

Mini-Assortments!

The DCA Annual Summit

Kevin Hillstrom

President: MineThatData

Two Different Business Models

Legacy Brand: Existed Prior to 1995. Has the DNA of marketing prior to 1995 within the genes of Leadership and Employees. Generates most of annual sales via e-commerce, but is not an e-commerce brand due to the DNA the brand possesses.

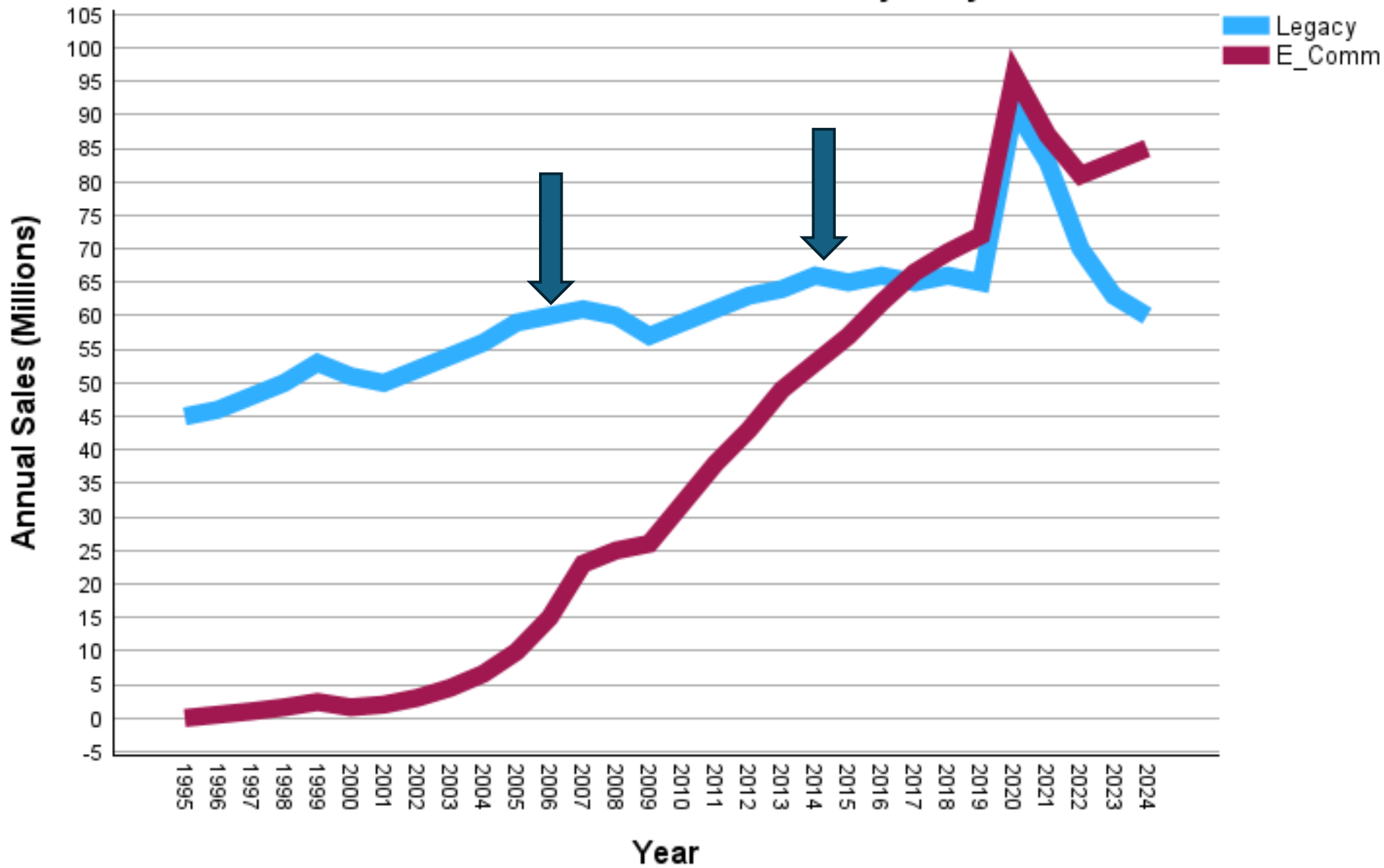
E-Commerce Brand: Founded after e-commerce revolution. Does not have marketing DNA from pre-1995 tactics.

Different Business Challenges

Legacy Brand: Increased catalog marketing costs paired with an aging customer base (i.e. lower response). Used to broadcasting a “product assortment” or “merchandise assortment”.

E-Commerce Brand: Facebook / Google costs have increased as well. It’s a similar challenge to a legacy brand, but it presents merchandise differently. More likely to leverage what I call “mini-assortments”.

30 Year Sales Trajectory



What Is The Impact of 15% Paper/Printing/Postage Inflation Over Time? The Legacy Brand Challenge.

