


Tiki

Fiscal Period 7 2025



MONTHLY KEY METRICS

\$28,914.91

Spend ▲125.87% vs LM

2,305,116

Impressions ▲68.66% vs LM

14,730

Clicks ▲47.12% vs LM

\$210,267.16

Brand Revenues ▲215.72% vs LM

7.27

Brand ROAS ▲39.78% vs LM

0.64%

Clickthrough Rate ▼-12.77...

\$12.54

CPM ▲33.92% vs LM

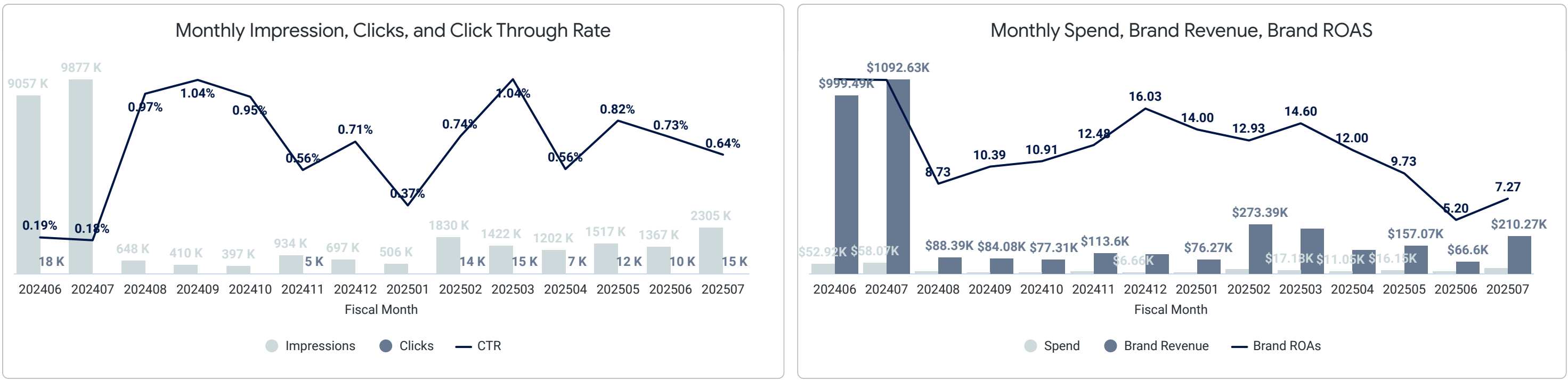
\$1.96

CPC ▲53.52% vs LM

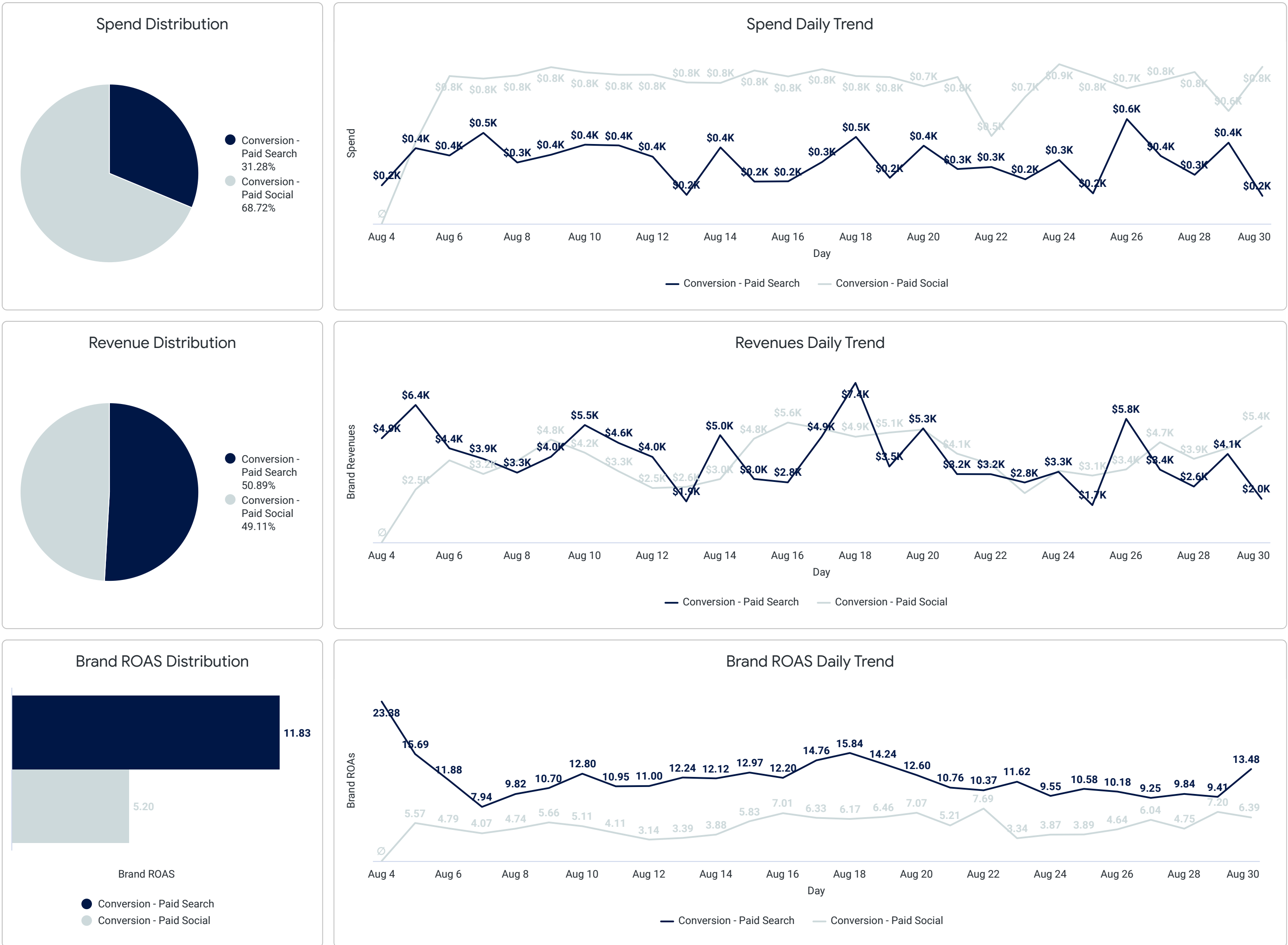
18.43%

NTB% ▼-3.44% vs LM

YEAR TO MONTH TREND



PERFORMANCE BY CAMPAIGN OBJECTIVE



PERFORMANCE BY MARKETING FUNNEL STAGES

AWARENESS CAMPAIGNS											
	Week Number	Vendor Partner	Channel	Adformat	Total Vendor Spend	Impressions	Clicks	Brand Revenue	Brand ROAS	Brand ROAS vs Benchmark	NTB%
No Results											
Totals											

CONSIDERATION CAMPAIGNS											
	Week Number	Vendor Partner	Channel	Adformat	Total Vendor Spend	Impressions	Clicks	Brand Revenue	Brand ROAS	Brand ROAS vs Benchmark	NTB%
No Results											
Totals											

CONVERSION CAMPAIGNS											
	Week Number	Vendor Partner	Channel	Adformat	Total Vendor Spend	Impressions	Clicks	Brand Revenue	Brand ROAS	Brand ROAS vs Benchmark	NTB%
1	30	Tiki	Paid Social	DPA DABA	\$5,465.15	415,104	2,902	\$28,339.31	5.19	-52.34%	18.58%
2	29	Tiki	Paid Social	DPA DABA	\$5,136.28	384,543	1,687	\$30,790.85	5.99	-44.90%	17.71%
3	28	Tiki	Paid Social	DPA DABA	\$5,589.44	477,518	1,844	\$26,027.17	4.66	-57.20%	18.42%
4	27	Tiki	Paid Social	DPA DABA	\$3,680.04	333,105	2,073	\$18,099.92	4.92	-54.79%	18.25%
Totals					\$19,870.91	1,610,270	8,506	\$103,257.25	5.20	-52.24%	18.22%

CONVERSION CAMPAIGNS (PAID SEARCH)											
