

| 8.1-8.8累计 | | | | | | | | | |
|-----------|--------|-----------|-------|------------|-----------|-------|-----------|---------|------|
| 类目 | 事业部 | 贡献买家数指标 | 转化率指标 | 营销数量 | 贡献买家数 | 转化率 | 累计达成贡献买家数 | 累计达成转化率 | 达成评估 |
| 大快消 | 百货 | 206,700 | 2.0% | 285,017 | 5,156 | 1.8% | 2.5% | 90.5% | 38 |
| | 超市 | 1,138,600 | 8.8% | 2,765,891 | 462,688 | 16.7% | 40.6% | 190.1% | 64 |
| | 红孩子 | 507,800 | 5.9% | 911,055 | 28,319 | 3.1% | 5.6% | 52.9% | 24 |
| | 小计 | 1,853,100 | 5.0% | 3,961,963 | 496,163 | 12.5% | 26.8% | 253.0% | 56 |
| 大家电 | 冰洗 | 129,450 | 3.5% | 298,549 | 9,503 | 3.2% | 7.3% | 90.9% | 41 |
| | 厨卫 | 90,150 | 3.0% | 527,820 | 10,639 | 2.0% | 11.8% | 67.2% | 34 |
| | 黑电 | 89,400 | 2.8% | 447,154 | 8,073 | 1.8% | 9.0% | 64.5% | 31 |
| | 空调 | 64,950 | 2.7% | 1,324,677 | 24,738 | 1.9% | 38.1% | 69.2% | 51 |
| | 小计 | 373,950 | 3.0% | 2,598,200 | 52,953 | 2.0% | 14.2% | 67.7% | 36 |
| 智能3C | 电脑 | 151,650 | 2.4% | 774,394 | 27,490 | 3.5% | 18.1% | 147.9% | 51 |
| | 数码 | 23,040 | 1.0% | 200,771 | 1,673 | 0.8% | 7.3% | 83.3% | 38 |
| | 通讯 | 205,500 | 6.7% | 775,155 | 23,703 | 3.1% | 11.5% | 45.9% | 25 |
| | 小计 | 380,190 | 3.4% | 1,750,320 | 52,866 | 3.0% | 13.9% | 88.1% | 44 |
| 生活家居 | 生活电器 | 194,171 | 6.0% | 369,711 | 22,917 | 6.2% | 11.8% | 103.3% | 47 |
| | 小计 | 194,171 | 6.0% | 369,711 | 22,917 | 6.2% | 11.8% | 103.3% | 47 |
| 汽车 | 汽车 | 22,500 | 0.2% | 119,492 | 647 | 0.5% | 2.9% | 246.1% | 42 |
| | 小计 | 22,500 | 0.2% | 119,492 | 647 | 0.5% | 2.9% | 246.1% | 42 |
| 其他 | 海外购 | - | - | 1,292,944 | 16,584 | 1.3% | 0.0% | 0.0% | 0 |
| | 会员管理中心 | - | - | 6,811,705 | 469,112 | 6.9% | 0.0% | 0.0% | 0 |
| | 小计 | - | - | 8,104,649 | 485,696 | 6.0% | 0.0% | 0.0% | 0 |
| 合计 | | 2,823,911 | 3.8% | 16,904,335 | 1,111,242 | 6.6% | 39.4% | 173.2% | 64 |

汽车和百货增长较慢整体达成存在缺口。

- 1.汽车买家达成不够理想，主要在于营销量上的缺口，建议加大每日营销量。
2.百货部分活动针对沉睡激活人群做营销，整体买家转化疲软，影响整体达成，在营销数量上也存在缺口。

