Tiki 202506 KEY PERFORMANCE INDICATORS CTR **IMPRESSIONS** CLICKS AD SPEND ATTRIBUTED SALES ATTRIBUTED SALES UNITS 316.1K 2.5K 0.8% \$9.0K \$122.4K 9.6K ▼ -29% vs LM ▼ -61% vs LM ▼ -36% vs LM ▲ 66% vs LM ▼ -15% vs LM ▲ 3% vs LM

RMN Onsite Media - Monthly Report (External) Updated

Brand Name is Tiki Select Period Type is Fiscal Month Select Fiscal Period is 202506 Total Ad Spend Cp is > 0.1

AVG. CLICKS PER DAY AVG DAILY IMPRESSIONS TOTAL CUSTOMERS NTB CUSTOMERS % 87.5 11.3K 2.6K 33.6% ▼ -52% vs LM ▼ -20% vs LM ▼ -21% vs LM ▲ 8% vs LM ROAS *Definitions in the glossary below* *NEW* FEATURED BRAND ROAS *NEW* HALO BRAND ROAS *NEW* rdROAS **BRAND ROAS** 5.0 26.8 15.7 13.6

▼ -80% vs LM ▲ 45% vs LM ▲ 21% vs LM CAMPAIGNS PERFORMANCE % NTB Customers **Campaign Name** Ad Spend Spend distribution ✓ ROAS **Total Clicks** No. of Orders AOV Ad Item Type **Total Impressions** Attributed Sales **Total Customers** 1 1430_VIP-80.0% 273.1K \$75.4K 2.1K 1.8K \$40.82 1.7K 31.3% SPA (Product) \$7.2K 10.5 FUNDED_RMN_FY25_0_0_

TIKI_0_MUL_0_0_0504202 5_WHITEBRIDGE_FY25Q2 985.0 \$47.69 2 1430_VIP-\$1.8K 20.0% 43.0K \$47.0K 384.0 934.0 Catapult (Native-Fixed) 26.1 FUNDED_RMN_FY25_0_0_ TIKI_0_MUL_0_0_0504202 5_WHITEBRIDGE_FY25Q2 \$9.0K 100.0% Totals 316.1K \$122.4K 13.6 2.5K 2.8K \$43.21 2.6K

36.8%

33.6%

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

31.3% 36.8% 33.6% Video Ads Performance by Ad Item Ad Item ID Video Played To 25 % Video Played To 75 % Ad Item Name Video Played To 50 % **Video Completion Rate View Through Rate Cost Per View Cost Per Completed View** No Results Totals PERFORMANCE v/s CATEGORY BENCHMARKS

This 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. ROAS vs Benchmark Range 26.1

CTR vs Benchmark Range

1.81%

0.9%

Cat Food - Catapult (Native-Fixed)

OCTR Click Through Rate - BM Range Start Click Through Rate - BM Range end

→ The blue dot indicates the lower limit of the CVR benchmark range.

AD ITEM PERFORMANCE

Top performing Ad Items by ROAS

Least performing Ad Items by ROAS

Attributed Sales

KPIs TRENDS

Attributed ROAS by week

Fiscal Week ID

PRODUCT DETAILS

Top 10 products by attributed sales and order channel

31.9%

25.0%

26.0%

Bottom 10 products by attributed sales and order channel

% NTB

1.0

2.0

821.0

Customers

100.0%

0.0%

26.0%

GLOSSARY

In Store

Attributed Sales

\$29.8

\$9.5

\$4.5K

No. of Orders

In Store

71.3K

202501

12.1

202522

Attributed Sales No. of Orders

\$4.5K

260.0

25.2%

Site

Attributed Sales

\$10.5

\$23.7

\$28.3

\$34.3

\$63.4

\$83.2

\$84.1

\$90.9K

No. of Orders

% NTB

7.0

3.0

260.0

Customers

14.3%

0.0%

25.2%

Catapult (Native-Fixed)SPA (Product)

363.0

\$122.4K

\$9.0K

202506

9.7

202521

% NTB

Customers

No. of Orders

94.0

 \emptyset

52.0

821.0

Banner (Display)

\$119.0K

\$10.6K

9.0

202520

Attributed Sales

\$2.3K

\$883.5

\$26.9K

Attributed Sales No. of Orders

\$1.7

\$3.4

\$26.9K

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.

• 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.

> App

202505

ROAS

9.7

\$1.7K 2.1

\$64.0K

\$11.4K

\$24.4K

\$20.9K

\$122.4K

Total Impressions

21.9K

78.7K

194.4K

11.7K

9.5K

316.1K

ROAS

\$20.9K

\$24.4K

\$11.4K

\$64.0K

\$122.4K

\$1.7K 2.1

Attributed Sales

Total Impressions

Spend distribution

9.1%

73.3%

6.7%

5.9%

5.0%

\$9.0K 100.0%

9.5K

11.7K

194.4K

78.7K

21.9K

316.1K

- The green dot indicates the upper limit of the CVR benchmark range.

