RMN Onsite Media - Monthly Report (External) Brand Name is Tiki Select Period Type is Fiscal Month Select Fiscal Period is 202507 Total Ad Spend Cp is > 0.1

IMPRESSIONS

873.9K

▲ 176% vs LM

AVG DAILY IMPRESSIONS

31.2K

▲ 176% vs LM

Campaign

1479_VIP-

FUNDED_RMN_ FY25_0_0_TIKI_ 0_MUL_0_0_08 032025_WHITE BRIDGE_FY25Q

FUNDED_RMN_

FY25_0_0_TIKI_ 0_MUL_0_0_08 032025_WHITE BRIDGE_FY25Q

Department Desc

CAT FOOD

NATURAL

CAT FOOD

NATURAL

Ad Item ID

Totals

Totals

Ad Item Type

SPA (Product)

Catapult (Native-

Ad Item Name

Fixed)

Ad Spend

\$4.7K

\$5.5K

Catapult (Native-

Fixed)

Name

2 1479_VIP-

3

Totals

Tiki

CTR

TOTAL CUSTOMERS

3.3K

▲ 24% vs LM

KEY PERFORMANCE INDICATORS

AD SPEND

\$10.3K

▲ 14% vs LM

NTB CUSTOMERS %

31.8%

▼ -5% vs LM

Total Clicks

CTR

1.5K

940.0

2.4K

0.2%

0.8%

0.3%

ROAS

7.2

\$39.9K

15.7

11.2

ATTRIBUTED SALES

\$114.5K

▼ -6% vs LM

ATTRIBUTED SALES UNITS

11.1K

▲ 16% vs LM

No. of Orders

AOV

2.3K \$32.95

1.3K \$30.91

3.6K \$32.21

BRAND ROAS

11.2

▼ -18% vs LM

% NTB

Customers

31.3%

31.2%

31.8%

% NTB Customers

Cost Per Completed View

31.3%

31.2%

31.8%

2.1K

1.2K

3.3K

Total Customers

2.1K

1.2K

3.3K

202507

0.3% 2.4K ▼ -64% vs LM

CLICKS

AVG. CLICKS PER DAY

86.5

▼ -1% vs LM

CAMPAIGNS PERFORMANCE Spend Total Ad Item Type Ad Spend Attributed Sale > distribution **Impressions** SPA (Product) 749.1K \$74.6K 46.3% \$4.7K

53.7%

\$5.5K

\$10.3K 100.0% 873.9K \$114.5K

Spend distribution

46.3%

53.7%

Video Played To 25 %

\$10.3K 100.0%

124.8K

Performance by Department Total Impressions Attributed Sales 🗸 749.1K 124.8K

873.9K

Video Played To 50 %

ROAS \$74.6K \$39.9K \$114.5K

Video Ads Performance by Ad Item

No Results

PERFORMANCE v/s CATEGORY BENCHMARKS

CTR vs Benchmark Range

2.15%

0.8%

Cat Food - Catapult (Native-Fixed)

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

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

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

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

AD ITEM PERFORMANCE

Top performing Ad Items by ROAS

21.8

20.4

20.3

18.7

13.6

11.6

10.9

9.7

7.9

58.2K

34.3K

1.1K

29.4K

20.6K

9.8K

6.7K

692.1K

12.0K

1.9K

873.9K

11.2

\$10.3k

202507

Attributed ROAS by week

202446

Fiscal Week ID

Catapult (Native-Fixed)

PRODUCT DETAILS

Top 10 products by attributed sales and order channel

% NTB

Customers

30.8%

20.0%

16.7%

19.2%

0.0%

0.0%

In Store

Sales

Attributed

\$3.2

\$25.1

\$27.7

\$34.6

\$44.3

\$39.3

\$15.5K

No. of

Orders

2.0

6.0

13.0

16.0

7.0

2.0

838.0

\$114.5K

\$122.4K

\$9.0K

202506

\$119.0K

\$77.5K

\$5.5K

202504

ROAS

\$10.6k

202438

202440

Banner (Display)

