



CanadianTire.ca

ODP KPI Comparison vs Classic Car – Week 11 & 12

Digital Customer Analytics

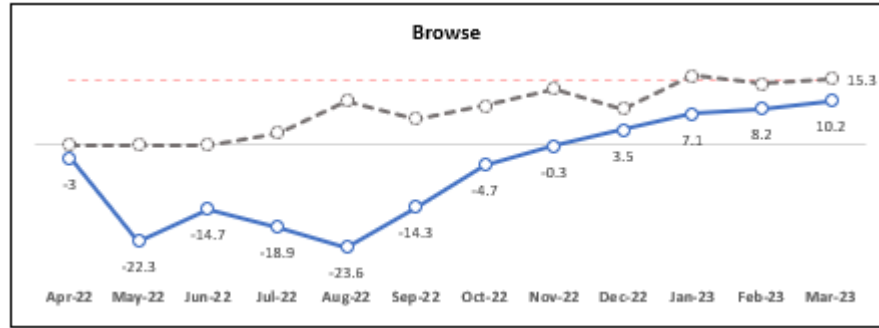
Mar 31st 2023

CTR Website NPS – Browse & Purchase Along With Theme Deepdive (Monthly View)

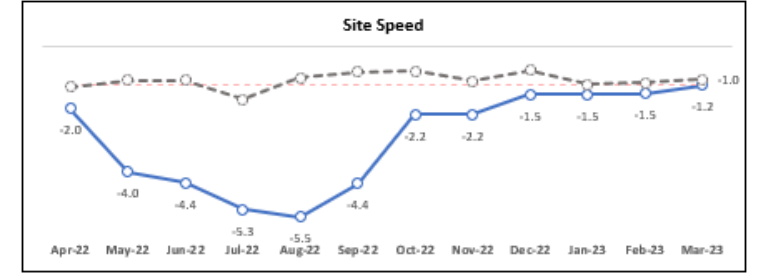
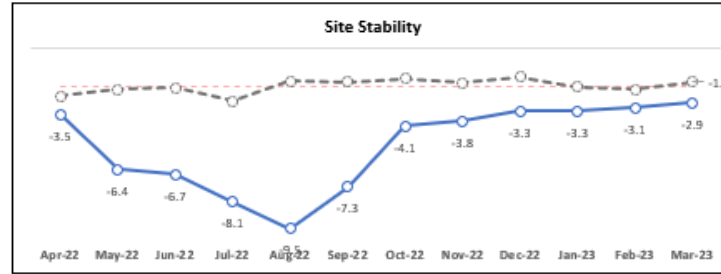
Actual CC Benchmark Previous year