	Week Number	Vendor Partner	Channel	Adformat	Total Vendor Spend	Impressions	Clicks	Brand Revenue	Brand ROAS	Brand ROAS vs Benchmark	NTB%
1	30	Tiki	Paid Search	PLA	\$2,298.03	128,146	1,546	\$22,968.25	9.99	-17.67%	18.81%
2	29	Tiki	Paid Search	PLA	\$2,319.78	169,707	1,756	\$30,417.81	13.11	8.01%	18.18%
3	28	Tiki	Paid Search	PLA	\$2,242.32	261,032	1,594	\$26,795.17	11.95	-1.57%	19.10%
4	27	Tiki	Paid Search	PLA	\$2,183.87	135,961	1,328	\$26,828.68	12.28	1.19%	18.51%
Totals					\$9,044.00	694,846	6,224	\$107,009.91	11.83	-2.54%	18.63%

GLOSSARY

- Impressions** - An impression is when a user sees an advertisement. An impression occurs any time a user opens an app or website and an advertisement is visible, irrespective if it was clicked or not.
- Clicks** - Clicks, measure the number of times users have clicked on a digital advertisement to reach an online property.
- Brand Revenue** - Total online and offline revenue generated by ads at a brand level
Online revenue + Offline revenue
- Brand ROAS** - ROAS refers to the amount of brand revenue that is earned for every dollar spent on a campaign
(Online revenue + Offline revenue) / Total Spend
- Click Through Rate (CTR)** - CTR is the number of clicks that your ad receives divided by the number of times the ad is shown
Total Clicks / Total Impressions
- Cost Per Mille (CPM)** - CPM is the cost to display 1,000 ad impressions
Total Spend / Total Impressions * 1000
- Cost Per Click (CPC)** - CPC is the cost of each click on their ads
Total Spend / Total Clicks
- New To Brand Percentage (NTB%)** - The proportion of daily customers who are purchasing a specific brand for the first time.
First Time Brand Shoppers/Total Daily Customers