

# Brand Creative Intelligence Dashboard

## Page Navigator

[Slide 1. Creative Investment](#)

[Slide 2. Creative Performance](#)

[Slide 3. Creative KPO - Planning](#)

[Slide 4. Creative KPO - Looking](#)

## Campaign Initiative

- Brand Pulse
- Fall Savings Events
- HGTV
- Holiday Savings Event
- MIC
- Spring 2024

## Channel

- CTV
- High Impact
- OLV
- Programmatic
- Social

## Creative Version

- Albion
- All
- bl-dlt
- Clarifi Tankless RO
- Emmeline Kitchen Faucet side tap

## Date Range

10/1/2024  12/31/2024

**2M**

Total Spend

**311M**

Total Impressions

**128M**

Total Video Completes

**1.1M**

Total Clicks

**499.7K**

Total Site Visits

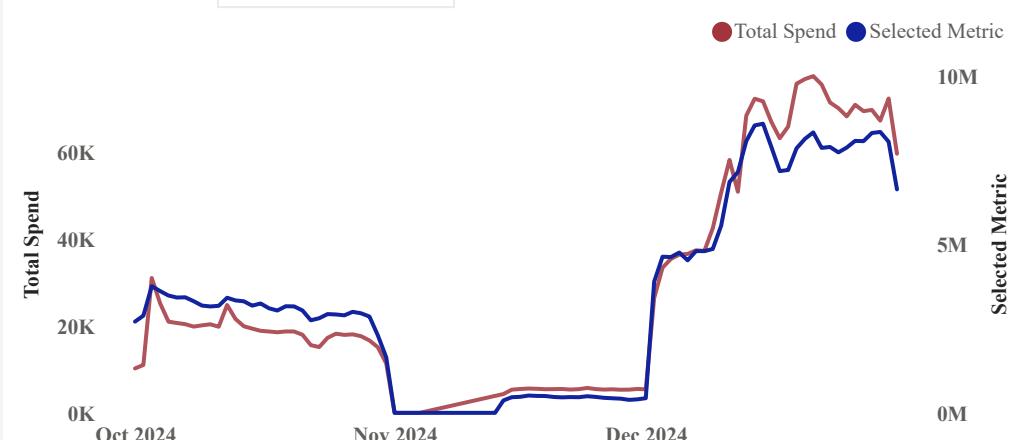
## Creative Engagement Portfolio

Use Journey as a Filter For Drill-Down

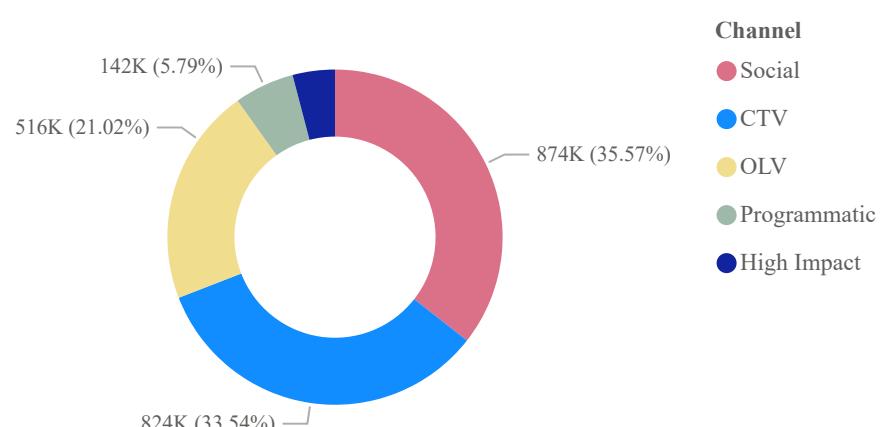
Journey	Spends	Impressions	Video Completes	Clicks	CPVC	Site Visits	CPSV
Living	1,909K	220M	90,198K	886K	\$0.021	307K	\$6.21
Looking	292K	75M	26,849K	183K	\$0.011	158K	\$1.85
Planning	256K	16M	10,621K	7K	\$0.024	35K	\$7.40

