued

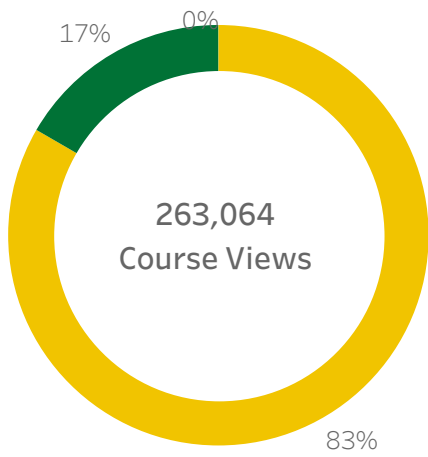
130,070



Number of Active Courses

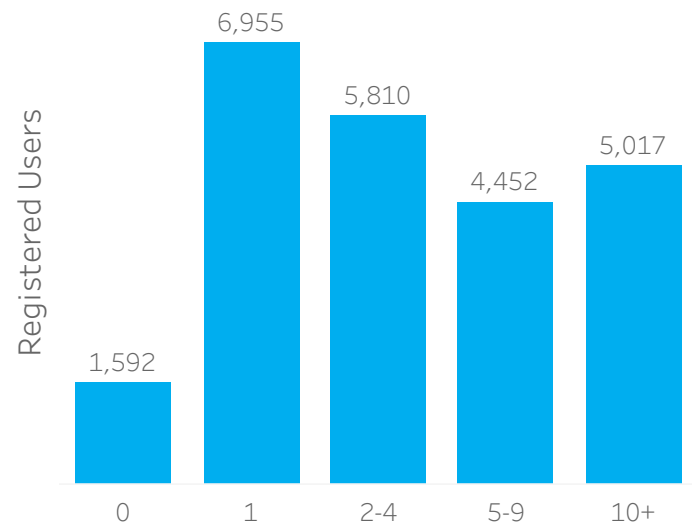
809

Registered User Course Interactions



■ Certificate Issued ■ Incomplete Test
■ Failed Test

Certificates Issued by Registered Users



Top 5 Courses

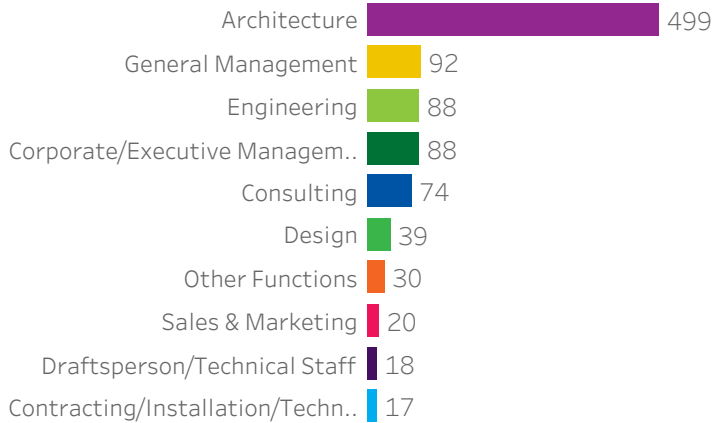
Course Title	Registered Users	Total Certificates Issued
Metal Composite Material	2,384	2,136
Regenerative Landscapes	3,061	2,100
Living Building Challenge	2,308	1,984
Timber Triumph	2,594	1,769
Sustainable, Strong, and Stunning	1,935	1,468