- The yellow bar represents the brand's current CVR.

Banner (Display) & Catapult (Native Fixed) : CVR vs Benchmark Range

2.3% 2.29%

0.16%

Cat Food - Catapult (Native-Fixed)

Conversion Rate CPM

→ Total Clicks

47.0

45.7

13.6

Conversion Rate - BM Range Start
Conversion Rate - BM Range End

AOV

\$45.41

\$41.75

No. of Orders

116.0

1.9K

204.0

195.0

73.0

2.5K

AOV

67.0 \$25.38

1.5K \$41.75

315.0 \$36.29

537.0 \$45.41

381.0 \$54.82

2.8K \$43.21

Impressions, Clicks and CTR by month (last 6 months)

Fiscal Month ID

● Total Impressions ● Total Clicks — CTR

9.6

202524

No. of Orders

208.0

114.0

106.0

49.0

69.0

79.0

30.0

52.0

1.8K

142.9K

202504

152.6K

202503

381.0 \$54.82

315.0 \$36.29

67.0 \$25.38

2.8K \$43.21

537.0

1.5K

% NTB Customers

Total Customers

66.0

1.4K

305.0

511.0

357.0

2.6K

3.8K

202505

6.7

202525

Total

Attributed Sal€ ✓ No. of Orders

\$11.3K

\$7.8K

\$7.2K

\$3.4K

\$3.3K

\$3.1K

\$2.6K

\$2.2K

\$2.2K

\$122.3K

% NTB

Customers

48.0%

34.8%

52.0%

28.6%

42.0%

50.0%

36.7%

35.3%

37.4%

Total

Attributed Sale A No. of Orders

\$1.7

\$10.5

\$32.3

\$34.9

\$37.2

\$39.3

\$69.7

\$80.2

\$87.6

\$93.4

\$122.3K

% NTB

1.0

2.0

9.0

5.0

4.0

13.0

7.0

1.8K

Customers

0.0%

0.0%

33.3%

20.0%

25.0%

23.1%

57.1%

37.4%

2.5K

202506

6.0

202526

% NTB

308.0

208.0

131.0

74.0

154.0

89.0

111.0

48.0

79.0

2.8K

% NTB

1.0

1.0

8.0

12.0

8.0

8.0

5.0

13.0

15.0

13.0

2.8K

Customers

100.0%

0.0%

12.5%

25.0%

12.5%

12.5%

20.0%

23.1%

20.0%

38.5%

33.6%

Customers

30.7%

47.2%

50.2%

21.6%

34.6%

38.2%

39.1%

29.2%

31.2%

33.6%

316.1K

Total Customers

357.0

511.0

305.0

1.4K

66.0

2.6K

Department Desc

CAT FOOD NATURAL

35.3% CAT FOOD NATURAL

35.7% CAT FOOD NATURAL

30.3% CAT FOOD NATURAL

27.3% CAT FOOD NATURAL

% NTB Customers

27.3%

30.3%

35.7%

39.1%

35.3%

33.6%

33.6%

No. of Orders

73.0

195.0

204.0

1.9K

116.0

2.5K

∧ Total Clicks

45.7

47.0

13.6

385.9K ¹.

202502

16.7

202523

Site

Attributed Sales

\$8.8K

\$4.7K

\$6.5K

\$2.3K

\$2.6K

\$2.0K

\$1.4K

\$1.5K

\$90.9K

% NTB

Customers

Cat Food - Catapult (Native-Fixed) ROAS OR ROAS - BM Range Start ROAS - BM Range End The blue dot indicates the lower limit of the ROAS benchmark range.

- The pink bar represents the brand's current ROAS.

- The green dot indicates the upper limit of the ROAS benchmark range.

The blue dot indicates the lower limit of the CTR benchmark range.

→ The blue dot indicates the lower limit of the CVR benchmark range.

- The green dot indicates the upper limit of the CVR benchmark range.

Ad Item Name

9060336596_Catapult_

9060336596_Catapult_

9060336596_SPA_25Q2

9060336596_Ingrid_25

9060336596_Catapult_

25Q2_Tiki_Desktop

25Q2_Tiki_Mobile

_Tiki_General

Q2_Tiki_General

25Q2_Tiki_App

Ad Item Type

SPA (Product)

SPA (Product)

Catapult (Native-Fixed)

Catapult (Native-Fixed)

Catapult (Native-Fixed)

- The yellow bar represents the brand's current CVR.