## Total Spend vs.

Impressions 



## Total Spend by Channel

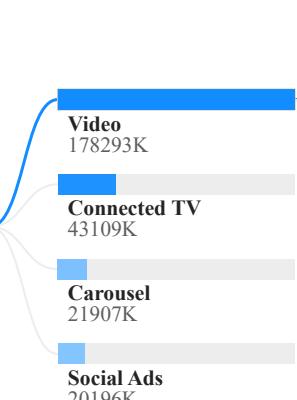


## Creative Segmentation Performance by Specifics

Drill Down to Learn Creative Assets Specifics

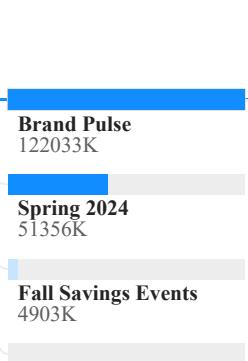
### Ad Format

Video



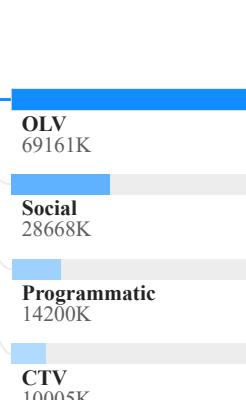
### Campaign Initiative

Brand Pulse



### Channel

OLV



### Ad Source

Amazon



### Headline Copy

This Takes Care Of That.





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**Campaign Initiative**

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**Channel**

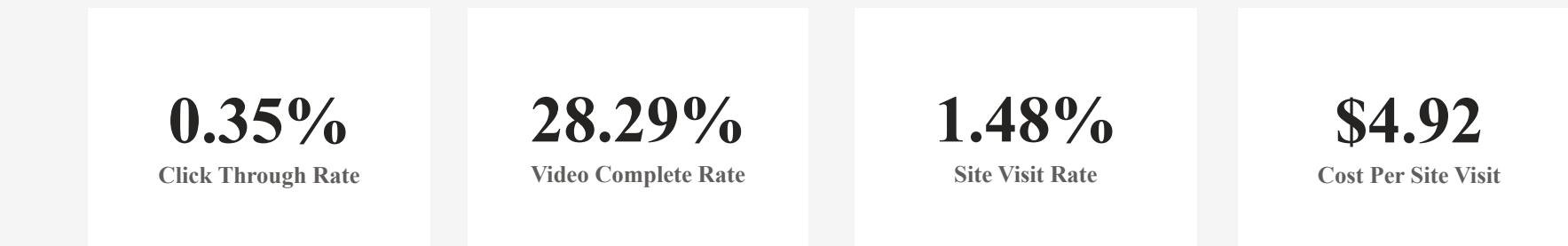
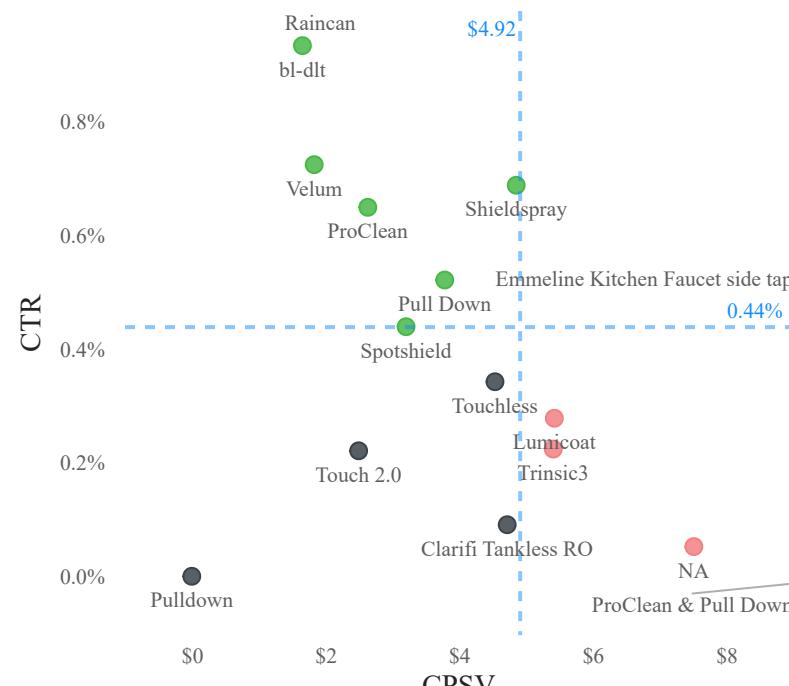
- CTV
- High Impact
- OLV
- Programmatic

