


Tiki

Fiscal Period 6 2025



MONTHLY KEY METRICS

\$12,801.68

Spend ▼ -20.72% vs LM

1,366,699

Impressions ▼ -9.93% vs LM

10,012

Clicks ▼ -19.74% vs LM

\$66,599.80

Brand Revenues ▼ -57.60% vs LM

5.20

Brand ROAS ▼ -46.51% vs ...

0.73%

Clickthrough Rate ▼ -10.8...

\$9.37

CPM ▼ -11.98% vs LM

\$1.28

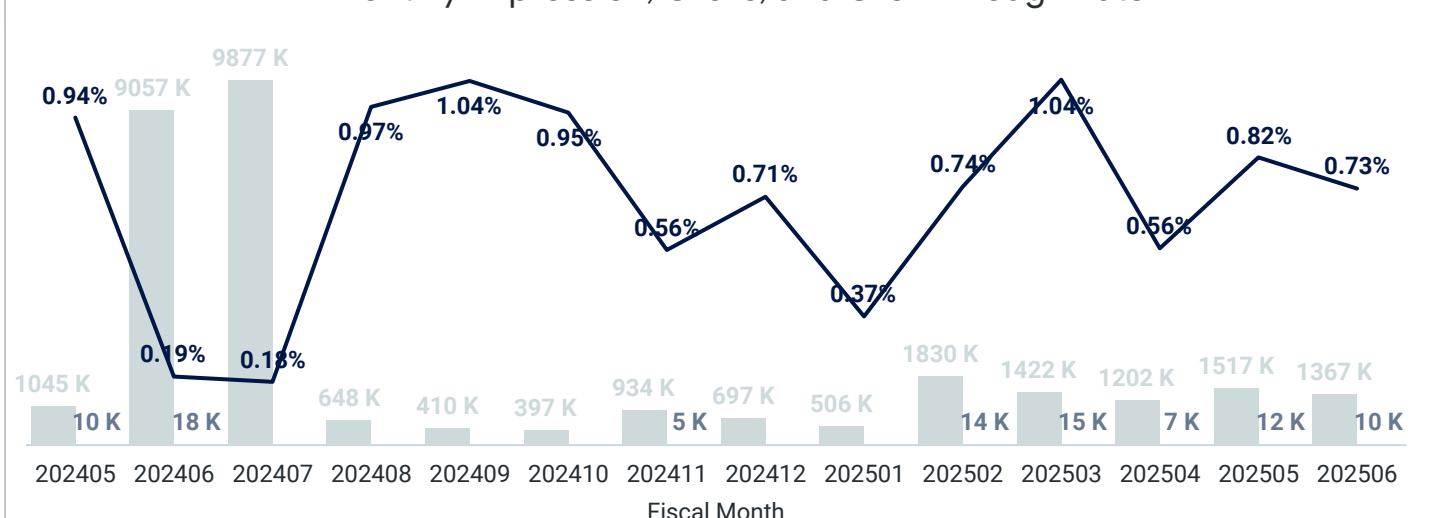
CPC ▼ -1.23% vs LM

19.09%

NTB% ▼ -1.71% vs LM

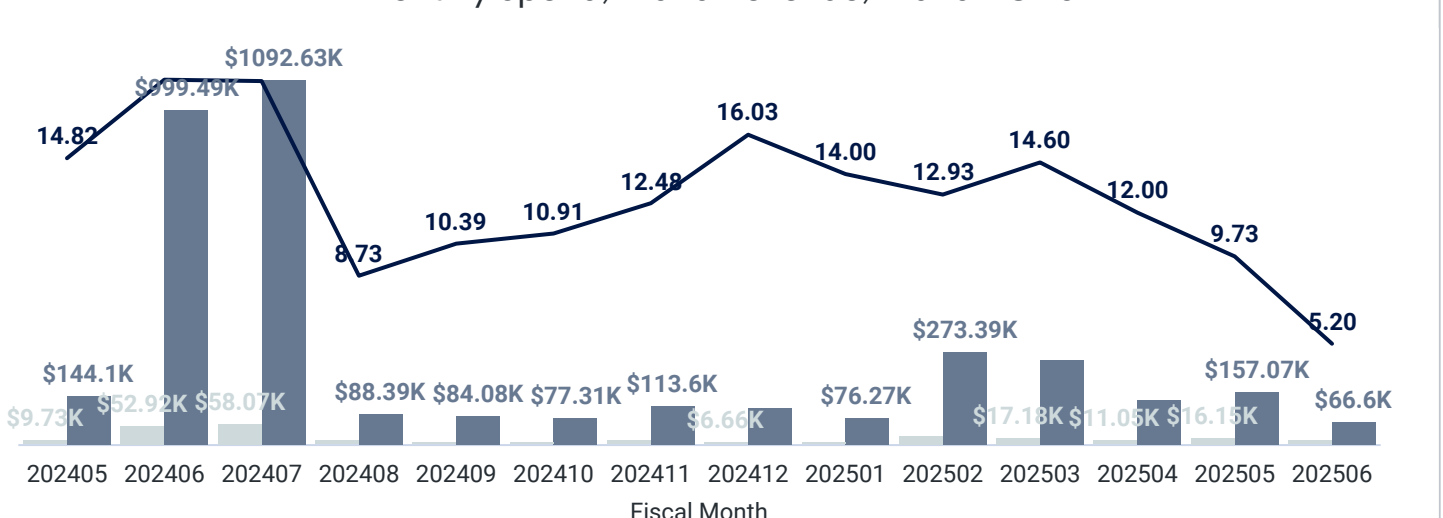
YEAR TO MONTH TREND

Monthly Impression, Clicks, and Click Through Rate



Fiscal Month	Impressions	Clicks	CTR
202405	1045 K	10 K	0.94%
202406	9057 K	18 K	0.19%
202407	9877 K	0.16%	0.16%
202408	648 K		0.67%
202409	410 K		1.04%
202410	397 K		0.95%
