**IMPORTANT**. This audit covers the above website for the period of January 2025. It was conducted by allowing Accountability Information Management, Inc. (AIM) by placing a proprietary Code on the website to provide deeper analytics from the monthly visitors to the website to the publisher (i.e., the companies utilizing the website). The report is designed not only to present engagement data, but to help advertisers understand what the signals mean, who is interacting with the content, and why that interaction matters in a professional buying, specification, and product-evaluation environment. AIM is in the business of auditing and verifying data. For information, contact: AIM, 553 N. North Court, Suite 160, Palatine, Illinois 60067.

# KB-RESOURCE.COM Advertiser-Facing Audience Engagement Tiering Report

## Who Reads KB-Resource — and Why That Matters

KB-Resource is built as a **reference-driven professional resource**, not a mass-traffic trade news platform. Its mission centers on helping professionals understand products, standards, and real-world application issues. Engagement patterns therefore reflect **research behavior, specification thinking, and professional problem-solving**, rather than casual browsing.

January's engagement confirms that KB-Resource is operating as an **information environment where professionals spend time learning and evaluating**—and that is precisely where advertiser messaging gains contextual credibility.

## Extended Audience Footprint: Social Reach

In addition to on-site engagement, KB-Resource maintains an active and growing professional audience on X (formerly Twitter) at:
https://x.com/KB_Resource
with nearly **8,000 followers** who have chosen to stay connected to the content stream.

A sample analysis of 300 follower profiles indicates that this audience is not random consumer traffic. It includes meaningful representation from professionals connected to the built environment, product industries, and home/design sectors.

### Professional composition (sample-based)

Reviewing profile bios and professional identifiers shows strong representation from:

- **Design professionals** — interior designers, design consultants, studios
- **Home/interiors-focused professionals and enthusiasts** — people whose work or interests center on home products, décor, kitchens, and baths

- **Construction and building professionals** — builders, contractors, construction specialists
- **Manufacturing and product-side professionals** — production, product development, manufacturing roles
- **Sales and marketing professionals** — brand/product marketers in adjacent categories
- **Architects and engineering voices** — a present segment tied to technical and spec-side thinking
- **Industry media and publishing voices** — editors, writers, and content professionals covering design/build topics

## What this means

Website engagement shows **when professionals come to KB-Resource to research and learn**. Follower behavior shows **who wants to remain connected to that information over time**.

Together, these signals indicate KB-Resource is not only being discovered through search or referral—it is being **followed as an ongoing professional resource**. For advertisers, that extends value beyond pageviews: it represents a professional audience that has opted in to continued exposure to KB-Resource content, discussions, and industry context.

---

# Executive Snapshot

- **Total visits:** 698
- **Total pageviews:** 1,092
- **Unique IPs:** 638
- **Unique companies identified:** 252

A significant portion of traffic resolves to network and infrastructure providers. This reflects modern cloud-based enterprise browsing environments rather than anonymous consumer traffic. Hundreds of visits can be tied to specific companies and institutions across technology, healthcare, education, government, retail, and professional services.

---

# How to Read These Numbers

KB-Resource's engagement must be interpreted in the context of its mission and positioning. Larger trade media platforms generate higher overall traffic because they publish at scale, cover many verticals, and benefit from long-established search presence and brand recognition. Their numbers reflect **reach**.

KB-Resource is intentionally built differently. Its focus is on **decision-adjacent, evergreen professional topics**—the kinds of subjects people consult when they are trying to solve a problem, understand a requirement, compare approaches, or make an informed choice.

Because of this, absolute traffic numbers will naturally be smaller. But what those numbers represent is different. Visitors frequently explore multiple pages in a session, return to reference content, and engage with material tied to compliance, accessibility, product use, and design application. These behaviors are consistent with **evaluation and learning**, not passive consumption.

Large sites deliver exposure at scale, but that exposure includes a high percentage of low-intent traffic. KB-Resource delivers something else: **contextual alignment**. Advertiser messages appear alongside content that professionals actively seek when they are in a learning or decision-support mindset.

This report is therefore intended to highlight **engagement quality, not just traffic quantity**.

## Content Signals — What Is Pulling Attention

Rather than focusing on raw traffic totals, KB-Resource looks closely at **what kinds of information professionals choose to engage with**. January's activity shows consistent interest in practical, reference-oriented material tied to real-world decision making.

### Sections drawing attention

- Product and innovation news
- Accessibility and aging-in-place guidance
- Standards and compliance-related coverage
- Product feature and design application stories
- Professional opinion and industry perspective pieces

These sections reflect **research-driven reading behavior**.

