

IMPORTANT. This audit covers the above website for the period of February, 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.

February's engagement confirms that KB-Resource continues to operate as an information environment where professionals come for **product innovation, design application, and standards clarity**—with February showing a meaningful distribution effect driven by broader circulation pathways.

Extended Audience Footprint: Social Reach

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—particularly **design professionals, construction and building roles, manufacturing/product-side professionals, sales/marketing**, and a visible layer of **architectural/engineering** and **industry media** voices.

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**.

Executive Snapshot

- **Total visits:** 1,080
- **Total pageviews:** 1,906
- **Unique IPs:** 434
- **Unique companies identified (raw, including infrastructure labeling):** 158

February shows materially higher exposure than January (visits and pageviews increased), with a more concentrated routing footprint (fewer unique IPs relative to activity). This pattern is consistent with broader distribution pathways—social circulation, event coverage, aggregation, and cloud-based delivery.

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 than a mass publisher’s. But what those numbers represent is different. Visitors explore multiple pages, 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

February's engagement clustered around themes that are both evergreen and event-amplified:

- Trade show and industry-cycle product coverage
- Kitchen and bath hardware systems and components
- Standards clarity and quality assurance content (ANSI/KCMA)
- Accessibility guidance that functions as reference material
- Case studies tied to sustainable construction and modular thinking
- Long-form opinion and interview-style perspective content

The implication for advertisers is straightforward: KB-Resource is being used as a **professional information layer**, particularly when the market is paying attention.

Representative High-Interest Pages

No counts here—just the specific items that led the month's consumption patterns.

Top News Item

<https://www.kb-resource.com/news/grass-america-demonstrates-the-future-of-cabinet-hardware-systems-at-kbis-2026/>

Top Blog Item

<https://www.kb-resource.com/blogs/ada-shower-heads-youre-in-control/>

Top Article (Standards / Guidance)

<https://www.kb-resource.com/news/ansi-kcma-a161-1-standard-provides-architects-and-designers-with-clarity-assurance-in-cabinet-quality/>

Top Product Feature

<https://www.kb-resource.com/news/odl-showcases-hvhz-and-impact-rated-fiberglass-doors-at-ibs-2026/>

Top Opinion / Industry Perspective

<https://www.kb-resource.com/opinions/upfront-with-an-industry-leader-president-ceo-john-riddle/>

Tier A — High-Engagement Traffic (Platform Layer)

Tier A engagement in February 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.

Example platform-layer entity (prominent in February routing)

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.

(As discussed: “Ireland” in the label reflects network registration and corporate structure, not that the end users were physically in Ireland.)

What the engagement tells us

Tier A represents **depth**: repeat sessions, multiple pages, and sustained exploration. The infrastructure layer can mask end-user organization names, but it does not diminish what matters: **people are spending time with the content**, and they are doing so through the same cloud ecosystems professionals use in everyday work.

Tier B — Moderate-Engagement Organizations

In February, the month’s identifiable (non-ISP) organizational layer was **thin**, and **no identifiable operating organizations crossed the Tier B threshold** (5–14 pageviews aggregated by organization) within the identifiable set.

That does not mean there were “no companies.” It means February’s month was dominated by **distribution-layer routing** (platform and infrastructure ecosystems), while identifiable organizations tended to appear as **single-visit / light-visit** readers.

This is an expected signature during months when content is circulating broadly through modern distribution systems (events, launches, sharing).

Tier C — Broad Reach / Light Engagement

Tier C for February contains the identifiable operating organizations whose activity was present but lighter (1–4 pageviews aggregated by organization). This is still advertiser-valuable: it demonstrates that real operating environments—public sector, education, healthcare, manufacturing, and AEC-related firms—are present in the readership layer.

Representative identifiable organizations include:

Government / Public Sector

- City Of Los Angeles
- City Of Mississauga

Education

- The Humber College Institute of Technology and Advanced Learning
- Sheffield University
- Washington University
- Savannah College of Art and Design

Healthcare

- Palomar Pomerado Health
- Illinois Bone & Joint Institute

Manufacturing / Industrial / Product-Side

- LG Electronics
- Ahlstrom Corporation
- Loparex LLC

Professional Services / Technology / Integration

- Xerox Business Services, L.L.C.
- Convergent
- FloQast

Architecture Signals

- Eggemeyer Associates Architects
- Kideney Architects

These are not “vanity logos.” They are proof that KB-Resource appears inside real operating environments—even in a month where distribution pathways dominate the routing layer.

What This Means for Advertisers

February reinforces three advertiser-facing truths:

1. **KB-Resource scales during high-attention cycles.**
The lift in activity aligns with event and launch cycles where professionals are seeking signal.
2. **Evergreen reference content remains an anchor.**
Accessibility guidance and standards clarity behave like reference assets—visited because they’re useful, not because they’re trendy.
3. **Infrastructure-heavy routing is a distribution signal, not an audience-quality problem.**
When content circulates through modern ecosystems, the infrastructure name becomes visible. The deeper signal is the behavior: multi-page reading and repeated interaction with decision-support content.

For advertisers, KB-Resource offers contextual alignment with:

- product innovation coverage
- standards and compliance credibility
- accessibility and real-world application

- and a social audience that extends repeated exposure beyond the site

UNDERSTANDING THE DATA

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