In Store

Sales

Attributed

\$317.3

\$646.4

\$368.6

\$619.6

\$414.9

\$261.3

No. of

Orders

1.0

1.0

822.0

No. of

Orders

13.0

30.0

12.0

27.0

11.0

10.0

% NTB

Customers

0.0%

0.0%

21.5%

GLOSSARY

Bottom 10 products by attributed sales and order channel

202505

Least performing Ad Items by ROAS

Attributed Sales

\$9.6K

\$13.6K

\$506.2

\$14.3K

\$18.2K

\$831.5

\$39.5K

\$1.3K

\$1.9K

\$114.5K

829.4K

202410

445.9K

202411

202412

202501

Total Impressions

202511

202509

% NTB

Customers

202507

SPA (Product)

Other Ecom

Attributed

\$0.0

\$0.0

\$0.0

Sales

No. of

Orders

0.0

0.0

202513

Site

Sales

Attribut ∩ ⁴

\$6.4K

\$4.8K

\$3.6K

\$2.7K

\$2.5K

\$2.2K

No. of

Orders

Site

Sales

Attributed

\$23.1

\$25.5

\$75.4K

% NTB

Customers

50.0%

16.7%

30.8%

37.5%

16.7%

0.0%

25.7%

No. of

Orders

173.0

132.0

65.0

90.0

34.0

49.0

% NTB

Customers

14.3%

20.0%

37.5%

7.0

5.0

1.9K

KPIs TRENDS

▼ Total Clicks

CTR

2.1%

2.2%

0.2%

0.1%

2.3%

0.2%

2.0%

0.6%

1.1%

0.9%

∧ Total Clicks

395.0

321.0

12.0

172.0

420.0

23.0

155.0

702.0

20.0

40.0

2.4K

163.0

40.0

20.0

702.0

155.0

23.0

420.0

172.0

12.0

321.0

ROAS

4.4

7.9

9.1

9.7

10.9

11.6

13.6

18.7

20.3

20.4

11.2

ROAS

Attributed

\$9.3K

\$1.9K

\$1.3K

\$39.5K

\$5.4K

\$831.5

\$18.2K

\$14.3K

\$506.2

\$13.6K

Impressions

Sales

Video Played To 75 %

Total Clicks 15.7 11.2

Video Completion Rate

1.5K 940.0 2.4K

No. of Orders

View Through Rate

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

2.29%

1.0%

0.31%

Cat Food - Catapult (Native-Fixed)

Onversion Rate CPM Conversion Rate - BM Range Start Conversion Rate - BM Range End