2020 Cost = \$0.55 Each										
	Inflation --->	1.00	1.05	1.15	1.30	1.45	1.60	1.75	1.90	2.05
	\$ per Book	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>	<u>2028</u>
10,000	\$5.53	\$1.66	\$1.64	\$1.58	\$1.50	\$1.42	\$1.33	\$1.25	\$1.17	\$1.09
20,000	\$3.91	\$1.02	\$0.99	\$0.93	\$0.85	\$0.77	\$0.69	\$0.60	\$0.52	\$0.44
30,000	\$3.20	\$0.73	\$0.70	\$0.65	\$0.56	\$0.48	\$0.40	\$0.32	\$0.23	\$0.15
40,000	\$2.77	\$0.56	\$0.53	\$0.47	\$0.39	\$0.31	\$0.23	\$0.14	\$0.06	(\$0.02)
50,000	\$2.47	\$0.44	\$0.41	\$0.36	\$0.27	\$0.19	\$0.11	\$0.03	(\$0.06)	(\$0.14)
60,000	\$2.26	\$0.35	\$0.33	\$0.27	\$0.19	\$0.11	\$0.02	(\$0.06)	(\$0.14)	(\$0.22)
70,000	\$2.09	\$0.29	\$0.26	\$0.20	\$0.12	\$0.04	(\$0.04)	(\$0.13)	(\$0.21)	(\$0.29)
80,000	\$1.96	\$0.23	\$0.21	\$0.15	\$0.07	(\$0.01)	(\$0.10)	(\$0.18)	(\$0.26)	(\$0.34)
90,000	\$1.84	\$0.19	\$0.16	\$0.11	\$0.02	(\$0.06)	(\$0.14)	(\$0.22)	(\$0.31)	(\$0.39)
100,000	\$1.75	\$0.15	\$0.12	\$0.07	(\$0.02)	(\$0.10)	(\$0.18)	(\$0.26)	(\$0.35)	(\$0.43)
110,000	\$1.67	\$0.12	\$0.09	\$0.03	(\$0.05)	(\$0.13)	(\$0.21)	(\$0.30)	(\$0.38)	(\$0.46)
120,000	\$1.60	\$0.09	\$0.06	\$0.01	(\$0.08)	(\$0.16)	(\$0.24)	(\$0.32)	(\$0.41)	(\$0.49)
130,000	\$1.53	\$0.06	\$0.04	(\$0.02)	(\$0.10)	(\$0.18)	(\$0.27)	(\$0.35)	(\$0.43)	(\$0.51)
140,000	\$1.48	\$0.04	\$0.01	(\$0.04)	(\$0.12)	(\$0.21)	(\$0.29)	(\$0.37)	(\$0.45)	(\$0.54)
150,000	\$1.43	\$0.02	(\$0.01)	(\$0.06)	(\$0.14)	(\$0.23)	(\$0.31)	(\$0.39)	(\$0.47)	(\$0.56)
160,000	\$1.38	\$0.00	(\$0.02)	(\$0.08)	(\$0.16)	(\$0.24)	(\$0.33)	(\$0.41)	(\$0.49)	(\$0.57)
170,000	\$1.34	(\$0.01)	(\$0.04)	(\$0.10)	(\$0.18)	(\$0.26)	(\$0.34)	(\$0.43)	(\$0.51)	(\$0.59)
180,000	\$1.30	(\$0.03)	(\$0.06)	(\$0.11)	(\$0.19)	(\$0.28)	(\$0.36)	(\$0.44)	(\$0.52)	(\$0.61)
190,000	\$1.27	(\$0.04)	(\$0.07)	(\$0.12)	(\$0.21)	(\$0.29)	(\$0.37)	(\$0.45)	(\$0.54)	(\$0.62)
200,000	\$1.24	(\$0.06)	(\$0.08)	(\$0.14)	(\$0.22)	(\$0.30)	(\$0.39)	(\$0.47)	(\$0.55)	(\$0.63)

**Mini-Assortments: Each Channel Possesses
Customers With Specific Preferences**

Topic: It Can Be Expensive To Acquire Customers Via Digital Channels

	<u>Print</u>	<u>PLA</u>	<u>Paid Social</u>
Acquisition	(\$15.00)	(\$15.00)	(\$15.00)
Year 1	\$22.00	\$15.40	\$11.00
Year 2	\$17.00	\$11.90	\$8.50
Year 3	\$13.00	\$9.10	\$6.50
Year 4	\$10.00	\$7.00	\$5.00
Year 5	\$8.00	\$5.60	\$4.00
Total Profit	\$55.00	\$34.00	\$20.00
Year 1-5 Value	\$70.00	\$49.00	\$35.00

Topic: What The Customer Purchases (i.e. the skus the customer chooses) Dictate Long-Term Customer Value.

	<u>Paid Social Email Items</u>	<u>Paid Social Print Items</u>	<u>Paid Social PLA Items</u>
Acquisition	(\$15.00)	(\$15.00)	(\$15.00)
Year 1	\$16.50	\$13.20	\$8.80
Year 2	\$12.75	\$10.20	\$6.80
Year 3	\$9.75	\$7.80	\$5.20
Year 4	\$7.50	\$6.00	\$4.00
Year 5	\$6.00	\$4.80	\$3.20
Total Profit	\$37.50	\$27.00	\$13.00
Year 1-5 Value	\$52.50	\$42.00	\$28.00

Tactic: For Every Item In Your Product Assortment, Record The Primary Marketing Channel That Item Sells In, And If You So Desire, Record The Secondary Marketing Channel That Item Sells In.

Use The Information To Market “Portions” Of Your Assortment That Appeal To Customers Purchasing Within A Marketing Channel.

**Merchandise Residual Value: The Ability Of An Item To
Build Customers Who Become More Valuable Than
Average.**

Tactic: Determine If An Item Has Positive Merchandise Residual Value (i.e. helps a customer spend more in the future) Or Determine If An Item Has Negative Merchandise Residual Value (decreases customer spend in the future).

Give preferential treatment to items that cause customers to spend more in the future.

Merchandise Residual Value in Action

Some Items Cause Customers To Buy More



Meze 109 Pro Dynamic Open-Back Headphones

★★★★★ 23 Reviews

~~\$799.00~~ \$649.00

You Save 18% (\$150.00)

Starting at \$73/mo or 0% APR with [afterpay](#). See if you qualify.

Introducing Meze Audio's first dynamic open-back headphones, a demonstration of their commitment to go beyond the faithful reproduction of sound to deliver pure emotion.

Want it Tuesday, Apr 30?

Order within **1 day 4 hrs 4 min** and select One-Day Shipping.

Condition

New

Open-Box

CONDITION

1 item left



Some Items Signal A Customer Is Done Buying



ifi audio

iFi Audio ZEN Air DAC

★★★★★ 6 Reviews

\$89.00

Starting at \$31/mo with [affirm](#). See if you qualify.

