

Tiki

202506

KEY PERFORMANCE INDICATORS

IMPRESSIONS

316.1K

▼ 61% vs LM

CLICKS

2.5K

▼ 36% vs LM

CTR

0.8%

▲ 60% vs LM

AD SPEND

\$9.0K

▼ 100% vs LM

ATTRIBUTED SALES

\$122.4K

▲ 3% vs LM

ATTRIBUTED SALES UNITS

9.6K

▼ 200% vs LM

AVG DAILY IMPRESSIONS

11.3K

▼ 52% vs LM

AVG. CLICKS PER DAY

87.5

▼ 200% vs LM

TOTAL CUSTOMERS

2.6K

▼ 23% vs LM

NTB CUSTOMERS %

33.6%

▲ 6% vs LM

ROAS

\*Definitions in the glossary below\*

BRAND ROAS

13.6

▲ 21% vs LM

\*NEW\* FEATURED BRAND ROAS

5.0

▼ 60% vs LM

\*NEW\* HALO BRAND ROAS

15.7

▲ 60% vs LM

\*NEW\* NTB ROAS

26.8

CAMPAIGNS PERFORMANCE

	Campaign Name	Ad Item Type	Ad Spend	Spend distribution	Total Impressions	Attributed Sales	ROAS	Total Clicks	No. of Orders	AOV	Total Customers	% NTB Customers
1	1430_VIP FUNDED_RMLN_FY25_O.O. TIKI_O_MML_O.O._SSA4202 5_WHITEBRIDGE_FY25Q2	SPA (Product)	\$7.2K	80.0%	273.1K	\$75.4K	10.5	2.1K	1.8K	\$40.82	1.7K	31.3%
2	1430_VIP FUNDED_RMLN_FY25_O.O. TIKI_O_MML_O.O._SSA4202 5_WHITEBRIDGE_FY25Q2	Catapult (Native-Fixed)	\$1.8K	20.0%	43.0K	\$47.0K	26.1	384.0	985.0	\$47.69	934.0	36.8%
Totals			\$9.0K	100.0%	316.1K	\$122.4K	13.6	2.5K	2.8K	\$43.21	2.6K	33.6%

Performance by Department

	Department Desc	Ad Item Type	Ad Spend	Spend distribution	Total Impressions	Attributed Sales	ROAS	Total Clicks	No. of Orders	AOV	Total Customers	% NTB Customers
1	CAT FOOD NATURAL	SPA (Product)	\$7.2K	80.0%	273.1K	\$75.4K	10.5	2.1K	1.8K	\$40.82	1.7K	31.3%
2	CAT FOOD NATURAL	Catapult (Native-Fixed)	\$1.8K	20.0%	43.0K	\$47.0K	26.1	384.0	985.0	\$47.69	934.0	36.8%
Totals			\$9.0K	100.0%	316.1K	\$122.4K	13.6	2.5K	2.8K	\$43.21	2.6K	33.6%

Video Ads Performance by Ad Item

Ad Item ID	Ad Item Name	Video Played To 25 %	Video Played To 50 %	Video Played To 75 %	Video Completion Rate	View Through Rate	Cost Per View	Cost Per Completed View
No Results								
Totals								

