KB-RESOURCE.COM

IMPORTANT. This audit covers the above website for the period of SEPTEMBER 2023. 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.](http://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 getting 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	125	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	708	This is the number of page views that these visitors viewed on the website. The average pages viewed by a visitor this month is 5.7.
FIRST PAGE VIEWED	286	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 SEPTEMBER 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.cbecompanies.com/	CBE Companies is a global company that has been providing innovative and custom call center solutions for over 90 years. The company specializes in receivables management, fraud and customer care. CBE has more than 1,000 people in four locations globally. Their customers rely on their experience in providing creative and effective solutions to their customer service issues.
https://www.butler.edu/	Founded in 1855, Butler University is a private, nationally recognized university located in Indianapolis, Indiana. The university encompasses six colleges with approximately 4,400 undergraduate and 1,000 graduate and doctoral students. Butler University, founded on the ideals of equity and academic excellence, strives to create and foster a stimulating intellectual learning environment.
https://rivco.org/	Riverside County is located in the southern portion of California spanning from west of Los Angeles to Arizona and encompassing 7,300 square miles. The city of Riverside is the county seat and as of the 2020 census, there were 2.4 million people living there. It is the fourth-most populous county in California and the 10th-most populous in the United States. Riverside county has many federal, state and county parks including nineteen official wilderness areas that are a part of the National Wilderness Preservation System.
https://ukhealthcare.uky.edu/	Opened in 1962, the University of Kentucky Albert B. Chandler Hospital is a 569-bed acute care hospital and a part of the UK HealthCare network. Located in Lexington, it is the only Level I trauma center serving Central and Eastern Kentucky and has the only Level IV neonatal intensive care unit in the area. With over 9,000 medical professionals, UK HealthCare is committed to research, education and clinical care.
https://kcma.org/	The Kitchen Cabinet Manufacturers Association, a non-profit organization founded in 1955, represents 300 North American members who manufacture or provide supplies for all types of residential cabinets. The association is an industry advocate for members and also provides educational programs, tools, research and quality certification programs.

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.