Now Shipping

A breath of fresh Air! The ZEN Air DAC is here to help you get the best audio quality from your phone, tablet, or computer. All at an unbeatable price.

Want it Tuesday, Apr 30?

Order within 1 day 4 hrs 3 min and select One-Day Shipping.

Condition

New Open-Box

CONDITION

ADD TO CART

Buy with [shop Pay](#)

The Mini-Assortment

Rank-Order Sales, Divide Sales by Channel

Mini-Assortment Analysis

	<u>Totals</u>	<u>Print</u>	<u>Website</u>	<u>Email</u>	<u>Search</u>	<u>Social</u>	<u>Digital</u>
Item #1	\$108,000	\$24,000	\$52,000	\$11,000	\$10,000	\$6,000	\$5,000
Item #2	\$101,000	\$48,000	\$36,000	\$10,000	\$3,000	\$2,000	\$2,000
Item #3	\$100,500	\$6,000	\$88,000	\$3,000	\$2,000	\$1,000	\$500
Item #4	\$82,000	\$10,000	\$18,000	\$32,000	\$5,000	\$9,000	\$8,000
Item #5	\$74,000	\$15,000	\$40,000	\$7,000	\$5,000	\$4,000	\$3,000
Item #6	\$73,000	\$10,000	\$29,000	\$21,000	\$4,000	\$5,000	\$4,000
Item #7	\$72,000	\$6,500	\$24,000	\$9,000	\$20,000	\$8,000	\$4,500
Item #8	\$71,750	\$9,000	\$18,000	\$8,000	\$23,000	\$10,500	\$3,250
Item #9	\$67,000	\$13,000	\$24,000	\$5,000	\$8,500	\$6,500	\$10,000
Item #10	\$66,000	\$22,000	\$19,500	\$6,000	\$8,750	\$8,750	\$1,000

Determine Mini-Assortment Assignment

Mini-Assortment Analysis

	<u>Totals</u>	<u>Print</u>	<u>Website</u>	<u>Email</u>	<u>Search</u>	<u>Social</u>	<u>Digital</u>	<u>Mini-Assort.</u>
Item #1	13.2%	14.7%	14.9%	9.8%	11.2%	9.9%	12.1%	Core
Item #2	12.4%	29.4%	10.3%	8.9%	3.4%	3.3%	4.8%	Print
Item #3	12.3%	3.7%	25.3%	2.7%	2.2%	1.6%	1.2%	Website
Item #4	10.1%	6.1%	5.2%	28.6%	5.6%	14.8%	19.4%	Email
Item #5	9.1%	9.2%	11.5%	6.3%	5.6%	6.6%	7.3%	Website
Item #6	9.0%	6.1%	8.3%	18.8%	4.5%	8.2%	9.7%	Email
Item #7	8.8%	4.0%	6.9%	8.0%	22.4%	13.2%	10.9%	Search
Item #8	8.8%	5.5%	5.2%	7.1%	25.8%	17.3%	7.9%	Search
Item #9	8.2%	8.0%	6.9%	4.5%	9.5%	10.7%	24.2%	Digital
Item #10	8.1%	13.5%	5.6%	5.4%	9.8%	14.4%	2.4%	Social
Totals	\$815,250	\$163,500	\$348,500	\$112,000	\$89,250	\$60,750	\$41,250	

Add Merchandise Residual Value

Mini-Assortment Analysis

	<u>Totals</u>	<u>Print</u>	<u>Website</u>	<u>Email</u>	<u>Search</u>	<u>Social</u>	<u>Digital</u>	<u>Mini-Assort.</u>	<u>Merch Resid. Value</u>
Item #1	13.2%	14.7%	14.9%	9.8%	11.2%	9.9%	12.1%	Core	Positive
Item #2	12.4%	29.4%	10.3%	8.9%	3.4%	3.3%	4.8%	Print	Neutral
Item #3	12.3%	3.7%	25.3%	2.7%	2.2%	1.6%	1.2%	Website	Negative
Item #4	10.1%	6.1%	5.2%	28.6%	5.6%	14.8%	19.4%	Email	Negative
Item #5	9.1%	9.2%	11.5%	6.3%	5.6%	6.6%	7.3%	Website	Positive
Item #6	9.0%	6.1%	8.3%	18.8%	4.5%	8.2%	9.7%	Email	Neutral
Item #7	8.8%	4.0%	6.9%	8.0%	22.4%	13.2%	10.9%	Search	Neutral
Item #8	8.8%	5.5%	5.2%	7.1%	25.8%	17.3%	7.9%	Search	Positive
Item #9	8.2%	8.0%	6.9%	4.5%	9.5%	10.7%	24.2%	Digital	Negative
Item #10	8.1%	13.5%	5.6%	5.4%	9.8%	14.4%	2.4%	Social	Neutral
Totals	\$815,250	\$163,500	\$348,500	\$112,000	\$89,250	\$60,750	\$41,250		

Legacy Brand / General Merch Style = Headsets.com



Find headsets and accessories...



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Wireless Headsets

Wired Headsets

Call Center Headsets

All Headsets



1-800-HEADSETS (432-3738)



Office Headset Experts Trusted by Over 1.6 Million Customers



"I love the products and really appreciate the excellent customer service that I have always received. **You are an A+ company to deal with.**"

Donna Pantzer

American Water Treatment | Sebastopol, CA



"Your company should get an wonderful your Customer Ser to change anything."

Bonnie Reighard

First National Bank



Legacy Brand / General Merch Style = Headsets.com

Us vs The Other Guys

We couldn't resist adding a cheeky chart showing how we compare to "them."

