

KB-RESOURCE.COM

IMPORTANT. This audit covers the above website for the period of August 2022. It was conducted by allowing Accountability Information Management, Inc. (AIM) direct access to the Google Analytics running on the site, as well as a proprietary Code placed on the website by AIM to provide deeper analytics to the publisher (i.e., the companies utilizing the website). AIM is in the business of auditing and verifying data. For information, contact: AIM, 553 N. North Court, Suite 160, Palatine, Illinois 60067.

PUBLISHER'S STATEMENT. KB-Resource's mission is quality content aimed at the right people — value propositions that increase the value of content because of the reciprocal relationship they have with visitors. Instead of pre-defined audiences at \$x per thousand, content distribution on KB-Resource.com will determine the audience and its value through SEO. The website's content is comprised of news, case studies, opinions, blog, designer profiles all related to the construction marketplace for companies seeking to solidify their role in the path to specification, purchase and installation.

PRIVACY. KB-Resource LLC discloses the information collected on this website and how it is used. This report is based on visitors to www.kb-resource.com. Specifically, the information in this report is aggregated to provide information on website usage. KB-Resource always reserves the right to release information about visitors, including on-personal information.

KB-Resource believes that the creation, distribution and consumption of content is critical to a company's success. Their goal is to help companies create and distribute valuable, relevant, and consistent content to attract customers. Therefore, their model is based on the number of people they can send back to a source website from theirs -- very different from placing an ad on a website and supposedly get clicks and hits. It is a quality, not a quantity, model – one based on source ROI – not just theirs.

AIM also places a proprietary code on the KB-Resource.com website, which provides superior intelligence to fortify sales and marketing teams with information that they can use. The Code uses proprietary methodology to identify users of this website beyond statistics in traditional Google Analytics data. AIM, as the auditor, controls the Code's output, and delivers to the publisher monthly results. For more information, including marketing ideas, contact the publisher.

NUMBER OF VISITORS	122	This is the number of companies and ISPs that the Code identifies. This number is the monthly universe of visitors that can be identified to this website. (see other side).
PAGE VIEWS BY THESE VISITORS	936	This is the number of page views that these visitors viewed on the website. The average pages viewed by a visitor this month is 7.7.
FIRST PAGE VIEWED	406	The Code keeps track of the first page viewed by the visitors and is the same number of times the visitors came to the website.

KB-RESOURCE.COM**Sample Companies Who Visited and Consumed Content This Month**

KB-Resource.com draws companies in for a variety of reasons. These are just a few who visited in AUGUST and consumed content – the specific content depended on their reasons for the visit. Their position is stated this way: “People are too busy today to read advertising. They look for content that has value. But, producing content with value is getting harder and harder. ‘There’s nothing new under the sun’ is a famous saying. But what’s new to you, is not new to someone else. That is the reason why you must publish all the content you can, wherever you can.”

<https://www.salt-architecture.com/>

SALT, located in Portland, Oregon was founded in 2018. It is a full-service design practice which provides architecture, interiors and real estate development solutions. SALT has experience with a variety of unique projects and provides support throughout the design process from predesign services through to post-occupancy.

<https://www.cuw.edu/>

Concordia University Wisconsin (CUW) is over 137 years old is located on Lake Michigan in Mequon, just north of Milwaukee. CUW is part of the Concordia University System, of colleges and universities that are each independently run but all affiliated with The Lutheran Church. They have a student population of just over 8,000 and offer over 70 majors with both undergraduate and graduate programs. They average 16 students per class with a ratio of students to faculty of 12 to 1.

<https://www.heckscher.org/>

The Heckscher Museum of Art, located in Huntington, New York is over 100 years old and is named after August Heckscher, who donated 185 works of art. Today the museum has over 2000 works of art, focused mainly on American landscape paintings, work by Long Island artists, American and European modernism, and photography. Their mission is to provide inspiring educational experiences through exhibitions, collections, and programming both in the museum and virtually.

<https://www.paloaltonetworks.com/>

Palo Alto Networks, Inc. is an American multinational cybersecurity company headquartered in Santa Clara, California. They provide computer firewalls and cloud-based security protection for over 85,000 customers in over 150 countries throughout the world. Started in 2005, Palo Alto Networks has over 11,000 employees today and a revenue of \$4.3 Billion.

<https://www.target.com/>

Target Corporation established in 1962, is an American department store headquartered in Minneapolis, Minnesota. It is currently considered the seventh largest retailer in the United States and operates 1,938 stores throughout the U.S. Target has over 409,000 employees working within their stores, 51 supply chain facilities, 2 corporate campuses and 7 other office facilities across the country.

UNDERSTANDING THE DATA. This report is provided to you from the publisher to help you understand the creation, distribution and consumption of information on the digital highways.

IF you would like more information on their philosophy, contact them directly at:

editor@kb-resource.com.