**Ad Format**

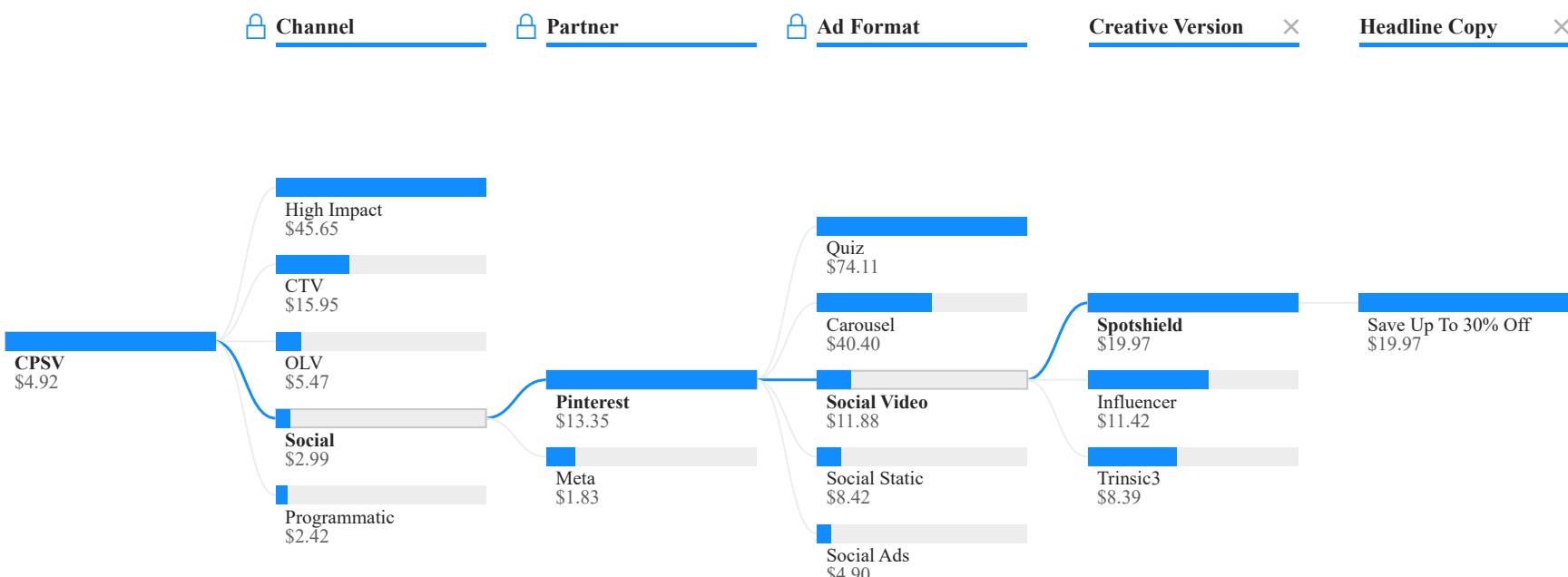
- Collections
- Connected TV
- Social Ads
- Social Static
- Video

**Date Range**

10/1/2024 12/31/2024

**Efficiency vs. Efficacy by Creative Version****Top Performers by Creative Asset**

Most Resonated Headline	AdFormat	Platform	AdLength	CTR	VCR	SVR
A Faucet That Resists Water Spots And Stains?, Absolutely., Delta Lumicoat Finish	Social Ads	Meta	15 seconds	6.03%	31.0%	3.74%
Simplify Your Kitchen Cleanup, Lumicoat finish, ShieldSpray Technology, Get To Clean Faster., Get To Cookies Faster.	Social Ads	Meta	15 seconds	3.14%	4.4%	2.33%
Less Mess.	Social Ads	Meta	0 seconds	3.11%	0.0%	2.28%
Less Cleaning, Less Clutter.	Social Ads	Meta	0 seconds	3.00%	0.0%	2.18%
A Shower Head That Lets You Spray More And Scrub Less, Absolutely., Delta ProClean Hand Shower	Social Ads	Meta	15 seconds	2.95%	1.8%	2.00%
A Faucet That Sprays Away Everyday Mess?, Absolutely., Delta Pull-down Faucet	Social Ads	Meta	15 seconds	2.91%	3.4%	1.95%
Resist Water Spots And Stains, With Delta Lumicoat Finish	Social Ads	Meta	6 seconds	2.79%	9.9%	1.43%
Don't Let Cleaning Up Slow Your Down., Messy Hands?, Clean	Social Ads	Meta	15 seconds	2.47%	17.4%	1.69%