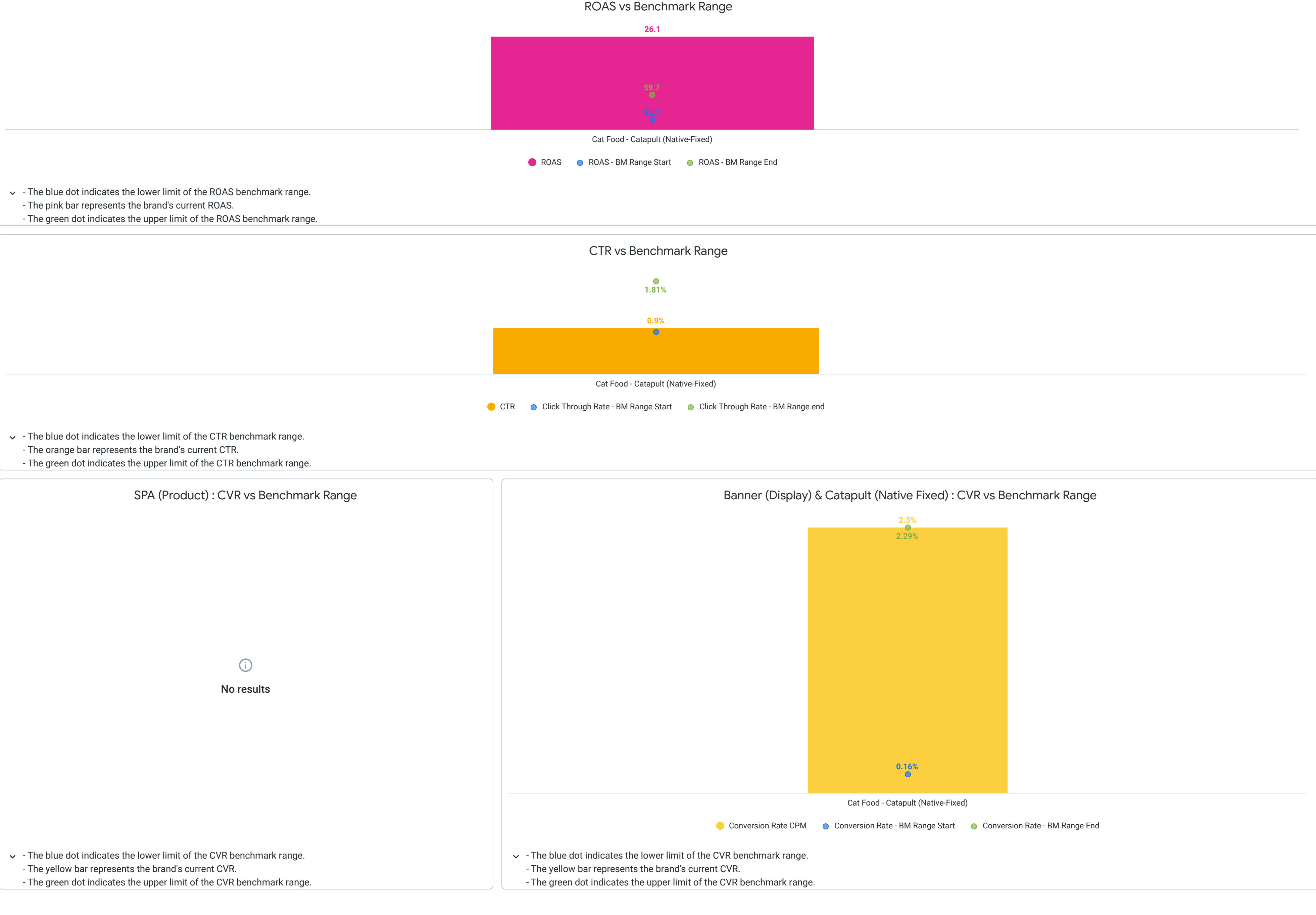
PERFORMANCE vs CATEGORY BENCHMARKS

This visualizations below illustrate performance categorized by species (e.g., don food, cat food, etc.) and ad type (e.g., SPA, Catapult, Banner) against benchmark ranges for each ad type.

PERFORMANCE vs CATEGORY BENCHMARKS

These visualizations below illustrate performance categorized by species (e.g., dog food, cat food, etc.) and ad type (e.g., SPA, Catapult, Banner) against benchmark ranges for each ad type.

- The benchmarks are derived from Q2 data for all ads within the corresponding species category and ad type.
- Please note that the outliers have been excluded in the benchmarks range calculation.