No. of Orders

228.0

38.0

39.0

1.2K

179.0

26.0

551.0

384.0

17.0

462.0 \$29.47

No. of Orders

AOV

\$40.83

\$49.94

\$32.37

\$31.85

\$30.36

\$31.98

\$33.12

\$37.15

\$29.78

% NTB

Customers

25.7%

54.1%

34.1%

29.9%

31.0%

12.5%

Total Customers

366.0

442.0

16.0

368.0

509.0

25.0

164.0

1.2K

36.0

37.0

3.3K

817.1K

202505

Total

Customers

218.0

37.0

36.0

1.2K

164.0

25.0

509.0

368.0

16.0

442.0

AOV

\$24.66

\$29.47

\$29.78

\$37.15

\$33.12

\$31.98

\$30.36

\$31.85

\$32.37

\$49.94

3.6K \$32.21

389.0

462.0

17.0

384.0

551.0

26.0

179.0

1.2K

39.0

38.0

Impressions, Clicks and CTR by month

152.6K

Fiscal Month ID

202503

Total Clicks

202502

142.9K

202519

Total

Sales

Attributed

\$9.1K

\$7.3K

\$4.8K

\$4.8K

\$3.4K

\$3.3K

No. of

Orders

283.0

222.0

108.0

185.0

57.0

78.0

% NTB

Customers

34.3%

30.2%

32.7%

44.4%

40.0%

20.8%

% NTB

Customers

50.0%

0.0%

14.3%

26.7%

16.7%

8.3%

41.2%

11.8%

20.0%

0.0%

31.8%

% NTB

Customers

40.5%

39.4%

39.7%

56.7%

60.6%

32.7%

Total

Sales

Attribute-

\$3.2

\$12.9

\$28.7

\$34.3

\$51.1

\$54.3

\$56.1

\$59.5

\$74.7

\$79.8

\$114.3K

No. of

Orders

2.0

2.0

7.0

15.0

6.0

12.0

17.0

17.0

11.0

4.0

3.5K

202517

202504

Department

CAT FOOD

NATURAL

CAT FOOD

NATURAL

NATURAL

CAT FOOD

NATURAL

37.8% CAT FOOD

% NTB

Customers

21.3%

37.8%

12.5%

31.0%

25.3%

36.0%

29.9%

34.1%

36.1%

54.1%

31.8%

873.9K

2.4K

202507

2.5K

202506

36.1% CAT FOOD

Desc

AOV 2.3K \$32.95 1.3K \$30.91 3.6K \$32.21

Total Customers

Cost Per View

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** \$13.4 7.2

Cat Food - Catapult (Native-Fixed) ROAS - BM Range StartROAS - 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 green dot indicates the upper limit of the CTR benchmark range.

SPA (Product): CVR vs Benchmark Range

(i)

No results

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 Spend

\$426.5

\$92.9

\$62.3

\$2.1K

\$400.9

\$71.9

\$1.7K

\$1.5K

\$55.8

\$1.7K

Ad Item Name

9688843668_Ca

tapult_25Q3_Tiki

9688843668_Ca

tapult_25Q3_Tiki

9688843668_Ca

tapult_25Q3_Tiki

9688843668_Ca

tapult_25Q3_Tiki

9688843668_lng

rid_25Q3_Tiki_G

9688843668_SP

A_25Q3_Tiki_Q3

9688843668_lng

rid_25Q3_Tiki_Q

9688843668_SP

A_25Q3_Tiki_Ge

9688843668_SP

A_25Q3_Tiki_Eve

9688843668_Ca

tapult_25Q3_Tiki

_Mobile_Q3

neral

rgreen

_Desktop

eneral

_Desktop_Q3

_App

_Mobile

Spend

4.2%

0.9%

0.6%

20.5%

3.9%

0.7%

16.4%

14.3%

0.5%

16.7%

Ad Spend

\$2.2K

\$1.7K

\$1.5K

\$1.7K

\$71.9

\$400.9

\$62.3

\$92.9

Attributed Sales, Ad Spend and ROAS by month

\$11.8k

Fiscal Month ID

App

Sales

Attributed

\$2.4K

\$1.9K

\$822.5

\$1.5K

\$509.8

\$808.8

Product ID

5223158

5223154

5242031

5181498

5242055

5082438

5223226

5043017

5024532

5223152

Video Completion Rate % - 100 *(Number of Times a Video Was Played Completly) /(Number of Times a Video Was Started)

View Through Rate - 100 * (Number of Times a Video Was Played Completly) / (Impressions)

