

KB-RESOURCE.COM

IMPORTANT. This audit covers the above website for the period of November 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	111	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	646	This is the number of page views that these visitors viewed on the website. The average pages viewed by a visitor this month is 5.8.
FIRST PAGE VIEWED	255	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 NOVEMBER 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.”

<http://www.armstrong.com/>

Armstrong World Industries, Inc. headquartered in Lancaster, Pennsylvania was incorporated in 1891. Armstrong is among the market leaders in residential and commercial flooring and ceiling products. Armstrong provides products that are beautiful, durable, and come in a range of textures, styles and designs to meet customers’ needs.

<https://www.in.gov/library/>

The Indiana State Library and Historical Bureau is a public library located in Indianapolis, Indiana. It is the largest public library in the state of Indiana, housing over 60,000 manuscripts and over 1 million images and maps. Established in 1934, the library has gathered a large collection of books and pamphlets on a variety of subjects.

<https://lmnarchitects.com/>

LMN is an American architecture firm based in Seattle, Washington with 150 design professionals offering a variety of planning and design services. They provide professional services for a variety of commercial and mixed-use developments, including convention centers, cultural arts venues, higher education facilities and other commercial projects. On every project, they strive to balance a future-focused vision with technical rigor and skilled project delivery. to create unique expressions of place.

<https://www.markssupply.ca/>

Established in 1962 in Ontario, Canada Marks Supply is a top-quality plumbing, P.V.F. , Hydronics and HVAC wholesaler with 9 branches and 3 luxury showrooms. Marks Supply success is directly linked to their commitment to providing exceptional customer service by knowledgeable employees and a pledge to continue to offer new, innovative products.

<https://townplacesuites.marriott.com/>

TownePlace Suites is a part of Marriott International, Inc. an American company that operates, franchises, and all types of lodging and time share properties across the world. TownePlace Suites has facilities in over 400 locations across the US and Canada. The chain offers spacious suites with full-size kitchens, in-room workstations and many other property amenities including fitness/business center, free wi-fi and more.

UNDERSTANDING THE DATA. This report is provided to you by the publisher to help you understand the creation, distribution and consumption of information on digital highways. If you would like more information on their philosophy, contact them directly at:

editor@kb-resource.com.