Continuing Education - User Demographics & Locations

Demographic - Job Function

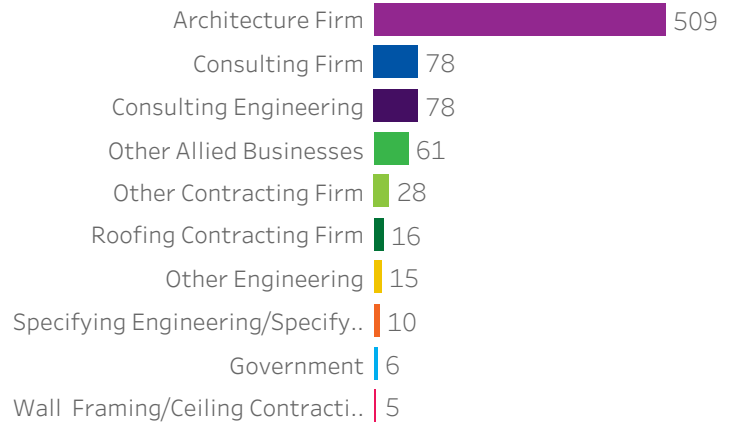
Top 10 Shown



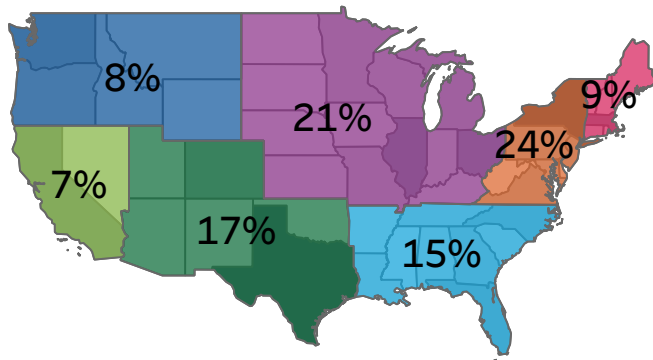
988 users with responses

Demographic - Business/Industry

Top 10 Shown

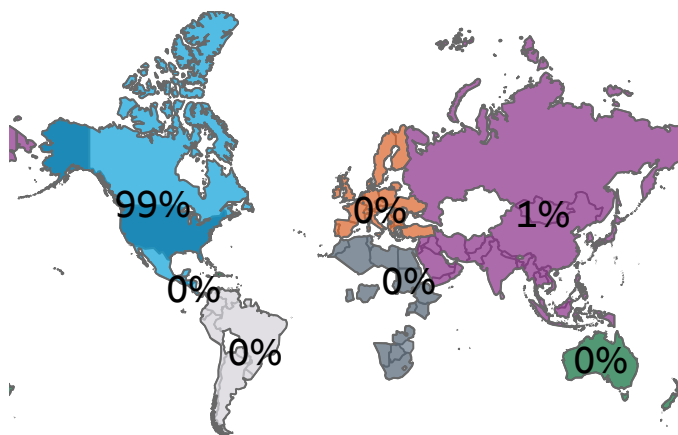
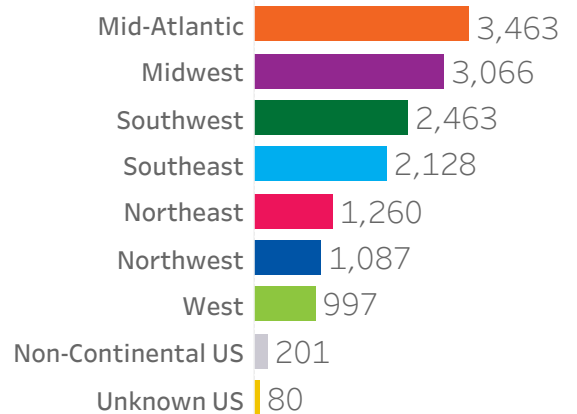


813 users with responses



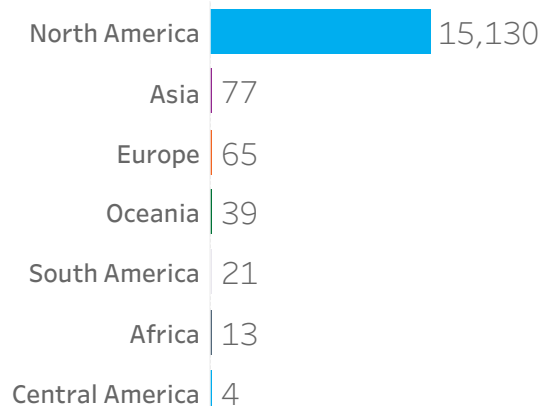
96% of users are located in the US

Unique Users by Region



4% of users are located internationally

Unique Users by Region





Continuing Education (CE) Center Audience Glossary

UNDERSTANDING CE CENTER AUDIENCE DASHBOARD

Time Frame

12 Months

KPIs

- **Average Registered Users:** The number of registered users to the CE Center.
- **Average Newsletters Delivered:** The number of emails sent, excluding bounces.
- **Monthly Website Pageviews:** The average numbers of total monthly pageviews on the website.

Web Visitors

- **Monthly Users:** Total number of users per month who have had at least one session on the website.
- **Sessions:** Total number of sessions per month: A session is anytime a user has interacted with the website.
- **Pageviews:** Total number of pageviews per month.

Activity by Newsletter

- **Delivered:** The average number of emails delivered.
- **Unique Opens, Single Send Avg:** The average number of unique opens* per Newsletter sent.
- **Total Engaged Subscribers:** The number of unique subscribers who have opened* one or more of the delivered emails.