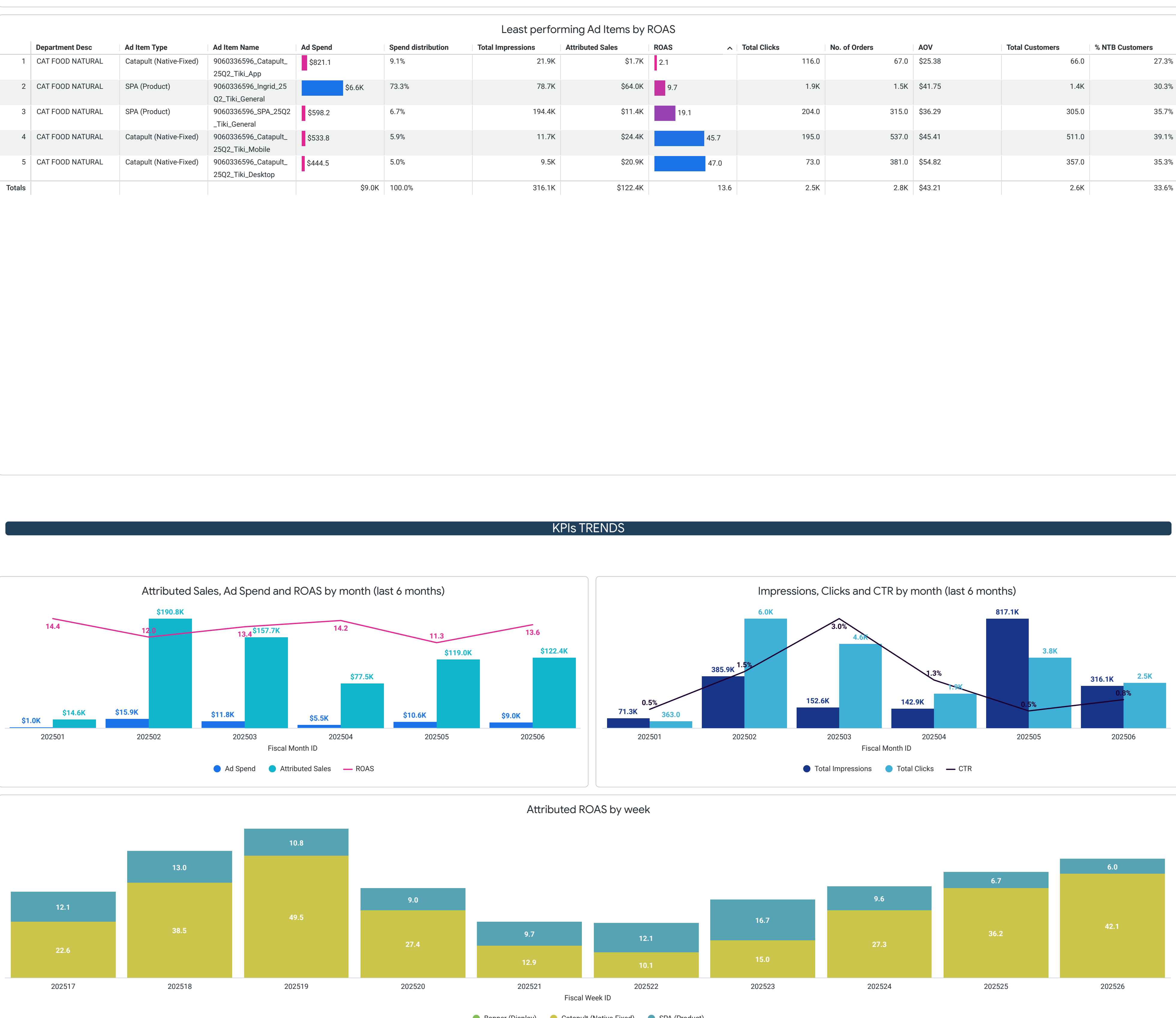


KPIs TRENDS

The tables below have the highest and lowest performing 10 Ad Item names categorized by ad type and department.

Top performing Ad Items by ROAS													
Ad Item Type	Ad Item Name	Ad Spend	Spend distribution	Total Impressions	Attributed Sales	ROAS	Total Clicks	No. of Orders	AOV	Total Customers	% NTB Customers	Department Desc	
1	Catapult (Native-Fixed)	9060336596_Catapult_2502_Tik_Desktop	\$444.5	5.0%	9.9K	\$20.9K	47.0	73.0	381.0	\$54.82	357.0	35.3%	CAT FOOD NATURAL
2	Catapult (Native-Fixed)	9060336596_Catapult_2502_Tik_Mobile	\$533.8	5.9%	11.7K	\$24.4K	45.7	195.0	537.0	\$45.41	511.0	39.1%	CAT FOOD NATURAL
3	SPA (Product)	9060336596_SPA_2502_Tik_General	\$598.2	6.7%	194.4K	\$11.4K	19.1	204.0	315.0	\$36.29	305.0	35.7%	CAT FOOD NATURAL
4	SPA (Product)	9060336596_Ingrd_25_Q2_Tik_General	\$6.6K	73.3%	78.7K	\$64.0K	9.7	1.9K	1.5K	\$41.75	1.4K	30.3%	CAT FOOD NATURAL
5	Catapult (Native-Fixed)	9060336596_Catapult_2502_Tik_App	\$821.1	9.1%	21.9K	\$1.7K	2.1	116.0	67.0	\$25.38	66.0	27.3%	CAT FOOD NATURAL
Totals			\$9.0K	100.0%	316.1K	\$122.4K	13.6	2.5K	2.8K	\$43.21	2.6K	33.6%	