	US	The Other Company
Warranty	5-years	1- or 2-years
Shipping	Free 2-Day	Not clear
Support	US-Based (and it rocks!)	Sent overseas to save a buck
Average Support Time	Phone: 6 sec avg answer Email: 11 min avg response	Phone: 3 min avg answer Email: 24 hr avg response
Returns	365 days. Yes, really!	Who do I send it back to?
% of Company solely helping end users	50%	3%
Free Trials	Yes! Always 60 days.	Not clear
Love Quotient	We love you. There you go, we said it, it was easy 🍷	They'd probably find it quite awkward to say that



Legacy Brand / General Merch Style = Headsets.com

Common Headset Questions

What are the perks of using a wireless headset for an office phone?

Wireless headsets for office phones offer the advantage of mobility, letting users move around their office while staying connected to their call. This freedom of movement is great for tasks that require multitasking, typing, or collaborating with colleagues during a call. Also, the absence of cords reduces clutter!

How does a DECT headset work?

DECT headsets work by establishing a wireless connection to a base station or a DECT-enabled device. The base station is connected to the user's phone or computer, and the DECT headset communicates with this base station wirelessly. This technology provides a stable and secure connection, ensuring clear audio quality during calls.

What is noise cancellation when it comes to a wireless headset microphone?

Noise cancellation in a wireless headset microphone refers to the technology designed to reduce or eliminate unwanted background noise. This is especially useful in workspaces with multiple people.

What are the advantages of using a headset for phone calls?

Using a headset offers hands-free convenience, allowing users to multitask while on a call. It's particularly useful for tasks like leaving your desk, typing, or working out. Additionally, headsets provide better call








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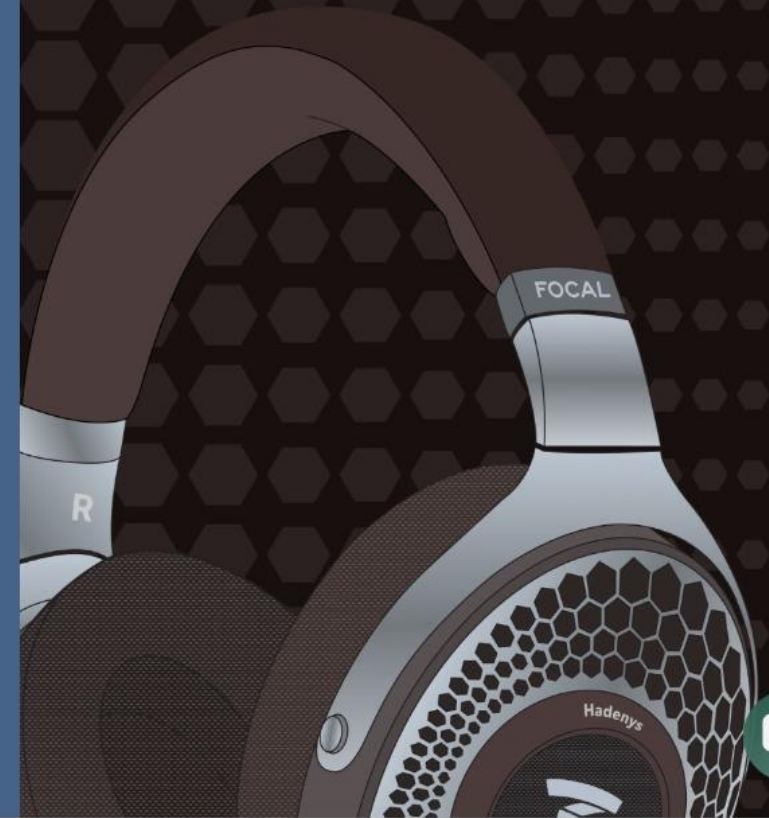
[Expert Reviews, Guides, and Communities](#) 

 **FOCAL**

Azurys & Hadenys

Two new spectacular headphones made in France from Focal have arrived.

[Pre-Order Azurys](#)



Mini-Assortment at Headphones.com

10 Day Weather - Goodyear, AZ

As of 4:38 pm MST

Thu 09 | Night

59° 

WSW12 mph


Clear skies. Low 59F. Winds WSW at 10 to 15 mph.

















 Humidity
15%

 UV Index
0 of 11

 Moonrise
6:27 am

 Moonset
9:36 pm

 Waxing Crescent

Fri 10	92°/62°	 Sunny	 0%	 SSW 9 mph	
Sat 11	94°/63°	 Sunny	 0%	 WSW 14 mph	
Sun 12	97°/66°	 Sunny	 0%	 SSW 11 mph	
Mon 13	100°/68°	 Sunny	 0%	 SSW 11 mph	

Advertisement





IFI AUDIO ZEN AIR DAC
AMPLIFIER
\$99

CLICK



FOCAL CELESTEE HIGH-END
HEADPHONES
\$999

CLICK



-18%

MEZE AUDIO 109 PRO
HEADPHONES - OPEN BOX
\$649

CLICK



-40%

SENNHEISER HD 599
HEADPHONES
\$119.95

CLICK



-10%

FOCAL CLEAR HEADPHONES
\$890

CLICK



TOPPING DX3 PRO+
DESKTOP DAC & HEADPHONES
\$199

CLICK

They Signal FOMO To The Customer

In-ear headphones & earbuds

Brand ^

Sort by: Best selling ▾

- 64 Audio (9)
- Bowers & Wilkins (3)
- Denon (2)
- Dunu (11)
- Empire Ears (8)
- Final Audio (2)
- Hifiman (1)
- Hisenior Audio (1)
- I/O Audio (1)
- iFi Audio (1)

+ Show more (7)



Moondrop
Moondrop Variations Tribrid In-Ear Headphones
\$520



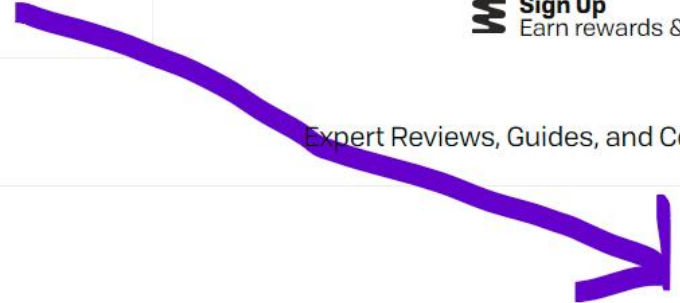
Sold Out
Thieaudio
Thieaudio Monarch MKII In-Ear Headphones
\$999



