

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

Channel	Spends	Percentage
Social	874K	35.57%
CTV	824K	33.54%
OLV	516K	21.02%
Programmatic	142K	5.79%
High Impact		

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.

Selected Metric

310594K

Video

178293K

Connected TV

43109K

Carousel

21907K

Social Ads

20196K

Brand Pulse

122033K

Spring 2024

51356K

Fall Savings Events

4903K

HGTV

0K

OLV

69161K

Social

28668K

Programmatic

14200K

CTV

10005K

Amazon

46074K

Google Ads Import

23087K



Brand Creative Intelligence Dashboard

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

Channel

- ☐ CTV
- ☐ High Impact
- ☐ OLV
- ☐ Programmatic

Ad Format

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

Date Range

10/1/2024

12/31/2024

0.35%

Click Through Rate

28.29%

Video Complete Rate

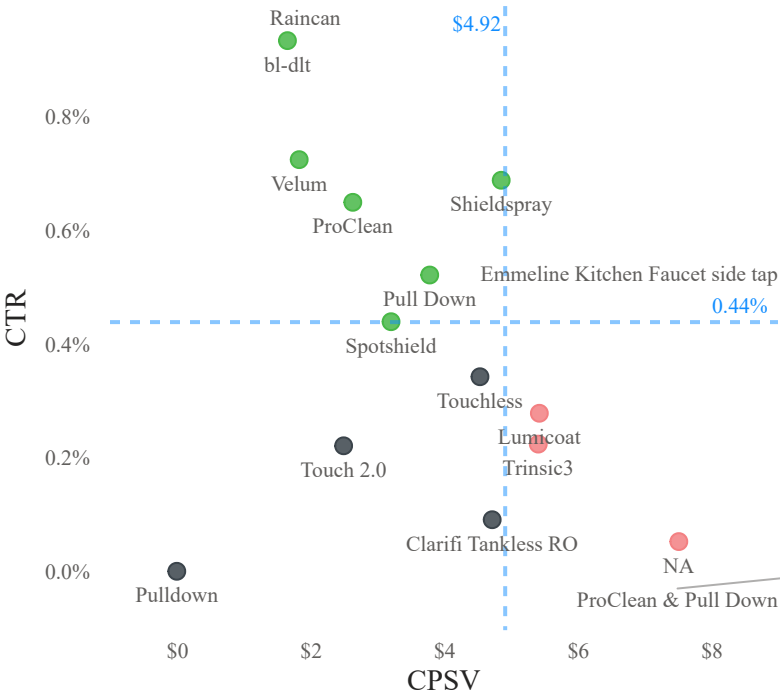
1.48%

Site Visit Rate

\$4.92

Cost Per Site Visit

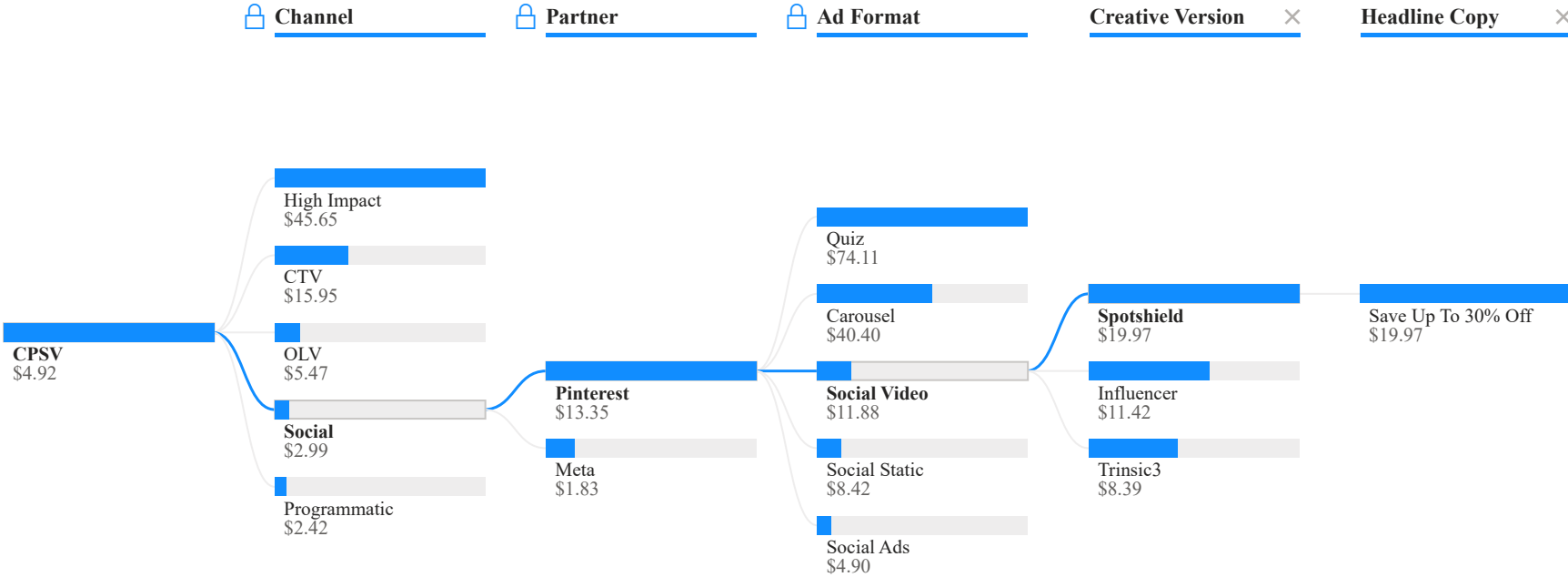
Efficiency vs. Efficacy by Creative Version