**Cost Per Site Visit Drill Down**



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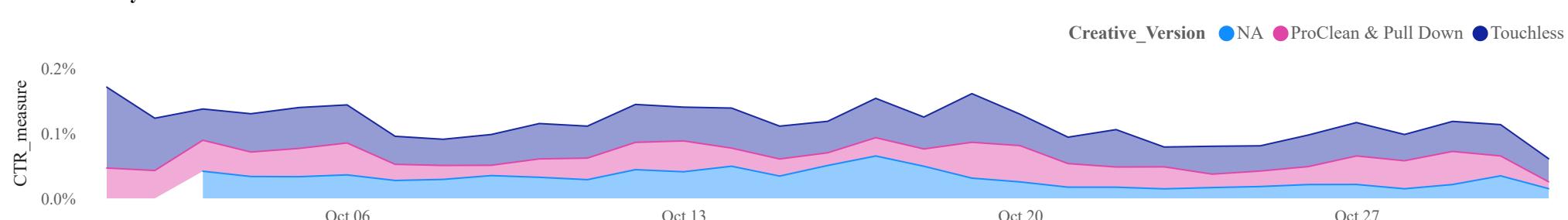
## Ad Format

- Connected TV
- Video

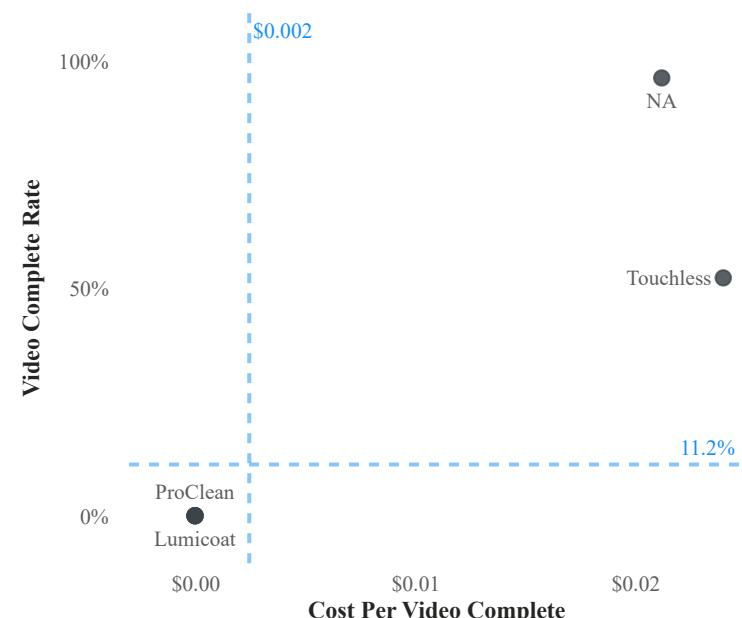
## Date Range

10/1/2024  12/30/2024 16M  
Total Impressions11.24%  
Video Complete Rate11M  
Total Video Completes0.01%  
Click Through Rate