202411	934 K	5 K	0.56%
202412	697 K		0.71%
202501	506 K		0.37%
202502	1830 K	14 K	0.74%
202503	1422 K	15 K	1.04%
202504	1202 K	7 K	0.66%
202505	1517 K	12 K	0.82%
202506	1367 K	10 K	0.73%

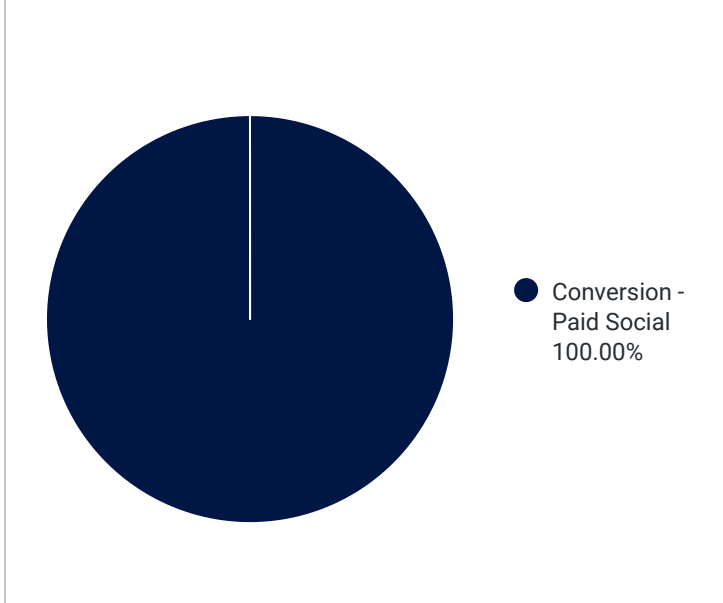
Monthly Spend, Brand Revenue, Brand ROAS



Fiscal Month	Spend	Brand Revenue	Brand ROAs
202405	\$9.73K	\$144.1K	14.82
202406	\$52.92K	\$899.49K	16.82
202407	\$58.07K	\$1092.63K	18.82
202408	\$88.39K		8.73
202409	\$84.08K		10.39
202410	\$77.31K		10.91
202411	\$113.6K		12.48
202412	\$6.66K		16.03
202501	\$76.27K		14.00
202502	\$273.39K		12.93
202503	\$17.18K		14.60
202504	\$11.08K		12.00
202505	\$16.18K		9.73
202506	\$157.07K		6.20
	\$66.6K		