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 Forest. Introducing Touch2O With	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 Impressions

11.24%

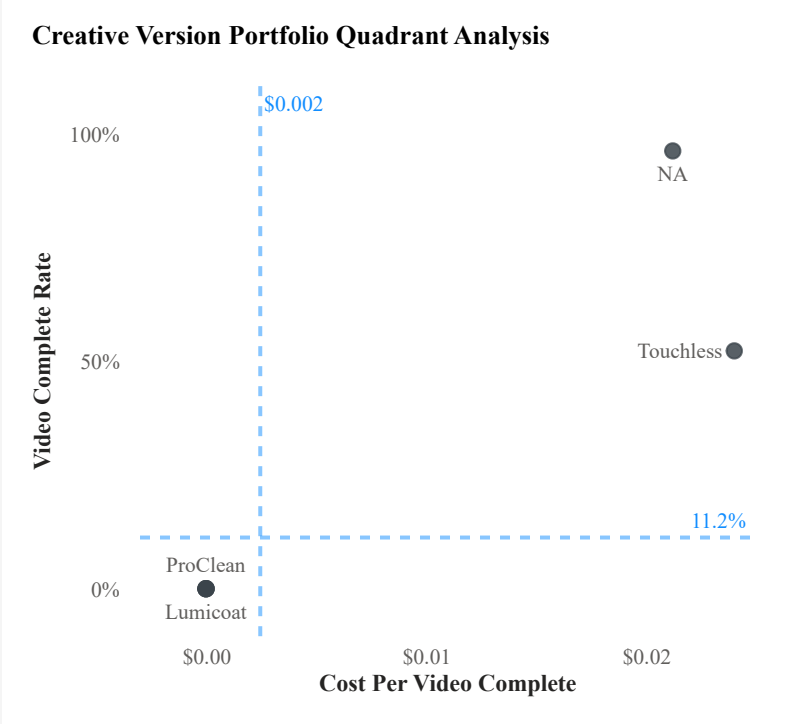
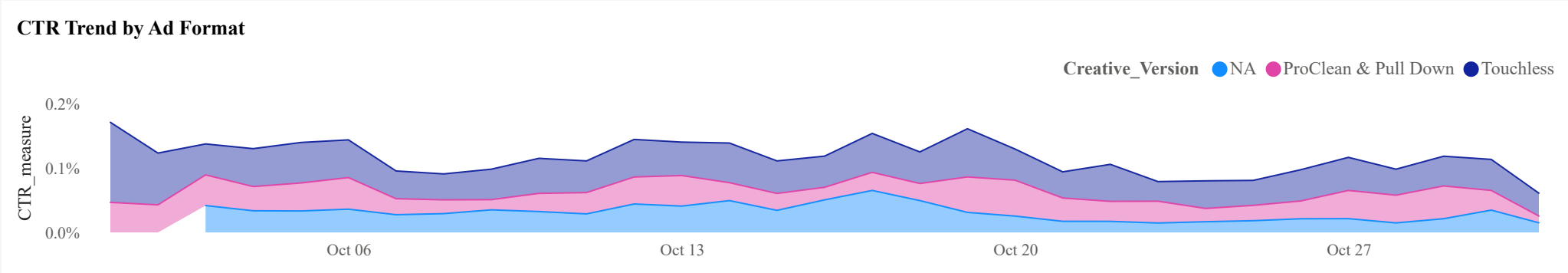
Video Complete Rate

