

**IMPORTANT.** This audit covers the above website for the period of March, 2026. 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

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### 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.

March'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 March showing a meaningful distribution effect driven by broader circulation pathways.

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### Extended Audience Footprint: Social Reach

KB-Resource maintains an active and growing professional audience on X (formerly Twitter) at: [https://x.com/KB\\_Resource](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

- 599 visits
- 871 pageviews
- 566 unique IPs
- 219 unique company labels (raw, including infrastructure and ISP labels)

The pageview total matches the actual parsed URL count from the Pages field, which is helpful because it confirms the export is internally consistent.

A large share of activity still resolved through infrastructure and carrier layers:

- 521 visits came through ISP / infrastructure-routed traffic
- 78 visits resolved to non-ISP, directly identifiable organizations

That means March moved back toward a more mixed month than February. It was still infrastructure-heavy, but not at February's amplified level.

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## 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

March's reading behavior clustered around a coherent set of themes:

- leadership and long-form industry perspective
- case studies with strong design application value
- practical standards and compliance guidance
- accessibility and aging-in-place content
- product stories that connect utility and design
- broader industry-shift analysis

This is important. It suggests that KB-Resource's audience is not simply reacting to novelty. Readers are gravitating toward content that helps them think, interpret, and apply.

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## Representative High-Interest Pages

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

### Top Opinion / Leadership Interview

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

### Top Case Study

<https://www.kb-resource.com/case-studies/jewelry-for-the-kitchen-crafting-a-personal-mid-century-masterpiece-in-oakland-ca/>

### Top Utility / Application Story

<https://www.kb-resource.com/news/turn-any-french-door-into-a-fully-functional-dog-door/>

### Top Big-Idea Housing / Lifestyle Story

<https://www.kb-resource.com/news/tiny-boxabl-casita-is-home-sweet-home-to-elon-musk/>

### Top Standards / Guidance Article

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

### Top Accessibility Reference Piece

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

**Top Workflow / Industry Shift Analysis**

<https://www.kb-resource.com/news/kbis-2026-signals-a-structural-shift-from-product-marketing-to-workflow-marketing/>

**Top Innovation-in-Use Story**

<https://www.kb-resource.com/news/big-view-studio-turns-blueprints-into-walkable-reality-with-revolutionary-floor-projection-system/>

Taken together, these pages tell a very clear story: the audience is responding to a blend of **leadership, reference value, application, and design intelligence.**

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

March's Tier A engagement again leaned heavily on digital infrastructure and carrier/platform layers rather than traditional brand-name end users. This does **not** mean the engagement is weak or meaningless. It means the traffic is being routed through the systems professionals actually use.

In other words, **the label is often the platform, but the behavior is still 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 high-engagement platform-layer entities present in March include:

- Anonymous ISP
- T-Mobile USA, Inc.
- AT&T Corp
- Verizon Business
- Amazon Technologies Inc.
- Spectrum
- Comcast-related infrastructure layers

These are not “the audience” in the ordinary sense. They are the routing wrappers through which the audience appears.

**What the engagement tells us**

Tier A still represents **depth**: repeat sessions, multiple pageviews, sustained reading, and ongoing exploration. March's infrastructure-heavy Tier A confirms once again that KB-Resource content is circulating through the same cloud, carrier, and enterprise browsing environments professionals use in ordinary work life.

For advertisers, the key point remains the same: this is **not** transient click noise. It is content being accessed, revisited, and consumed through modern digital pathways.

## Example platform-layer entity (prominent in 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.

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## Tier B — Moderate-Engagement Organizations

March's identifiable organizational layer was stronger than February's and produced a small but real Tier B.

The two clearest identifiable Tier B organizations in March were:

- **Lockheed Martin Aculight Corporation**
- **Scholarus.com**

Neither of these companies is in the kitchen-and-bath core market in a narrow sense, but that is not the point. Their presence reinforces the broader argument that KB-Resource is being encountered inside **real operating environments**, not just among consumers or hobbyists.

This is the same logic we have been using throughout these audits: the audience is often broader than the immediate category because the content is operating at the level of **design thinking, standards, application, and professional decision-making.**

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## **Tier C — Broad Reach / Light Engagement**

March's identifiable Tier C layer was broad and diverse. That is useful because it shows the site continues to reach organizations across education, government, AEC, healthcare, professional services, and industrial sectors — even when those engagements are lighter.

Representative identifiable organizations include:

### **Government / Public Sector**

- Arizona DOT
- Arlington County Government
- City of LA, LAPD

### **Education / Institutions**

- Florida State University
- University of North Texas
- Concordia College

### **Architecture / Planning / Design**

- Hksinc
- HELIX Environmental Planning, Inc.

### **Technology / Business / Services**

- Automattic Inc.
- boomi
- Crowdriff.com
- Avigilon

### **Industrial / Corporate**

- DMC Global Inc.

- Duracell

This is not a narrow “industry silo” audience. It is a professional cross-section, and that matters for advertisers seeking contextual authority rather than only narrow audience scale.