Ad Item Type

3 SPA (Product)

4 SPA (Product)

Totals

1 Catapult (Native-Fixed)

2 Catapult (Native-Fixed)

5 Catapult (Native-Fixed)

Department Desc

1 CAT FOOD NATURAL

2 CAT FOOD NATURAL

3 CAT FOOD NATURAL

4 CAT FOOD NATURAL

5 CAT FOOD NATURAL

14.4

202501

12.1

202517

Product Name

Cat Food

Totals

Turkey Meal Dry Cat Food

Chicken & Egg Dry Cat Food

& Balanced Wet Cat Food

Product Name

Dog Food

Cat Food

Food Pouch

Cat Food

NEW METRICS

Halo ROAS

rdROAS

ROAS - Attributed Sales / Ad Spend

CTR - Clicks/ Impressions

Projected ROAS - Projected Attributed Sales / Ad Spend

Purchasing Customers - Customers with Attributed Sales

Generated by Looker on August 20, 2025 at 9:59 AM PDT

CPC - Ad Spend / Clicks (For Ads of type CPC)

Totals

Pate Wet Cat Food

Wet Food for Kittens

1 Tiki Dog Born Carnivore Protein Booster Topper,

2 Tiki Dog Baby Whole Chicken & Chicken Liver Wet

3 Tiki Cat Born Carnivore Complements Chicken &

4 Tiki Cat Aloha Friends Chicken with Pumpkin Wet

5 Tiki Cat After Dark Duck & Chicken Liver Recipe Soft

6 Tiki Cat Aloha Friends Tuna & Pumpkin Wet Cat

7 Tiki Cat After Dark Chicken & Beef Wet Food

8 Tiki Cat Grill Sardine & Lobster Pate Wet Food

9 Tiki Cat After Dark Rabbit & Chicken Liver Pate Wet

10 Tiki Cat Baby Chicken, Salmon & Chicken Liver Pate

• Formula: Featured ROAS=Revenue from featured SKUs/Ad spend

• Formula: Halo ROAS=Revenue from non-featured SKUs of the same brand/Ad spend

• Formula: rdROAS is calculated as the average of total brand revenue / 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)

Total Campaigns - Count of Distinct Active and Completed Campaigns

CPM - (Ad Spend / Impressions) * 1000 (For Ads of type CPM)

Duck Wet Cat Food Topper

Chicken and Lamb Recipe in Broth Dog Food Topper

1 Tiki Cat After Dark Variety Pack Wet Cat Food

3 Tiki Cat After Dark Wet Food Variety Pack

4 Tiki Cat Baby Variety Pack Wet Cat Food

8 Tiki Cat Grill Pate Variety Pack Wet Food

5 Tiki Cat Born Carnivore High Protein Deboned

6 Tiki Cat Aloha Friends Variety Pack Wet Cat Food

7 Tiki Cat After Dark Velvet Mousse Variety Pack Wet

9 Tiki Cat Chicken Craves Mega Pack Wet Cat Food

10 Tiki Cat Luau Velvet Mousse Variety Pack Complete

2 Tiki Cat Born Carnivore Indoor Health Chicken &

\$1.0K

\$15.9K

202502

13.0

202518

Order Channel

Product ID

5024533

5122672

5082449

5082471

5024535

5181489

5082734

5122677

5024522

Order Channel

Product ID

5223160

5241704

5223067

5049654

5242032

5024875

5024532

5082735

5082450

5223233

Definition: Featured ROAS measures the advertising return specifically from the exact products (SKUs) that were directly featured in the ad.

Definition: rdROAS measures the impact of recurring revenue generated by customers who subscribe to repeat delivery over a one-year period.

• Purpose: This metric helps assess the direct effectiveness of an ad in driving sales for the specific products it promotes.

Totals

- The green dot indicates the upper limit of the CTR benchmark range.

SPA (Product): CVR vs Benchmark Range

(i)

No results

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

Ad Spend

\$444.5

\$533.8

\$598.2

\$821.1

Ad Item Name

25Q2_Tiki_App

Q2_Tiki_General

_Tiki_General

9060336596_Catapult_

9060336596_Ingrid_25

9060336596_SPA_25Q2

9060336596_Catapult_

9060336596_Catapult_

25Q2_Tiki_Mobile

25Q2_Tiki_Desktop

\$6.6K

Spend distribution

5.0%

5.9%

6.7%

73.3%

9.1%

Ad Spend

\$821.1

\$598.2

\$533.8

\$444.5

Attributed Sales, Ad Spend and ROAS by month (last 6 months)

Fiscal Month ID

Ad SpendAttributed SalesROAS

10.8

202519

14.2

202504

\$5.5K

\$77.5K

13<u>.4</u>\$157.7K

\$11.8K

202503

\$6.6K

\$9.0K 100.0%

- The orange bar represents the brand's current CTR.