11M

Total Video Completes

0.01%

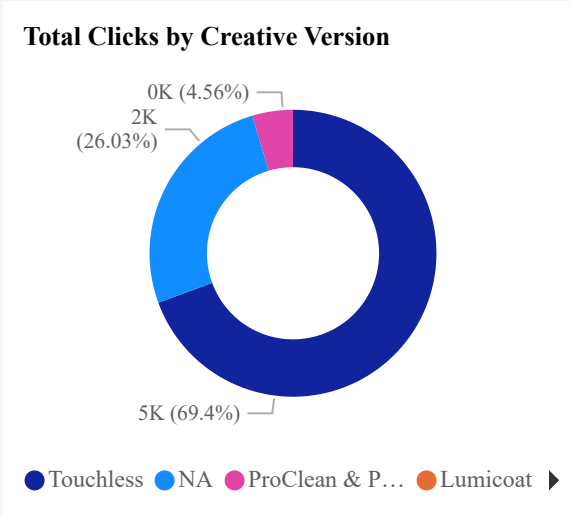
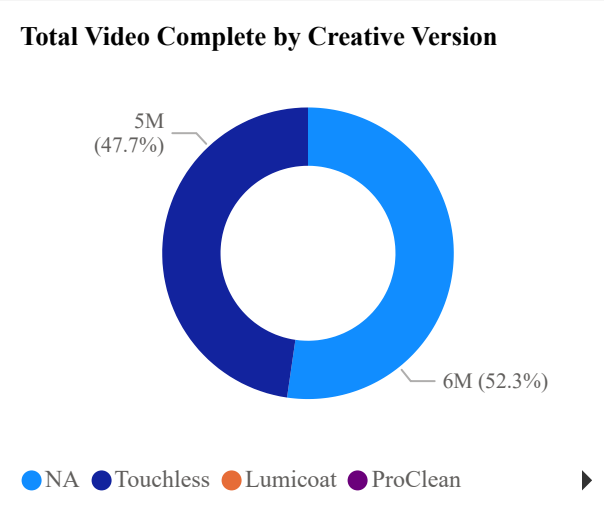
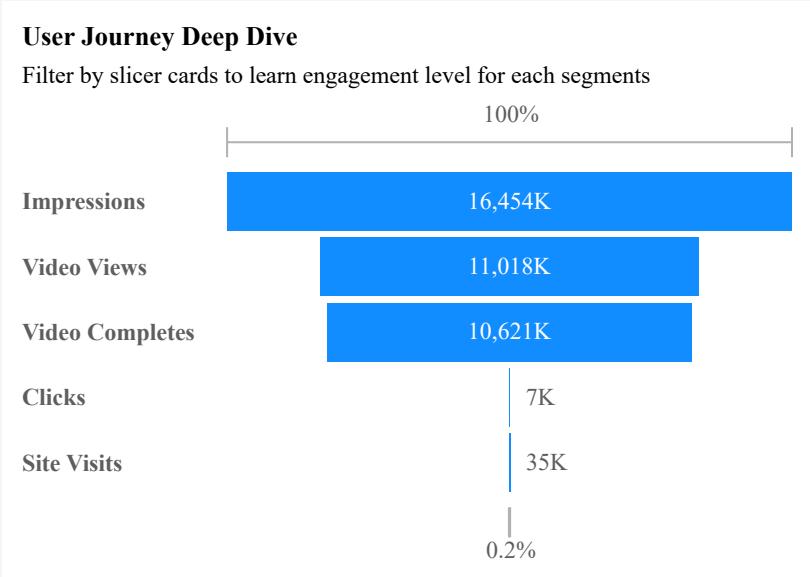
Click Through Rate



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





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Ad Format

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- ☐ Social Ads
- ☐ Social Static
- ☐ Video