## Representative High-Interest Pages

**Top News Item**
https://www.kb-resource.com/news/sonoma-forge-elevates-the-modern-bath-with-wall-mounted-faucets/

**Top Blog Feature**
https://www.kb-resource.com/blogs/ada-shower-heads-youre-in-control/

**Top Standards / Guidance Article**
https://www.kb-resource.com/news/northpoint-assembled-cabinetry-meets-rigorous-kcma-industry-standards/

**Top Product / Design Feature Story**
https://www.kb-resource.com/news/contemporary-shaker-wood-burning-stove-by-wittus-blends-tradition-and-charm/

**Top Opinion / Industry Perspective**
https://www.kb-resource.com/opinions/vinyl-industry-responds-to-pvc-pipe-safety-report/

---

# Tier A — High-Engagement Traffic (Platform Layer)

Tier A engagement was dominated by large digital infrastructure platforms rather than traditional brand-name corporations or institutions. At first glance, some may misinterpret this as "Tier A isn't real market engagement." That conclusion is incorrect.

What Tier A actually reveals is **how modern professional reading behavior is routed**. Today, professionals read and research inside ecosystems shaped by cloud infrastructure, enterprise browsers, analytics environments, and ad/measurement systems. Those layers often become the visible "organization name" in reporting, even when the underlying readers are professionals working inside many different companies.

In other words, **the label is the platform, but the behavior is professional.**

**These infrastructure names reflect global cloud and network platforms through which professionals access content worldwide; they indicate the digital pathway, not the physical location or employer of the end reader.**

## Examples of Tier A platform-level organizations

**Meta Platforms Ireland Limited**
This is part of Meta's global infrastructure footprint. Traffic resolving here typically reflects activity passing through Meta's network layers — which can include corporate browsing, ad systems, analytics environments, and distributed content delivery. The key signal is not that "Meta" as a company is researching kitchen and bath content, but that professionals accessing KB-Resource through Meta's ecosystem showed deep, multi-page engagement.

**Amazon Technologies Inc**

This entity is tied to Amazon's broader technology and cloud infrastructure. Similar to Meta, visits resolving here often represent traffic routed through enterprise cloud environments, hosted tools, or distributed systems rather than consumer retail behavior. The engagement depth seen from this source indicates sustained professional interaction with KB-Resource content, even though the underlying reader may belong to another organization using Amazon-hosted services.

**What the engagement tells us**

Tier A represents **depth**: repeat sessions, multiple pages, and sustained exploration. That pattern is consistent with research behavior—monitoring, evaluation, and learning—not casual browsing. The infrastructure layer can mask the specific end-user organization names, but it does **not** diminish what matters: **people are spending time with the content**.

---

# Tier B — Moderate-Engagement Organizations

Examples include:

- Philippine Long Distance Telephone Company
- Arena Energy
- HomeWorks Connect
- LawDepot.com

These entities represent real operating environments where standards awareness, facilities considerations, compliance thinking, and practical product knowledge may intersect with the information KB-Resource provides.

---

# Tier C — Broad Reach / Light Engagement

Representative recognizable organizations include:

**Major enterprises**
Apple Inc • DHL • Takeda • Wynn Resorts • Willis Towers Watson

**Government**
City of Los Angeles • City of Edmonton

**Education**
University College London • University of Georgia

**Industry & technology**
Bosch Rexroth IT • Palo Alto Networks • Fortinet

**Healthcare**
University Health Network • Henry Ford Health System

---

# What This Means for Advertisers

KB-Resource reaches professionals engaging with **research-oriented, problem-solving content** in a trusted reference environment. Engagement quality, contextual alignment, and repeat exposure across web and social channels create value beyond raw traffic volume.

---

**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. The companies that are provided to you in this report have visited KB-RESOURCE.COM and consumed information. Knowing the name of the company/visitor gives you a "heads up" to pursue your sales efforts. If you need to explore additional ideas, including ways to `utilize this information, please contact the publisher or AIM directly. In addition to the INDUSTRY/COMPANY listings, you will see a list that are not categorized by Code into industries. These are sometimes more valuable and should be considered carefully for your sales efforts. Finally, often a company will utilize a general channel (like Comcast), which does not provide the individual company's IP. These visitors(Tier A) are often just as valuable in terms of "what" they consume on our website. We would be happy to help you pursue this type of analysis. For information, contact editor@kb-resource.com or AIM directly: info@a-i-m.com.