Continuing Education by Industry (Brands sharing data)

- **CE Center: Architectural Record and Building Enclosure**
Includes limited courses from: CSTD, FCI, Floor Trends, Restoration & Remediation, Stone World, Tile and Walls & Ceilings
- **Engineering Center: Engineered Systems and Mission Critical**
Includes limited courses from: ACHR News, ENR, pm Engineer and The Driller
- **Safety Center: ISHN**
- **Thermal Center: Forge, Industrial Heating, Process Cooling and Process Heating**

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



Time Frame

12 Months

KPIs

- **Total Tests Taken:** The number of tests taken.
- **Total Certificates Issued:** Total certificates issued through all course formats to users.
- **Number of Active Courses:** Total number of available courses active.

Registered User Course Interactions

- **Course Views:** Total number of courses viewed online.
- **Certificate Issued:** Total number of certificated issued.
- **Viewed Courses Only:** Total number of courses viewed with no follow-up.
- **Incomplete Tests:** Total number of tests started, but not completed.
- **Failed Tests:** Total number of tests not passed.

Certificates by Registered Users

- **Breakdown:** Total number of certificates issued to registered users from 1 to 10+.

Top 5 Courses

- **Course Titles:** Top 5 courses by number of certificates issued.
- **Registered Users:** Number of unique registered users who viewed the course and/or received a certificate.
- **Total Certificates Issued:** Total number of certificates issued to registered users for this course.