## CTR Trend by Ad Format



## Creative Version Portfolio Quadrant Analysis



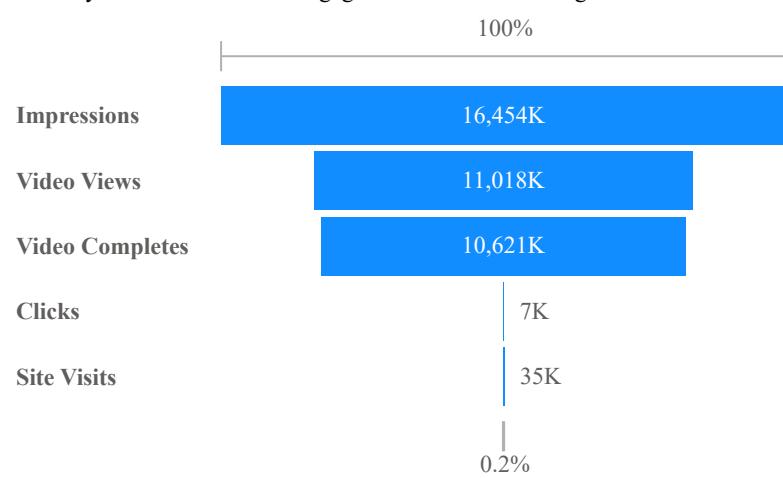
## Top Performers by Creative Assets

Use Scatters on Left for Drill Down

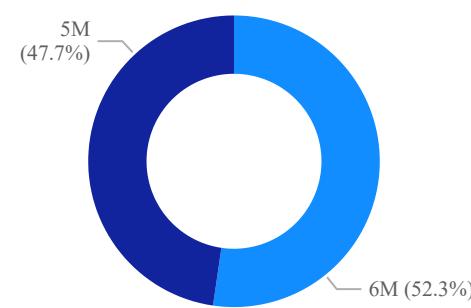
Platform	Ad Format	Ad Length	ModifiedHeadlineCopy	CTR	VCR
Amazon	Connected TV	30 seconds	In A Busy Kitchen Things Get Messy Quickly., Cleaning Up Shouldn't Slow You Down., Introducing Touch2O With Touchless Technology., Make Less Of A Mess With Touchless.	0.04%	96
Amazon	Connected TV	30 seconds	Simplify Your Kitchen Cleanup, Workstation Sinks, Touch2O Technology, Lumicoat Finish, ShieldSpray Technology, Get To Clean Faster., Get To Cookies Faster.	0.04%	96
Amazon	Connected TV	15 seconds	Don't Let Cleaning Up Slow Your Down., Messy Hands?, Clean Faucet., Introducing Touch2O With Touchless Technology.	0.03%	96
Amazon	Connected TV	30 seconds	When You Picture Your Dream Bathroom, It's Always Spotless., But Life Is Messy., And That's Okay., Because Solving Everyday Mess, Is What Delta Does.	0.03%	96

## User Journey Deep Dive

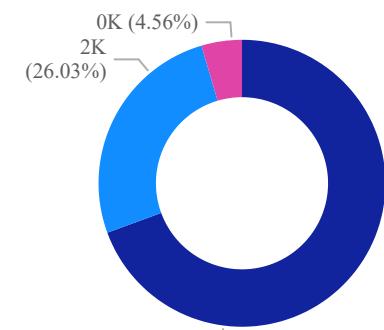
Filter by slicer cards to learn engagement level for each segments



## Total Video Complete by Creative Version



## Total Clicks by Creative Version



● NA ● Touchless ● Lumicoat ● ProClean

► ● Touchless ● NA ● ProClean &amp; P... ● Lumicoat ►

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**Ad Format**

- Collections
- Social Ads
- Social Static
- Video

**Date Range**

10/1/2024 12/31/2024

**183K**

Total Clicks

**158K**

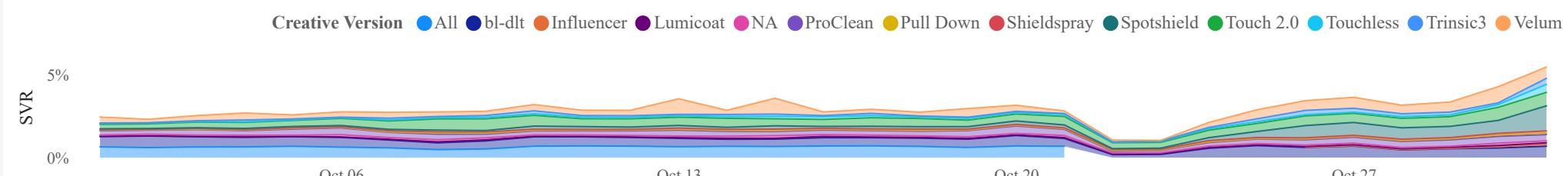
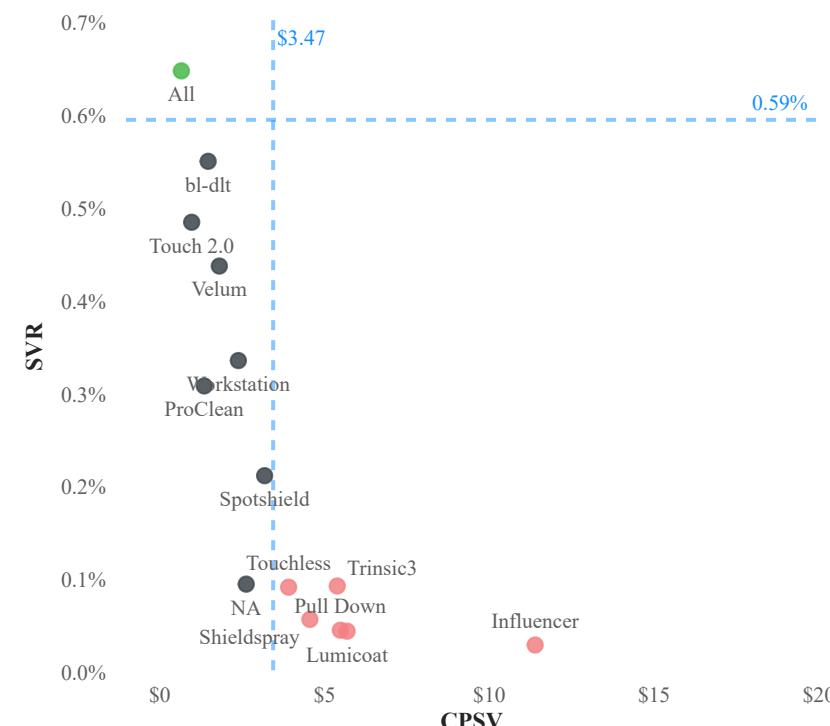
Total Site Visits