Least performing Ad Items by ROAS												
Department Desc	Ad Item Type	Ad Item Name	Ad Spend	Spend distribution	Total Impressions	Attributed Sales	ROAS	Total Clicks	No. of Orders	AOV	Total Customers	% NTB Customers
1 CAT FOOD NATURAL	Catapult (Native-Fixed)	9060336596_Catapult_2502_Tik_App	\$821.1	9.1%	21.9K	\$1.7K	2.1	116.0	67.0	\$25.38	66.0	27.3%
2 CAT FOOD NATURAL	SPA (Product)	9060336596_Ingrd_25_Q2_Tik_General	\$6.6K	73.3%	78.7K	\$64.0K	9.7	1.9K	1.5K	\$41.75	1.4K	30.3%
3 CAT FOOD NATURAL	SPA (Product)	9060336596_SPA_2502_Tik_General	\$598.2	6.7%	194.4K	\$11.4K	19.1	204.0	315.0	\$36.29	305.0	35.7%
4 CAT FOOD NATURAL	Catapult (Native-Fixed)	9060336596_Catapult_2502_Tik_Mobile	\$533.8	5.9%	11.7K	\$24.4K	45.7	195.0	537.0	\$45.41	511.0	39.1%
5 CAT FOOD NATURAL	Catapult (Native-Fixed)	9060336596_Catapult_2502_Tik_Desktop	\$444.5	5.0%	9.9K	\$20.9K	47.0	73.0	381.0	\$54.82	357.0	35.3%
Totals			\$9.0K	100.0%	316.1K	\$122.4K	13.6	2.5K	2.8K	\$43.21	2.6K	33.6%



PRODUCT DETAILS

PRODUCT DETAILS																
Top 10 products by attributed sales and order channel																
		Order Channel	App		In Store			Site		Total						
	Product Name	Product ID	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers		
1	Tiki Cat After Dark Variety Pack Wet Cat Food	5024533	\$2.3K	94.0	31.9%				\$8.8K	208.0	48.0%	\$11.3K	308.0	43.1%		
2	Tiki Cat Born Carnivore Indoor Health Chicken & Turkey Meal Dry Cat Food	5122672							\$4.7K	114.0	34.8%	\$7.8K	208.0	30.7%		
3	Tiki Cat After Dark Wet Food Variety Pack	5082449							\$6.5K	106.0	52.0%	\$7.2K	131.0	47.2%		
4	Tiki Cat Baby Variety Pack Wet Cat Food	5181482							\$3.7K	123.0	59.3%	\$5.6K	211.0	50.2%		
5	Tiki Cat Born Carnivore High Protein Deboned Chicken & Egg Dry Cat Food	5082471							\$2.3K	49.0	28.6%	\$3.4K	74.0	21.6%		
6	Tiki Cat Aloha Friends Variety Pack Wet Cat Food	5024535	\$883.5	52.0	25.0%							\$3.3K	154.0	34.6%		
7	Tiki Cat After Dark Velvet Mousse Variety Pack Wet Cat Food	5181489							\$2.6K	69.0	42.0%	\$5.1K	89.0	38.2%		
8	Tiki Cat Grill Plate Variety Pack Wet Food	5082734							\$2.0K	79.0	50.0%	\$2.6K	111.0	39.1%		
9	Tiki Cat Chicken Crocks Mega Pack Wet Cat Food	5122677							\$1.4K	30.0	36.7%	\$2.2K	48.0	29.2%		
10	Tiki Cat Luau Velvet Mousse Variety Pack Complete & Balanced Wet Cat Food	5024522							\$1.5K	52.0	35.3%	\$2.2K	79.0	31.2%		
Totals			\$26.9K	821.0	26.0%	\$4.5K	260.0	25.2%	\$90.9K	1.8K	37.4%	\$122.3K	2.8K	33.6%		

