Before DM Repeat Redemption behaviour

kpi\_dmmetrics\_repeat\_redemption\_behaviour =

SELECT [RepeatPurchase] as name,sum(isnull([MobileCount],0)) as y FROM [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransRepeatPurchase]

where [DuringAfterBefore] = 'Before' and [CampaignName]=@CampaignName and [Brand]=@Brand and [SKU] =@Sku and [Target]=@Target and [Category]=@Category and [Channel]=@Channel and [Region]=@Region and ([InteractionDate] between @Startdate and @Enddate) and [DM]=@Dm and [Cohort]=@Cohort

group by [RepeatPurchase]";

During DM Repeat Redemption behaviour

kpi\_dmmetrics\_repeat\_redemption\_behaviour =

SELECT [RepeatPurchase] as name,sum(isnull([MobileCount],0)) as y FROM [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransRepeatPurchase]

where [DuringAfterBefore] = 'During' and [CampaignName]=@CampaignName and [Brand]=@Brand and [SKU] =@Sku and [Target]=@Target and [Category]=@Category and [Channel]=@Channel and [Region]=@Region and ([InteractionDate] between @Startdate and @Enddate) and [DM]=@Dm and [Cohort]=@Cohort

group by [RepeatPurchase]";

After DM Repeat Redemption behaviour

kpi\_dmmetrics\_repeat\_redemption\_behaviour =

SELECT [RepeatPurchase] as name,sum(isnull([MobileCount],0)) as y FROM [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransRepeatPurchase]

where [DuringAfterBefore] = 'After' and [CampaignName]=@CampaignName and [Brand]=@Brand and [SKU] =@Sku and [Target]=@Target and [Category]=@Category and [Channel]=@Channel and [Region]=@Region and ([InteractionDate] between @Startdate and @Enddate) and [DM]=@Dm and [Cohort]=@Cohort

group by [RepeatPurchase]";

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Before DM Contact to Action

kpi\_dmmetrics\_contact\_to\_action =

SELECT [ContenttoPurchase] as name,sum(isnull([MobileCount],0)) as y FROM [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransContentTopurchase]

where [DuringAfterBefore] = 'Before' and [CampaignName]=@CampaignName and [Brand]=@Brand and [SKU] =@Sku and [Target]=@Target and [Category]=@Category and [Channel]=@Channel and [Region]=@Region and ([InteractionDate] between @Startdate and @Enddate) and [DM]=@Dm and [Cohort]=@Cohort

group by [ContenttoPurchase]";

During DM Contact to Action

kpi\_dmmetrics\_contact\_to\_action =

SELECT [ContenttoPurchase] as name,sum(isnull([MobileCount],0)) as y FROM [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransContentTopurchase]

where [DuringAfterBefore] = 'During' and [CampaignName]=@CampaignName and [Brand]=@Brand and [SKU] =@Sku and [Target]=@Target and [Category]=@Category and [Channel]=@Channel and [Region]=@Region and ([InteractionDate] between @Startdate and @Enddate) and [DM]=@Dm and [Cohort]=@Cohort

group by [ContenttoPurchase]";

After DM Contact to Action

kpi\_dmmetrics\_contact\_to\_action =

SELECT [ContenttoPurchase] as name,sum(isnull([MobileCount],0)) as y FROM [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransContentTopurchase]

where [DuringAfterBefore] = 'After' and [CampaignName]=@CampaignName and [Brand]=@Brand and [SKU] =@Sku and [Target]=@Target and [Category]=@Category and [Channel]=@Channel and [Region]=@Region and ([InteractionDate] between @Startdate and @Enddate) and [DM]=@Dm and [Cohort]=@Cohort

group by [ContenttoPurchase]";