**0.59%**

Site Visit Rate

**\$3.47**

Cost Per Site Visit

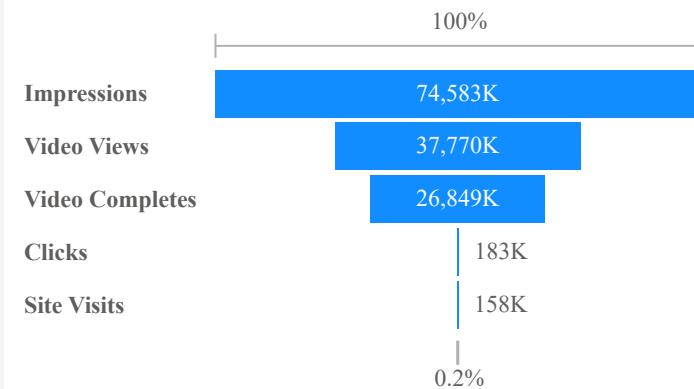
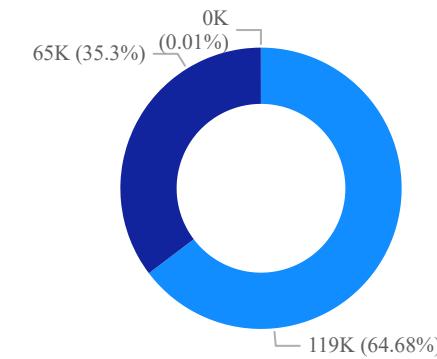
**SVR Trend by Ad Format****Creative Version Portfolio Quadrant Analysis****Top Performers by Creative Assets**

Use Scatters on Left for Drill Down

Ad Format	Ad Length	Headline Copy	Impressions	CTR
Social Ads	15 seconds	Simplify Your Kitchen Cleanup, Lumicoat finish, ShieldSpray Technology, Get To Clean Faster., Get To Cookies Faster.	1,023K	3.14%
Social Ads	0 seconds	Less Mess.	133K	3.11%
Social Ads	0 seconds	Less Cleaning. Less Clutter.	66K	3.00%
Social Ads	15 seconds	A Shower Head That Lets You Spray More And Scrub Less, Absolutely., Delta ProClean Hand Shower	611K	2.95%
Social Ads	0 seconds	No copy on creative	842K	2.20%
Social Ads	0 seconds	Don't Let Cleaning Up Slow Your Down., Keep Your Faucet Clean With Touch-Free Activation., Help Reduce The Spread Of Germs And Mess., No Infrared Sensors. No Waving Needed., Clean Less With Touchless	0K	1.79%
Social Ads	0 seconds	Messy Hands. Clean Faucet.	360K	1.01%

**User Journey Deep Dive**

Filter by slicer cards to learn fatigue level for each segments

**Total Clicks by Campaign Initiative****Total Site Visit by Campaign Initiative**