Webinars



Unique Registrants

4,733



Unique Attendees

3,069



Registrant Attendance Rate

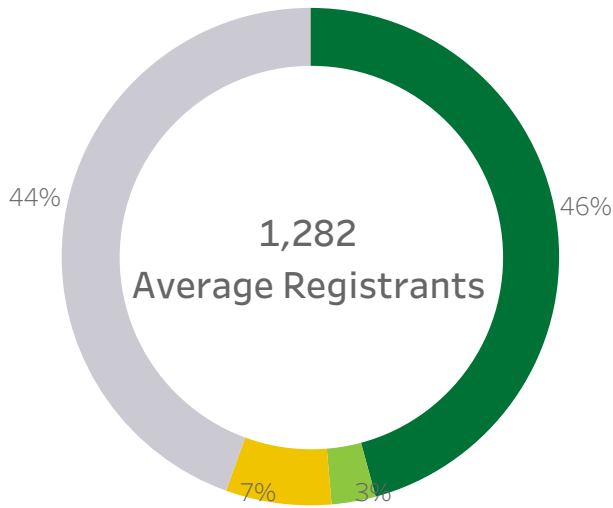
65%



Average Attendees per Webinar

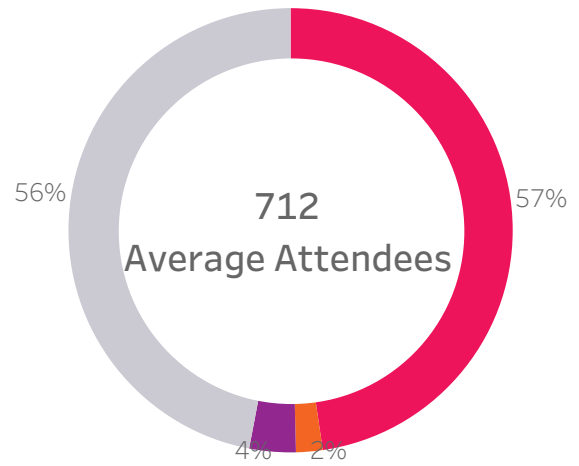
712

Registrant Breakdown



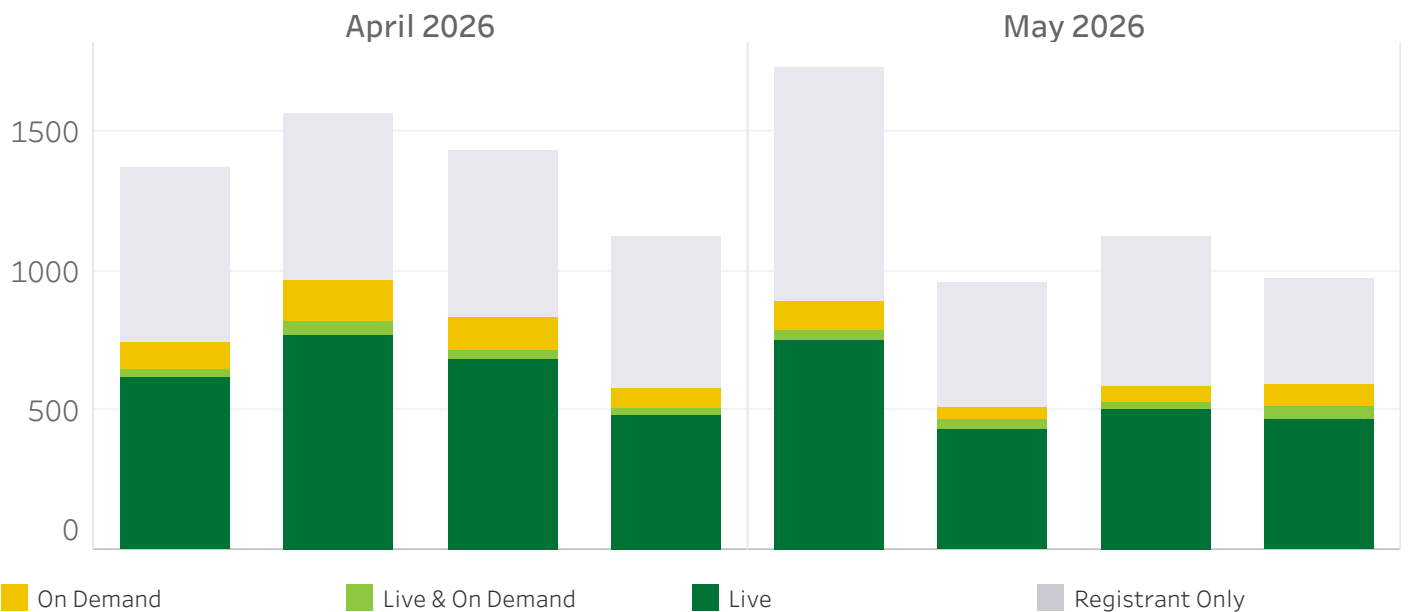
- Live
- On Demand
- Live & On Demand
- Registrant Only

Attendee Engagement Breakdown



- Answered Surveys
- Repeat Viewer
- Multiple Engagements
- Viewed Only

Registration & Attendance Analysis



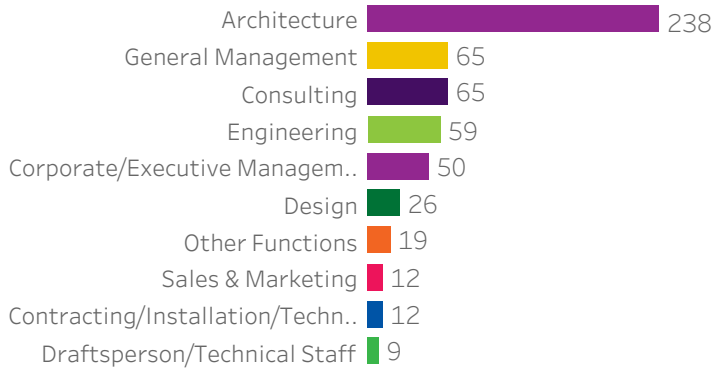
- On Demand
- Live & On Demand
- Live
- Registrant Only



Webinars - Registrant Demographics & Locations

Demographic - Job Function

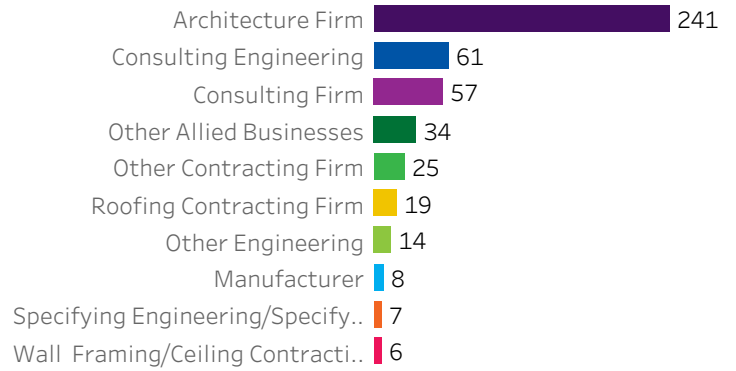
Top 10 Shown



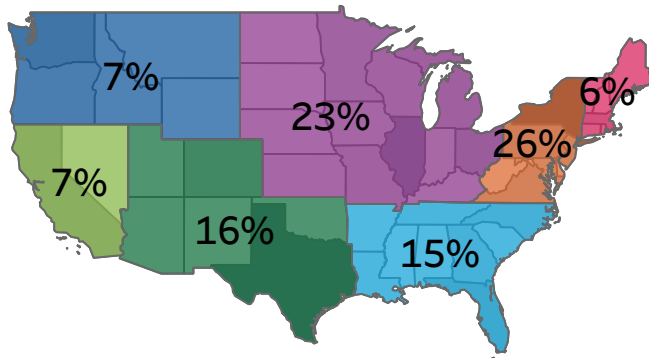
570 or 12% of registrants with responses