Moondrop
Moondrop Kato In-Ear Headphones
\$189



64 Audio
64 Audio U12t In-Ear Headphones
\$1,999



Use YouTube To Speak About A Mini-Assortment



The Headphone Show

@TheHEADPHONESHOW · 120K subscribers · 674 videos

The Headphone Show is part of The Audio Files. We review headphones, IEMs, amplifiers ...more
[headphones.com](https://www.headphones.com) and 7 more links

Subscribed

Home Videos Shorts Live Podcasts Playlists Community

For You



New Focal headphones for 2024! Azurys & Hadenys Review

29K views · 2 days ago



the GIANT headphone tier list (end of 2023)

189K views · 5 months ago



Harman 2024 Livestream with Dr. Olive, Crinacle, and Friends

8.8K views · Streamed 1 month ago



They Created Their Own Influencers



the GIANT headphone tier list (end of 2023)



The Headphone Show ✓
120K subscribers

🔔 Subscribed ▾

👍 4K



➦ Share

⬇️ Download



189K views 5 months ago

Influencers Rank Headphones (Not Just Their Units)

The screenshot displays a YouTube video player showing a tier list of headphones. The video is titled "the GIANT headphone tier list (end of 2023)" and is from the channel "The Headphone Show" (120K subscribers). The video content shows a grid of headphones ranked into tiers (S, A, B, C, D, E, F) with a "DMS's List" label. The video player interface includes a progress bar at 1:47:42 / 1:51:43, a "FINAL RESULTS" button, and various control icons. The video player also shows a "TIERMAKER" logo in the top right corner and a "Headphones.com" logo in the bottom right corner.

DMS's List

the GIANT headphone tier list (end of 2023)

The Headphone Show ✓
120K subscribers

Subscribed

4K

Share

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They Promote Subsets of Their Product Assortment

Resolve's Technical Analysis ▶ Play all

What sounds good? How we measure that? And how sure are we of the results? The audio industry is full of awesome products, contradictory research, strong voices, and endless questions. Resolv...



New Focal headphones for 2024! Azurys & Hadenys...

The Headphone Show ✓
29K views • 2 days ago



The world's best IEM?
Subtonic Storm Review

The Headphone Show ✓
18K views • 2 weeks ago



Kiwi Ears x Crinacle Singolo -
Proof of concept

The Headphone Show ✓
23K views • 1 month ago



How IEMs are BETTER than
over-ear headphones!

The Headphone Show ✓
34K views • 2 months ago



How in-ears are
OBJECTIVELY worse than...

The Headphone Show ✓
41K views • 2 months ago

CanJam Interviews & Show Coverage ▶ Play all



LOTS of NEW headphones,
familiar faces, big hints for...