Cost Per Completed View - Spend/ Number of Times a Video Was Played Completly

Cost Per View - Spend/ Number Of Times a Creative Was viewed

Generated by Looker on September 17, 2025 at 12:56 PM PDT

No. of

Orders

97.0

60.0

31.0

68.0

12.0

19.0

% NTB

Customers

23.4%

15.0%

23.3%

35.4%

16.7%

0.0%

App

Sales

Attributed

\$4.3

\$20.8

\$23.4K

Attributed Sales

202503

\$157.7K

\$190.8K

\$15.9k

202502

14.4

202501

Ad Spend

\$2.1K

\$55.8

distribution

Total

Impressions

7.8K

1.9K

12.0K

692.1K

6.7K

9.8K

20.6K

29.4K

1.1K

34.3K

Spend

21.3%

16.7%

0.5%

14.3%

16.4%

0.7%

3.9%

20.5%

0.6%

0.9%

100.0%

\$10.3K

distribution

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

Ad Item Name

9688843668_In

grid_25Q3_Tiki

9688843668_C

atapult_25Q3_

Tiki_Mobile_Q3 9688843668_S

PA_25Q3_Tiki_

9688843668_S

PA_25Q3_Tiki_

9688843668_In

grid_25Q3_Tiki

9688843668_S

PA_25Q3_Tiki_

9688843668_In

grid_25Q3_Tiki

9688843668_C

atapult_25Q3_

Tiki_Desktop

9688843668_C

atapult_25Q3_

Tiki_Desktop_Q

9688843668_C

Ad Item Type

Fixed)

Fixed)

Fixed)

Fixed)

Catapult (Native-

Catapult (Native-

Catapult (Native-

Catapult (Native-

SPA (Product)

SPA (Product)

SPA (Product)

SPA (Product)

SPA (Product)

Catapult (Native-

Fixed)

\$77.6K

\$38.5K

202412

Product ID

5024533

5122672

5082449

5181482

5223236

5082471

_General

Evergreen

General

_Q3

Q3

_Evergreen

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

7 SPA (Product) Catapult (Native-Fixed) Catapult (Native-Fixed) 10 Catapult Department Desc CAT FOOD NATURAL 2 CAT FOOD NATURAL CAT FOOD NATURAL CAT FOOD NATURAL 5 CAT FOOD NATURAL CAT FOOD **NATURAL** 7 CAT FOOD NATURAL CAT FOOD NATURAL CAT FOOD NATURAL CAT FOOD NATURAL Totals 14.6 \$121.5K \$8.3K \$6.9K 202410 202411 **Product Name** Tiki Cat After **Dark Variety** Pack Wet Cat Food Tiki Cat Born Carnivore Indoor Health Chicken & Turkey Meal Dry Cat Food 3 Tiki Cat After Dark Wet Food Variety Pack Tiki Cat Baby Variety Pack Wet Cat Food 5 Tiki Cat Baby Whole Foods Mega Pack Wet Food for Kittens Tiki Cat Born Carnivore High Protein Deboned Chicken & Egg **Product Name** 1 Tiki Dog Born Carnivore Protein Booster Chicken and Duck Recipe in **Broth Dog Food Topper** 2 Tiki Dog Taste of the World France Beef, Potatoes & Carrots Wet Dog Food 3 Tiki Cat After Dark Chicken Liver & Quail Recipe Soft Pate Wet Cat Food Tiki Cat After Dark Velvet Mousse Chicken & Beef Wet Food for Cats 5 Tiki Cat Silver Chicken Recipe in Broth Pate Wet Cat Food 6 Tiki Cat Solutions Mousse, Light, Chicken, Turkey & Pumpkin Recipe in **Broth Cat Food** 7 Tiki Cat Baby Chicken, Tuna & Chicken Liver Pate Wet Food for Kittens 8 Tiki Cat After Dark Chicken & Pork Wet Cat Food Tiki Cat After Dark Chicken & Beef Wet Food Tiki Dog Born Carnivore Protein Booster opper, Variety Pack Dog Food Topper Totals 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 Avg Daily Clicks - Clicks/ No Of Days Avg Daily Impressions - Impressions/ No Of Days No Of Orders - Number of distinct Orders (Number May Change at Different Grains. If viewing at an overall Level 1 order number is only considered once but at an Ad Item Level, 1 Order can be counted for multiple Ad Item.) **%NTB** - Percentage of New to Brand Customers