Demographic - Business/Industry

Top 10 Shown

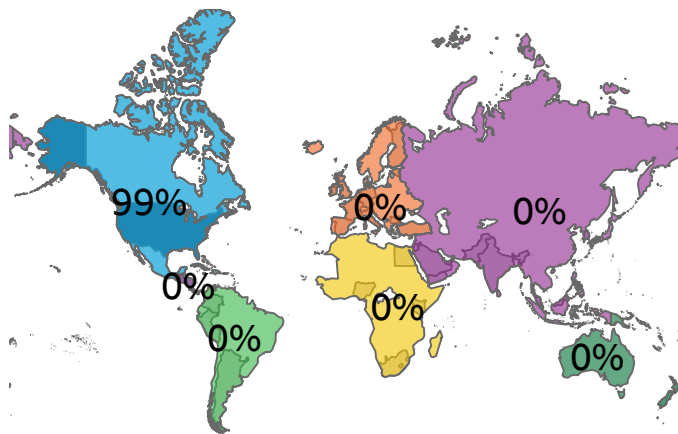
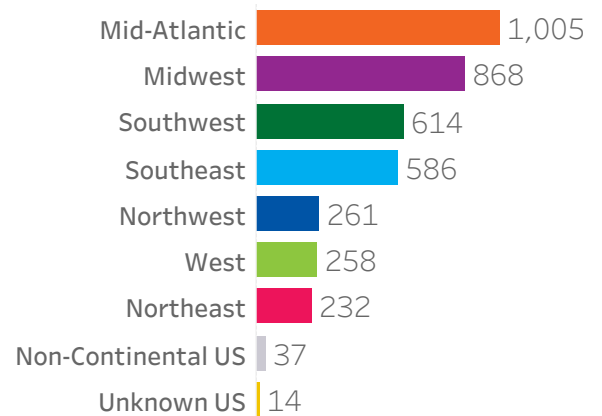


481 or 10% of registrants with responses



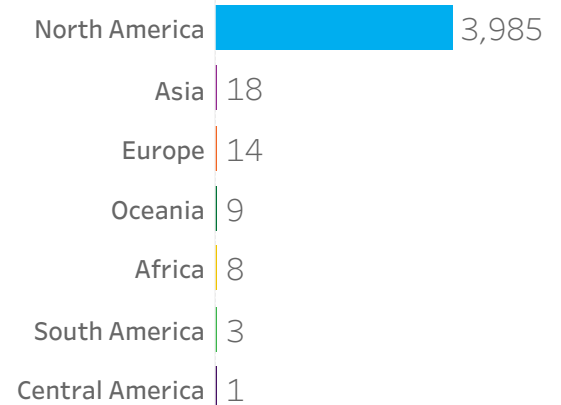
96% of registrants are located in the US

Unique Registrants by Region



4% of registrants are located internationally

Unique Registrants by Region



Time Frame

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

Architecture

Architecture

Consulting

Consulting

Contracting/Installation/Technician/Maintenance

Contracting/Installation/Technician/Maintenance

Corporate/Executive Management

Corporate/Executive Management

Design

Design

Draftsperson/Technical Staff

Draftsperson/Technical Staff

Engineering

Engineering

General Management

General Management

Inspector

Inspector

Instructor

Instructor

Other Functions

Other

Purchasing

Purchasing

Safety

Safety

Sales & Marketing

Sales & Marketing

Student

Student

Surveying/Geomatics

Surveying/Geomatics

Warehouse/Distribution/Logistics

Warehouse/Distribution/Logistics

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name

Included Demographics

Architecture Firm

Architecture Firm

Associations/Libraries

Associations/Libraries

Consulting Engineering

Consulting Engineering

Consulting Firm

Consulting Firm

Distributor

Distributor

Facility Management/Development

Facility Management/Development

Government

Government

Inspections

Inspections

Interior Design Firm

Interior Design Firm

Manufacturer

Manufacturer

Manufacturers Rep

Manufacturers Rep

Other Allied Businesses

Other

Other Contracting Firm

Other Contracting Firm

Other Engineering

Other Engineering

Other Facility Management/Development

Other Facility Management/Development

Public Relations/Advertising Agency

Public Relations/Advertising Agency

Restoration Contracting Firm

Restoration Contracting Firm

Roofing Contracting Firm

Roofing Contracting Firm

Specifying Engineering/Specifying Writing

Specifying Engineering/Specifying Writing

Training/Education

Training/Education

Wall Framing/Ceiling Contracting Firm

Wall, Framing/Ceiling Contracting Firm

Wholesaler

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

Newsletters

- **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