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## What This Means for Advertisers

March reinforces several things that have now become consistent signals.

First, KB-Resource performs best when it offers **more than product promotion**. The strongest March content combined:

- leadership and perspective
- design application
- standards and reference value
- workflow or industry interpretation

Second, the site continues to show **long-tail value** through recurring accessibility and standards content. That is advertiser-friendly because those pieces keep functioning as reference assets rather than one-time news posts.

Third, the month reinforces that **professional context is the real value proposition**. Whether the visible organization is a cloud platform, a college, a county agency, a corporation, or an architecture-related firm, the pattern remains the same: readers are engaging with content that helps them interpret how products, standards, and design decisions work in the real world.

That is a strong environment for advertisers who want to appear next to serious, information-driven material.

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## UNDERSTANDING THE DATA

This report is provided by the publisher to help you understand the creation, distribution, and consumption of information across today’s digital channels. The companies identified in this report have visited KB-RESOURCE.COM and consumed content. Knowing the name of the company or visitor provides a valuable “heads up” as you pursue sales and outreach efforts. If you would like to explore additional ideas, including ways to utilize this information, please contact the publisher or AIM directly. In many cases, companies access the site through general network channels (such as Comcast or other carriers), which do not reveal the specific organization behind the visit. These visitors (Tier C) remain highly valuable, particularly in understanding what content is attracting attention and engagement on the site. We would be happy to assist in developing this level of analysis further. For more information, please contact [editor@kb-resource.com](mailto:editor@kb-resource.com) or AIM directly at [info@a-i-m.com](mailto:info@a-i-m.com).

# Q1 2026 Quarterly Review

## January–March 2026

Now to the more strategic question: **what does the quarter tell us?**

### 1. The traffic pattern across the quarter

Across the three months, the site produced the following top-line monthly picture:

- **January:** 698 visits / 1,092 pageviews / 252 unique company labels
- **February:** 1,080 visits / 1,906 pageviews / 158 unique company labels
- **March:** 599 visits / 871 pageviews / 219 unique company labels

The quarter therefore breaks into three distinct phases:

#### January

A balanced month with a healthy mix of infrastructure traffic and identifiable organizational variety.

#### February

An amplification month. Traffic and pageviews rose sharply, while identifiable company diversity dropped. That tells us February was driven by **broader circulation pathways** — event coverage, launches, and infrastructure-routed distribution.

#### March

A normalization month. Total volume dropped from February's peak, but the audience mix broadened again and the editorial signal became easier to read.

That is not weakness. It is what one would expect from a content platform that has both **evergreen reference assets** and **event-driven spikes**. Note too coordination with KBIS show event.

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### 2. The most important quarterly editorial signal

The quarter's strongest pattern is not a single post. It is the **type of content that continues to attract attention**.

Across Q1, the recurring winners fall into four buckets:

1. **Standards / reference content**

2. **Accessibility / aging-in-place**
3. **Case studies / applied design**
4. **Industry interpretation / leadership perspective**

That pattern matters because it validates the editorial direction KB-Resource has been building toward:

workflow  
application  
design intelligence  
rather than simple product promotion

The data is supporting that strategy.

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### 3. February did not “break” the model

It would be easy for someone looking only at February’s lower identifiable company count to misread the month as a weaker audience month.

That would be incorrect.

February showed that KB-Resource can **expand visibility during industry-attention cycles (i.e., KBIS)**. The higher traffic and higher pageviews, combined with heavier infrastructure routing, indicate broader distribution rather than weaker engagement.

In other words:

- January showed **professional reference behavior**
- February showed **distribution amplification**
- March showed **editorial normalization and pattern confirmation**

That is a healthy quarterly sequence.

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### 4. Audience quality over quantity — again

This quarter confirms, once more, that KB-Resource should not be judged the way a large, generalist trade publisher is judged.

A scale-first publisher asks:

How much traffic did we get?

KB-Resource asks a different and more interesting question: What kind of reading behavior are we attracting?

Q1 shows that the answer is:

- reference behavior
- design application curiosity
- standards-seeking
- leadership/interpretive reading
- repeat attention to useful material

That is a very specific and advertiser-relevant audience signature.

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## 5. Advertiser takeaway from the quarter

Q1 gives advertisers a clearer story than any single month alone.

KB-Resource has demonstrated that it can:

- sustain attention around **evergreen professional reference topics**
- attract broader visibility during **industry event and product-launch cycles**
- continue to be followed and revisited by a professional audience across both web and social
- support content that lives at the intersection of **design, workflow, standards, and application**

That is not the profile of a commodity media property. It is the profile of a **niche professional intelligence platform**.

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## Final Quarterly Assessment

The quarter supports the argument that KB-Resource is strengthening its identity.

Not by becoming louder.

Not by chasing traffic for its own sake.

But by becoming more legible as a platform where professionals come to:

- understand products in context

- interpret standards and accessibility issues
- see design ideas applied in practice
- think through where the industry is heading

That is a coherent and valuable editorial position.

For more information, contact: [editor@kb-resource.com](mailto:editor@kb-resource.com).