The BEST things we heard at
CanJam NYC 2023



Headphones that melted our
brains

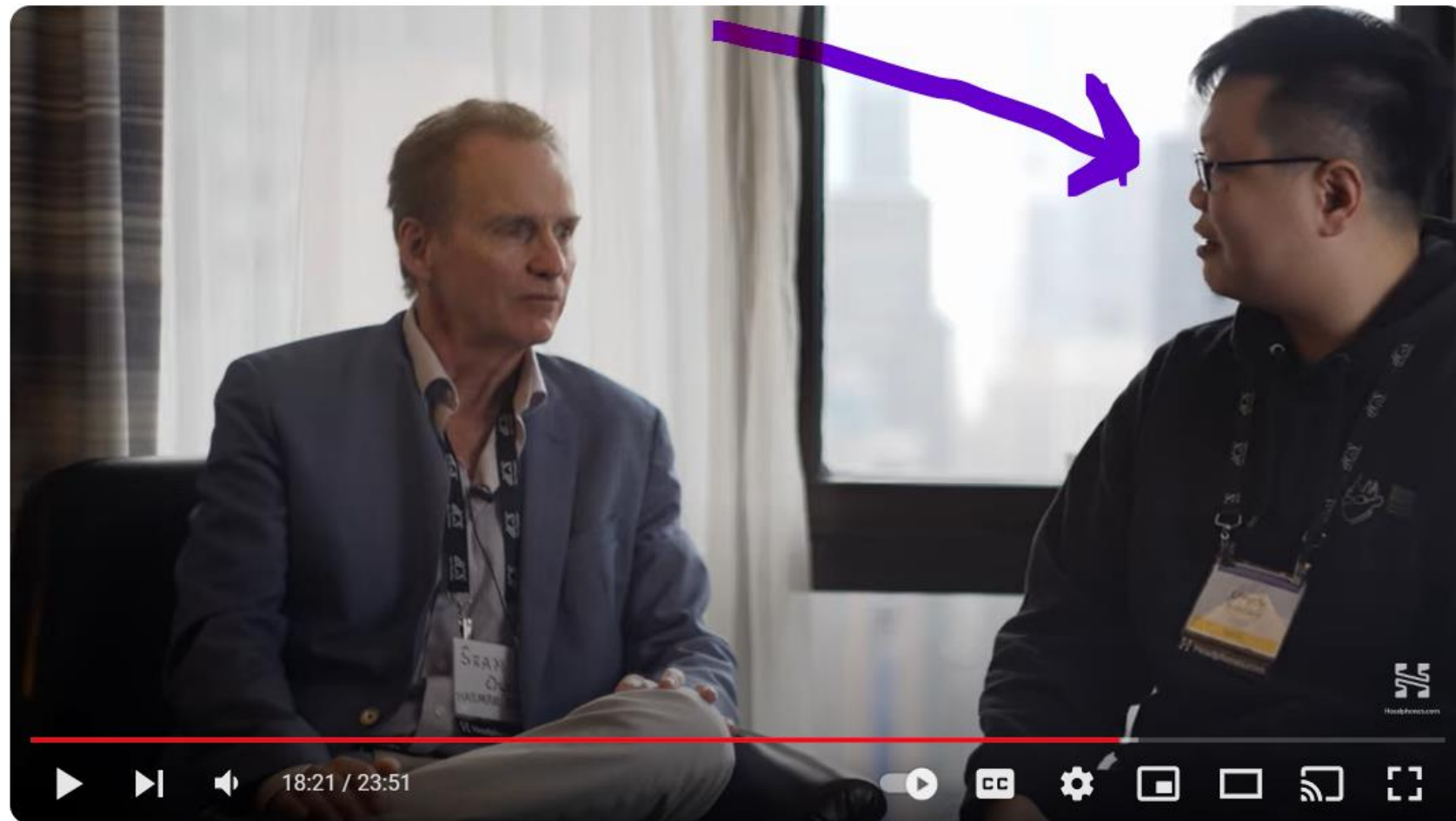


These headphones made me
cry... Sennheiser HE-1 (mini...



Resolve & Crinacle talk
SCIENCE with Dr. Sean Olive...

They Invite The Competition To Talk About Mini-Assortments



Resolve & Crinacle talk SCIENCE with Dr. Sean Olive of Harman International



The Headphone Show ✓
120K subscribers

Subscribed ▾

683




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They Interact With Their (Sometimes Angry) Fans

←  **r/headphones** • 4 mo. ago
Elpreto2 Search bar=KING/SRH840a/Hip DAC 2/K240 mkii/Zero:RED/May/Zero 2

Why is Andrew testing the HE-1 with Spotify??? Is he stupid???

Meme Monday
/s because the flair is not enough




r/headphones Joined

headphones: cans for nerds, stuff that matters
A place for discussion, news, reviews and DIY projects related to portable audio, headphones, headphone amplifiers and...

Show more

1.1M Members
138 Online
Top 1% Rank by size

USER FLAIR

 MineThatData_KH

COMMUNITY BOOKMARKS

- Resources
- Purchase Advice ▾
- Related Subreddits ▾
- Weekly Discussion

RULES

↑ 1K ↓ 💬 268 ↗ Share

They Host Their Own Forum (500,000 Members, Approximately 1 in 30 Purchase per Year)

The screenshot shows the homepage of 'The Headphones Community' forum. At the top, there is a navigation bar with the site logo, 'The Headphones Community' text, and buttons for 'Sign Up' and 'Log In'. Below the navigation bar is a blue banner with the text 'HEADPHONES.COM is proud to support this outstanding community of audio lovers.' and a link to 'VISIT HEADPHONES.COM'. The main content area features a filter bar with 'categories', 'tags', and 'Categories' (highlighted in orange), along with 'Latest' and 'Top' sorting options. The forum is organized into categories, each with a description and a 'Topics' count. A list of recent posts is shown on the right, including titles, user avatars, category names, and post counts/times.

Category	Topics	Latest
The Headphone Show This is the location to find all "The Headphone Show" content moving forward. It will be a series of locked threads for The Headphone Show to post in for easy access for forum members to locate past and upcoming shows.	1	New Here? This Is The Spot To Introduce Yourself 4.6k 2h ■ HEADPHONE Community Meta
Forum Announcements This is the spot to get the latest announcements for the forum to include Demo tours going live or any major announcements for the community.	8	What headphones do you have in your collection and why? 381 3h ■ General Headphone Discussion
The Audio Files Discussion and comments on articles from the Headphones.com blog The Audio Files.	66	Munich High-End 2024 10 5h ■ Headphone News
Official Gear Tours Hello everyone! Demo Tours will be placed here under their own categories. These tours will be limited to 5-10 people at a time with a maximum of 3 days of having the item(this may change as necessary and up to Headphones.com discretion). We will	3	Munich High-End 2023 55 7h
		The world of Dongles 3 7h ■ General DAC/Amp/DAP Discussion
		Tuning EQ to your personal HRTF 29

They Review Headphones & Equipment

Reviews

CATEGORIES:

[ALL POSTS](#)

[HEADPHONES](#)

[IEMS](#)

[DACS](#)

[AMPS](#)

[DAPS](#)



Moondrop x Crinacle DUSK: An Inconvenient Truth

Crinacle's new DUSK was an IEM that was uniquely positioned to fulfill the wishes of consumers asking for an IEM tuned with the Brüel and Kjaer Type 5128 in mind. However, due to the reliance on the DSP cable to grant that wish, saying "Buy DUSK" isn't quite as simple this time around.

GRIFFIN SILVER · APRIL 14, 2024



Sennheiser IE 200 Review: Affordable, but is it good?

The Sennheiser IE 200 is the most affordable in-ear monitor in their IE line-up. At \$150, it's meant to bring the Sennheiser sound to the masses. But how much has changed from its bigger brothers IE 600 and IE 900 and is it any good?

CALEB LOO · MARCH 30, 2024



Ferrum WANDLA GoldenSound Edition Measurements & Discussion

The WANDLA GoldenSound Edition features several changes over the original, and slightly different measured behaviour.