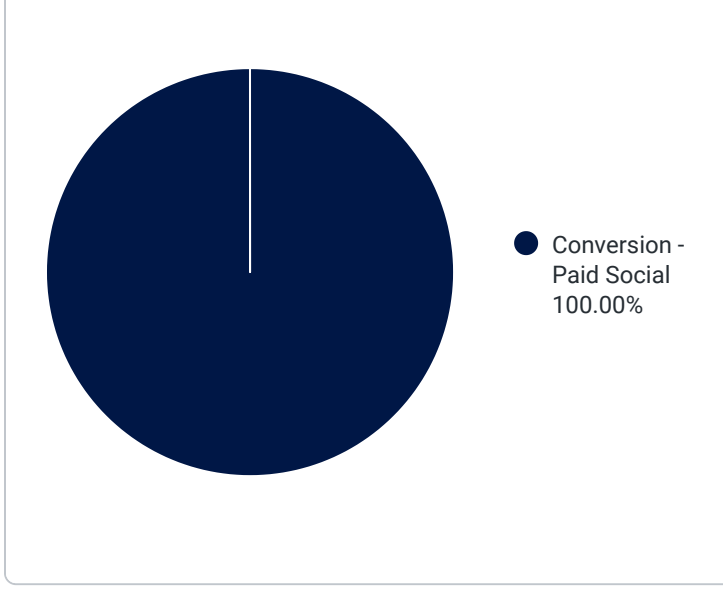
PERFORMANCE BY CAMPAIGN OBJECTIVE

Spend Distribution




Conversion - Paid Social 100.00%

Revenue Distribution



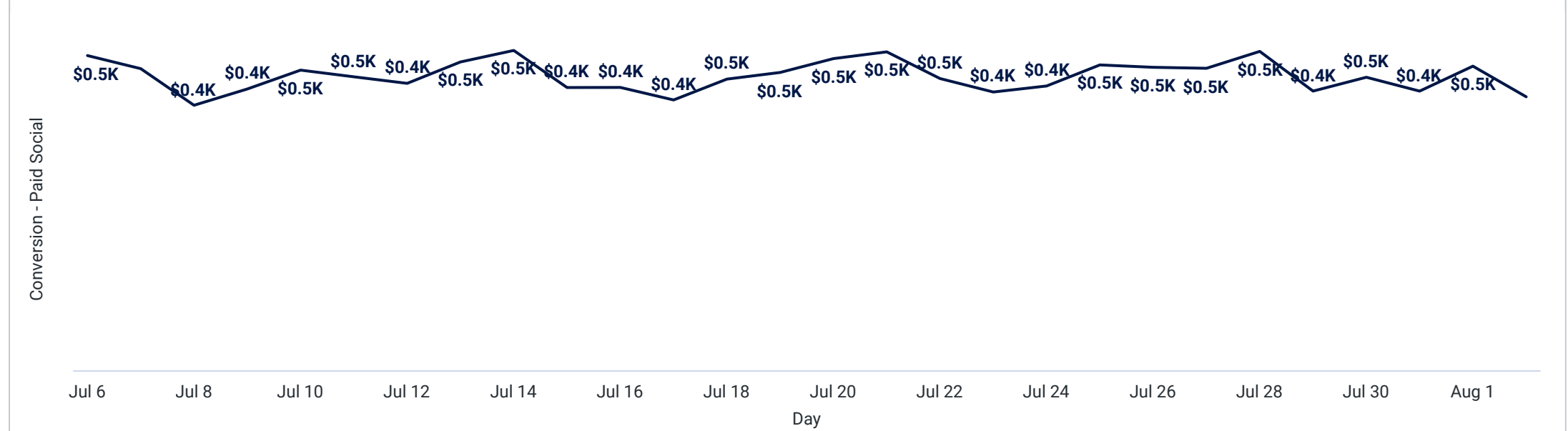
Conversion - Paid Social 100.00%

Brand ROAS Distribution



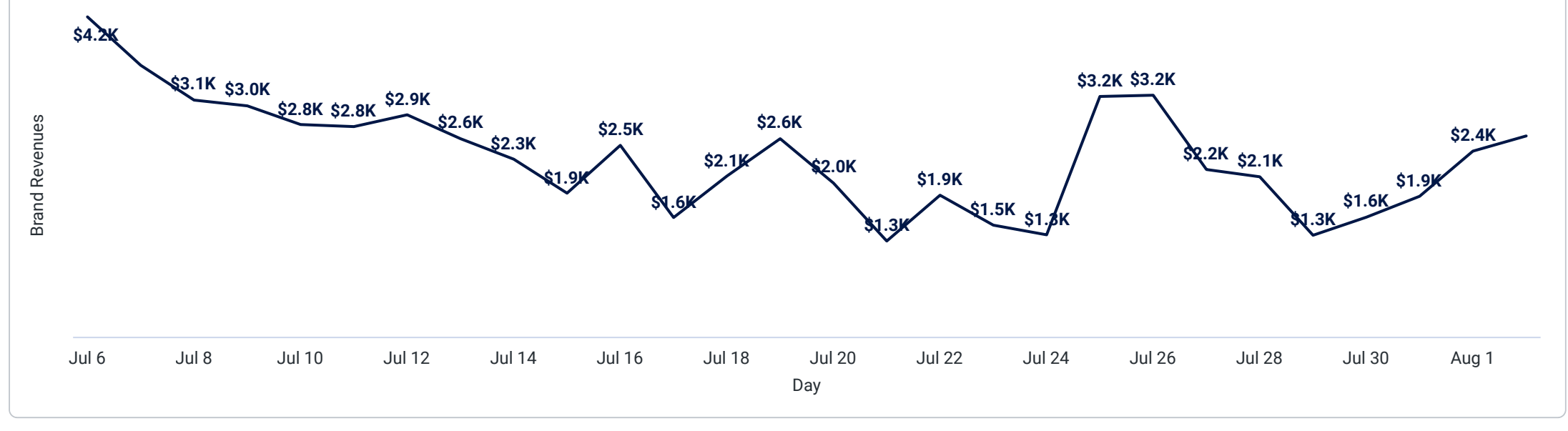
Conversion - Paid Social 5.20

Spend Daily Trend



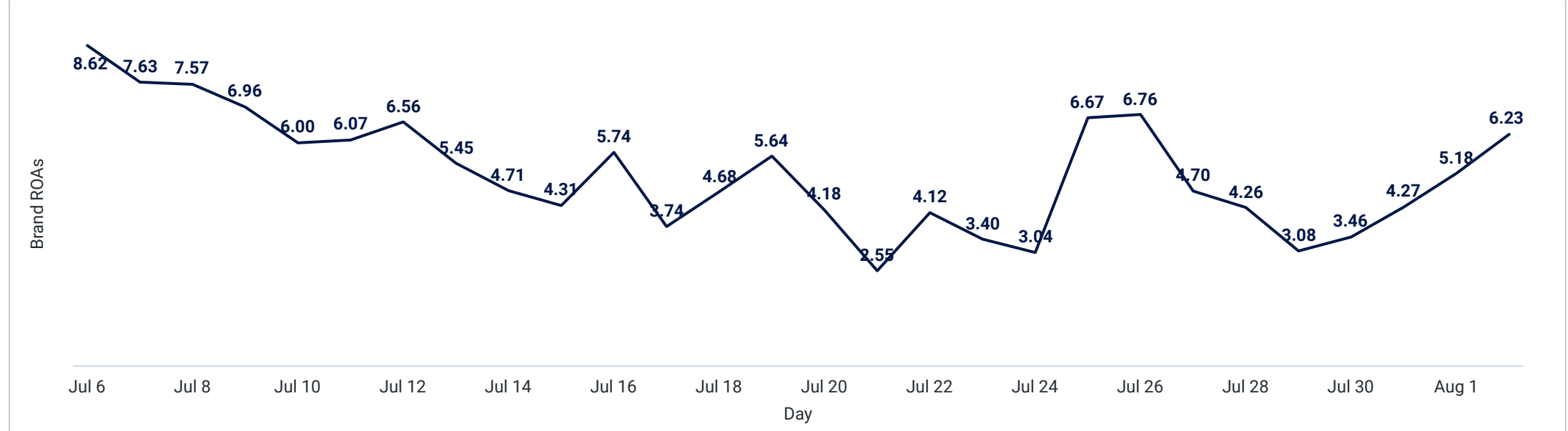
Conversion - Paid Social

Revenues Daily Trend



Brand Revenues

Brand ROAS Daily Trend



Brand ROAS

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	26	Tiki	Paid Social	DPA DABA	\$3,185.13	350,283	2,720	\$14,170.04	4.45	-59.11%	18.69%
2	25	Tiki	Paid Social	DPA DABA	\$3,251.68	377,147	3,087	\$14,316.91	4.40	-59.53%	18.73%
3	24	Tiki	Paid Social	DPA DABA	\$3,190.14	350,082	2,408	\$15,665.25	4.91	-54.87%	19.46%
4	23	Tiki	Paid Social	DPA DABA	\$3,174.73	289,187	1,797	\$22,447.60	7.07	-35.01%	19.30%
Totals					\$12,801.68	1,366,699	10,012	\$66,599.80	5.20	-52.18%	19.09%

CONVERSION CAMPAIGNS (PAID SEARCH)											
	Week Number	Vendor Partner	Channel	Adformat	Total Vendor Spend	Impressions	Clicks	Brand Revenue	Brand ROAS	Brand ROAS vs Benchmark	NTB%
No Results											
Totals											

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

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