Date Range

10/1/2024

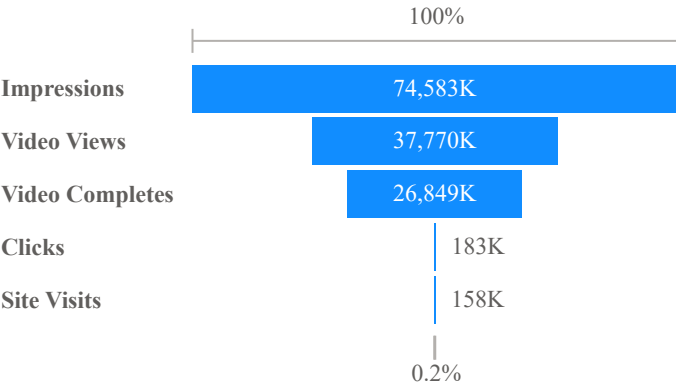


12/31/2024



User Journey Deep Dive

Filter by slicer cards to learn fatigue level for each segments



183K

Total Clicks

158K

Total Site Visits

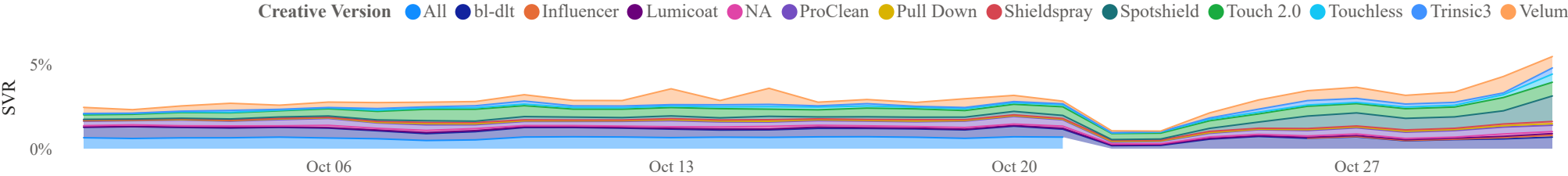
0.59%

Site Visit Rate

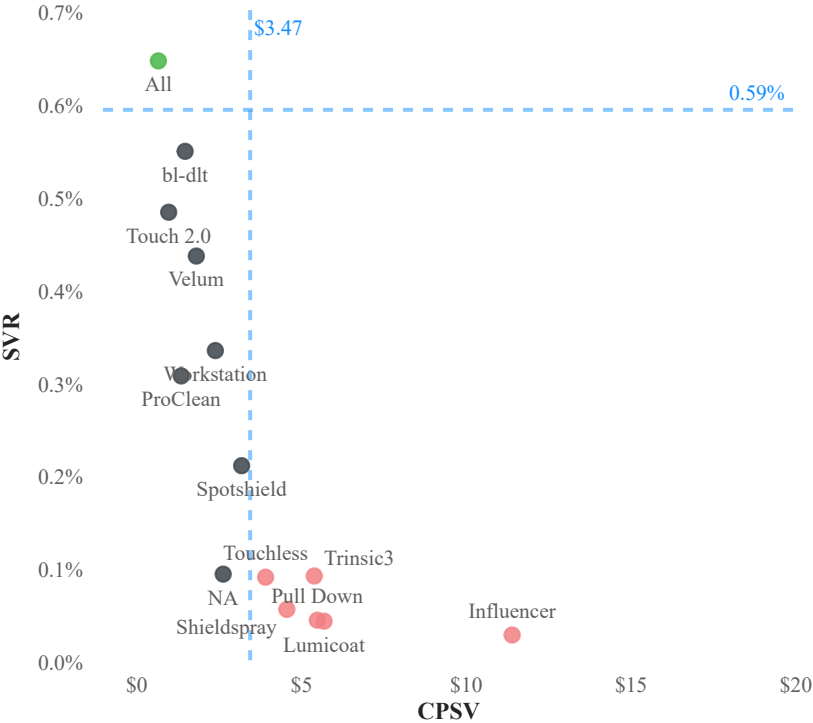
\$3.47

Cost Per Site Visit

SVR Trend by Ad Format



Creative Version Portfolio Quadrant Analysis

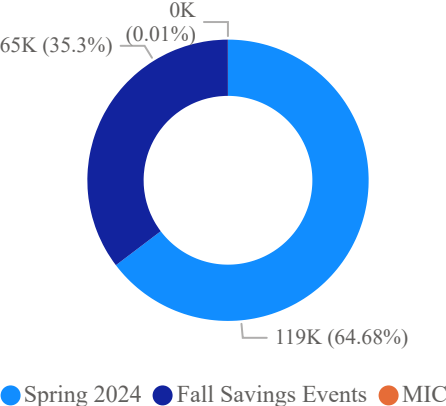


Top Performers by Creative Assets

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%

Total Clicks by Campaign Initiative



Total Site Visit by Campaign Initiative