CAMERON OATLEY · MARCH 26, 2024

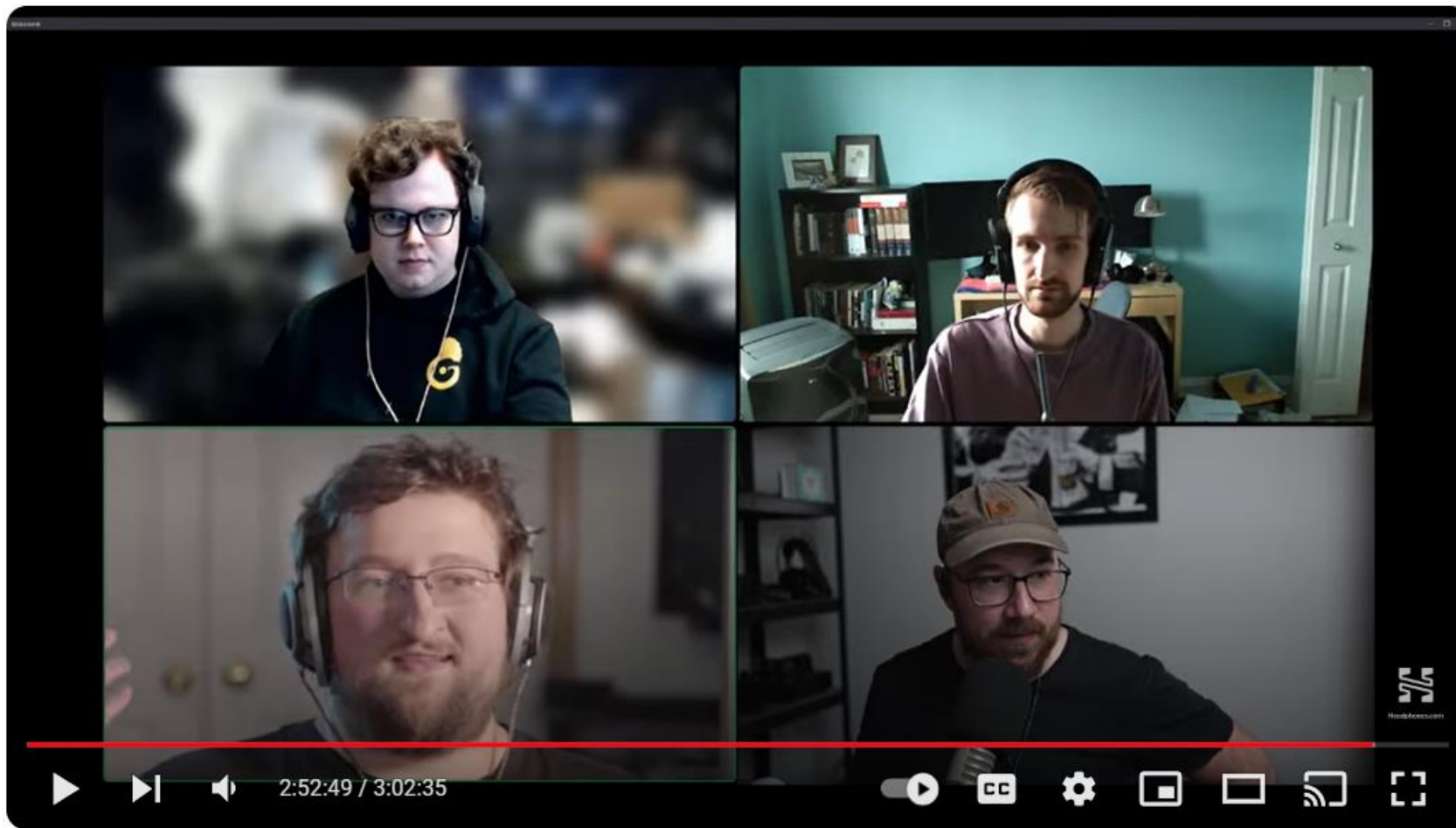


Tanchjim Origin: Back to Basics?

The Origin is Tanchjim's latest flagship DD IEM. The brand last struck gold with their Oxygen IEM - almost five years ago. Does the Origin capture some of that original magic?

THEO LEE · MARCH 20, 2024

They Host Live Streams With Fans



Top chat replay ▾

- 2:51:20 celloh blaine is a basslet
- 2:51:21 listener 🗨️ Blaine you also listen to terrible music
- 2:51:22 *The World Teacher - Jagadguru Svāmī Vegānanda*
I got the lenses on my glasses cut-down on the sides, so it's far easier to wear headphones now.
- 2:51:36 celloh blaine listens to jpop confirmed
- 2:51:37 vael sibilance isn't a problem if you just turn the amp gain down a bit 🌶️
- 2:51:43 MTL I've measured how the K371's response vary on my head when leaning it in various directions, with and without glasses, and it sucks either way
- 2:52:11 Pigmanny my neighbors love my music
- 2:52:30 celloh i do live in an apartment
- 2:52:31 Salted Peanut @listener Yes, sizzling hot take Lol 😄
- 2:52:38 SuBByBaSS Hair is a variable when talking about breaking the seal too
- 2:52:46 *The World Teacher - Jagadguru Svāmī Vegānanda*
I can play my full-range monitors at full blast in my condo and the neighbours will NOT hear them.