Bottom 10 products by attributed sales and order channel																
	Order Channel	> App		In Store			Site			Total						
	Product Name	Product ID	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers	Attributed Sales	No. of Orders	% NTB Customers		
1	Tiki Dog Born Carnivore Protein Booster Topper, Chicken and Lamb Recipe in Broth Dog Food Topper	5223160	\$1.7	1.0	100.0%							\$1.7	1.0	100.0%		
2	Tiki Dog Baby Whole Chicken & Chicken Liver Wet Dog Food	5241704							\$10.5	1.0	0.0%	\$10.5	1.0	0.0%		
3	Tiki Cat Born Carnivore Complements Chicken & Duck Wet Cat Food Topper	5223067							\$23.7	2.0	0.0%	\$23.2	8.0	12.5%		
4	Tiki Cat Aloha Friends Chicken with Pumpkin Wet Cat Food	5049654							\$28.3	9.0	33.3%	\$34.9	12.0	25.0%		
5	Tiki Cat After Dark Duck & Chicken Liver Recipe Soft Pate Wet Cat Food	524032				\$29.8	7.0	14.3%				\$37.2	8.0	12.5%		
6	Tiki Cat Aloha Friends Tuna & Pumpkin Wet Cat Food Pouch	5024875							\$34.3	5.0	20.0%	\$39.3	8.0	12.5%		
7	Tiki Cat After Dark Chicken & Beef Wet Food	5024532							\$63.4	4.0	25.0%	\$69.7	5.0	20.0%		
8	Tiki Cat Grill Sardine & Lobster Pate Wet Food	5082755	\$3.4	2.0	0.0%	\$9.5	3.0	0.0%				\$80.2	13.0	23.1%		
9	Tiki Cat After Dark Rabbit & Chicken Liver Pate Wet Cat Food	5082450							\$83.2	13.0	23.1%	\$87.6	15.0	20.0%		
10	Tiki Cat Baby Chicken, Salmon & Chicken Liver Pate Wet Food for Kittens	5223233							\$84.1	7.0	57.1%	\$93.4	13.0	38.5%		
Totals			\$26.9K	821.0	26.0%	\$4.5K	260.0	25.2%	\$90.9K	1.8K	37.4%	\$122.3K	2.8K	33.6%		

NEW METRICS

**Featured ROAS**  
**Definition:** Featured ROAS measures the advertising return specifically from the exact products (SKUs) that were directly featured in the ad.  
**Formula:** Featured ROAS = Revenue from featured SKUs / Ad spend  
**Purpose:** This metric helps us to assess the long-term revenue impact driven by repeat delivery of the same SKUs.  
**Purpose:** This metric helps assess the direct effectiveness of an ad in driving sales for the specific products it promotes.

**Halo ROAS**  
**Definition:** Halo ROAS measures the indirect impact of an ad on the broader brand portfolio. It captures the revenue generated from non-featured SKUs within the same brand that benefited from the brand exposure created by the ad.  
**Formula:** rROAS = Revenue from non-featured SKUs of the same brand / Ad spend  
**Purpose:** This metric highlights the halo effect, where advertising not only drives sales of the promoted product but also lifts sales of related or associated products under the same brand umbrella.

**rROAS**  
**Definition:** rROAS measures the impact of recurring revenue generated by customers who subscribe to repeat delivery over a one-year period.  
**Formula:** rROAS is calculated as the average of total brand revenue / Ad spend.  
**Purpose:** This metric helps us to assess the long-term revenue impact driven by repeat delivery of the same SKUs.

**ROAS - Attributed Sales / Ad Spend**  
**Projected ROAS - Projected Attributed Sales / Ad Spend**  
**Conversion Rate CPM - Order Count / Total Impressions (For Ads of type CPM)**  
**Conversion Rate CPC - Order Count / Total Clicks (For Ads of type CPC)**  
**CPM - (Ad Spend / Impressions) \* 1000 (For Ads of type CPM)**  
**CTR - Clicks / Impressions**  
**CPC - Ad Spend / Clicks (For Ads of type CPC)**  
**Total Campaigns - Count of Distinct Active and Completed Campaigns**  
**Purchasing Customers - Customers with Attributed Sales**