Meme Marketing in Audio - Live stream Q&A with Resolve, Listener & Mad_Economist

 **The Headphone Show** ✓
120K subscribers

  99    

4.4K views Streamed 12 days ago The HEADPHONE Show Live Streams

They Perform Scientific Measurements



Focal Azurys Measurements & Official Discussion

Official Headphone Model Discussion ■ focal

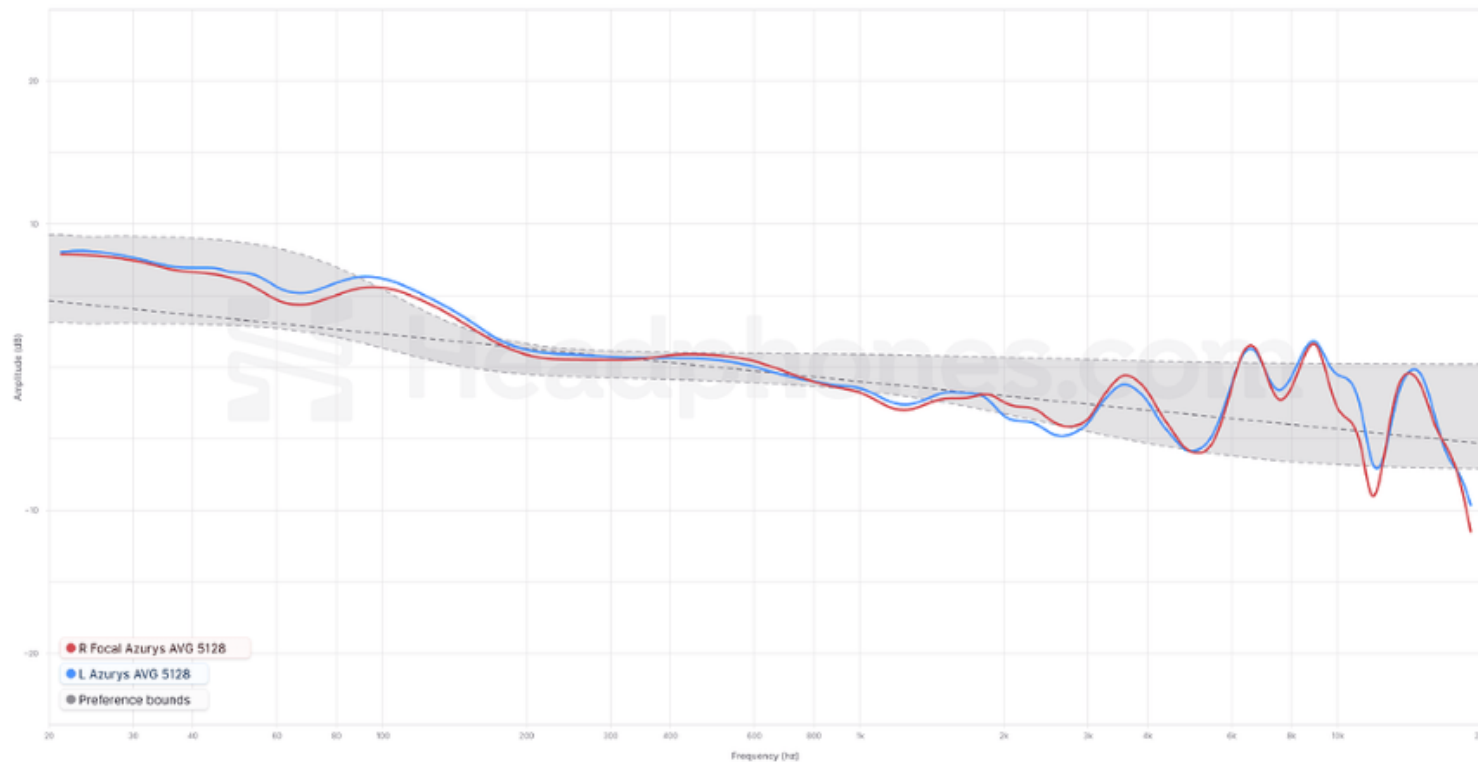
Log In



B&K 5128

Focal Azurys

Measurement rig: 5128
Measured by: Resolve



May 7

1 / 6

May 6

1d ago

They Follow Their Customers Off Platform (Discord)

The screenshot shows a Discord server interface for 'Headphones.com'. The server name is 'Headphones.com' and the channel is 'rules'. The server icon is a green square with white headphones and musical notes. The channel icon is a blue square with white headphones and musical notes. The server rules are as follows:



- If a user with the **@Vendor** role is asked by a customer for support on an existing purchase, transaction, or product issue, they must conduct their conversation outside of this server.
- Users with the **@Vendor** role cannot openly advertise their products or directly solicit potential customers to purchase their products here.


Rules for Audio Science channels:

- # audio-science**
 - Keep it on-topic.** Discussion in this channel should be about audio science and theory. Posts not related to measurable phenomena, scientific listening tests, acoustic design, etc, belong in another channel.
 - No misinformation.** Curiosity is welcome, but presenting unsubstantiated opinions as facts is not. Be prepared to provide evidence.
- # headphone-measurements**
 - All discussion must take place in threads.** Self-explanatory. Just keep discussion in the right places.
 - Keep it on-topic.** Discussion in this channel should only be about published measurements of headphones. Broader discussion about the theory of headphone metrology belongs in **# audio-science**.

We reserve the right to change these rules at any time, as well as issue warnings or bans for infringements that may not be explicitly covered by the rules above.

(edited)

Phoney   06/20/2023 11:20 AM
React here to be notified whenever The Headphone Show does a live stream!

 390

Not A Huge Brand: Probably Drive More Business To Amazon Than To Their Own Website



Search retailers



Mar 2024



All countries



Home / Insights / Retailers / headphones.com

TRANSACTION INTELLIGENCE - MAR 2024 GLOBALLY

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Book a demo

headphones.com

3.1M

Revenue

36m

468K

Sessions

0.5-1.0%

Conversion rate

\$1100-1200

Average order value

Online only revenue for headphones.com, excluding returns, subscriptions and any app sales. Read more in [our knowledge base](#).

Main country of store: **UNITED STATES** • Website category: **COMPUTERS AND TECHNOLOGY**

The website headphones.com is an online platform that offers a wide range of headphones. They sell headphones from various brands, encompassing both wired and wireless options. The selection includes over-ear, on-ear, and in-ear styles, catering to different preferences. Additionally, the website also provides headphone accessories such as cables, earpads, and cases.

Hi there 🙌!
Want to know how major brands and retailers leverage Grips' transactional intelligence?

It Is Time To Be Creative

For an estimated \$36,000,000 annual net sales brand, Headphones.com has creative employees working ridiculously hard to build a community that will (hopefully) choose them over Amazon (I chose Amazon, sorry) for their purchasing needs.

They don't hire influencers ... they ARE the influencers!

They leverage mini-assortments within their community to generate purchases.

Kevin Hillstrom

Twitter: @minethatdata

Blog: blog.minethatdata.com

206-853-8278