Browse NPS

Improving
Not at par with CC

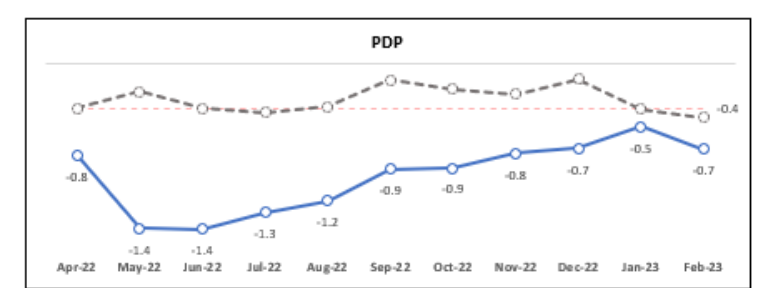
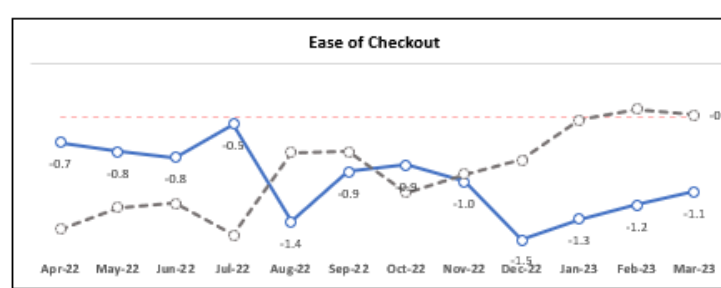
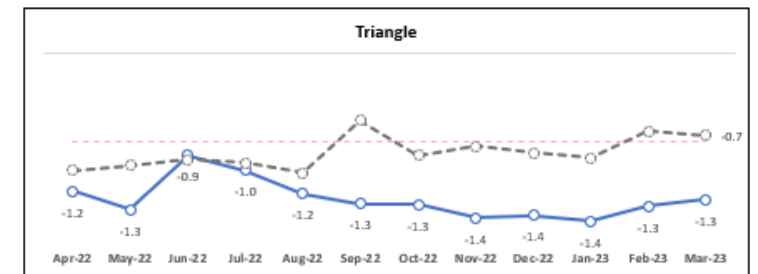
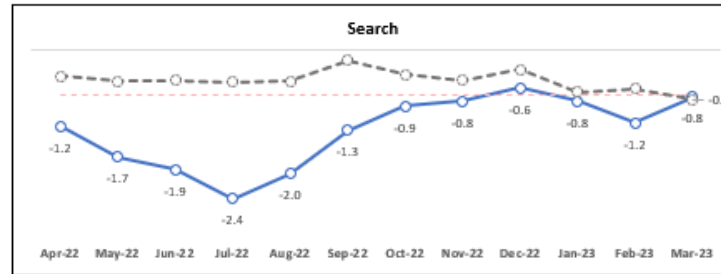
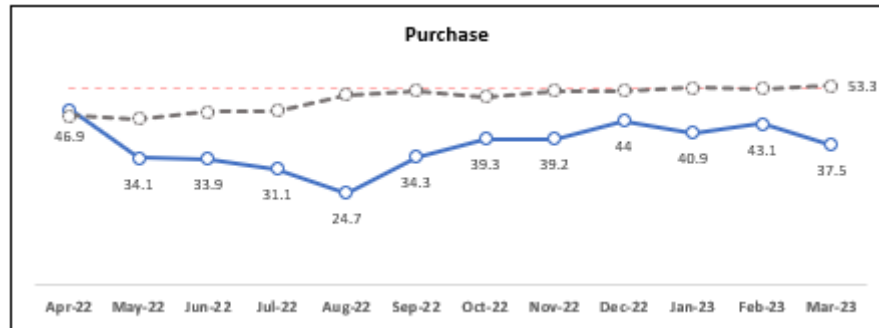


Top 6 NPS Themes

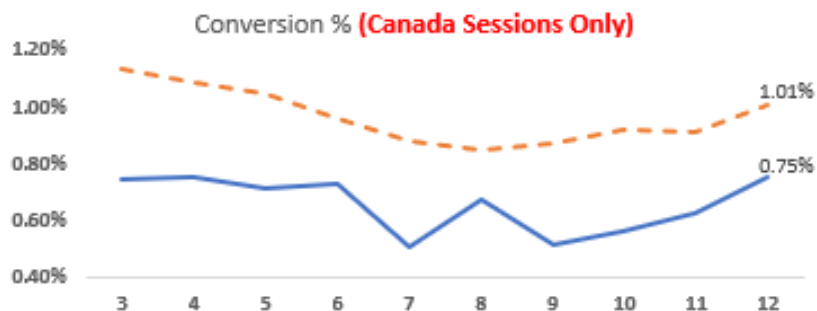


Purchase NPS

Improving
Not at par with CC

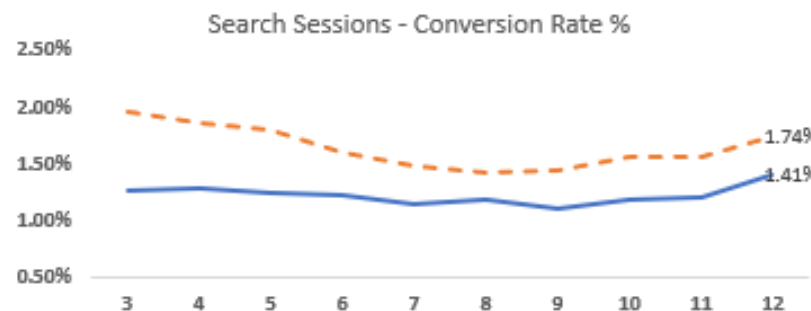


Primary KPI's (10 Week Trending) – Canadian Tire Website



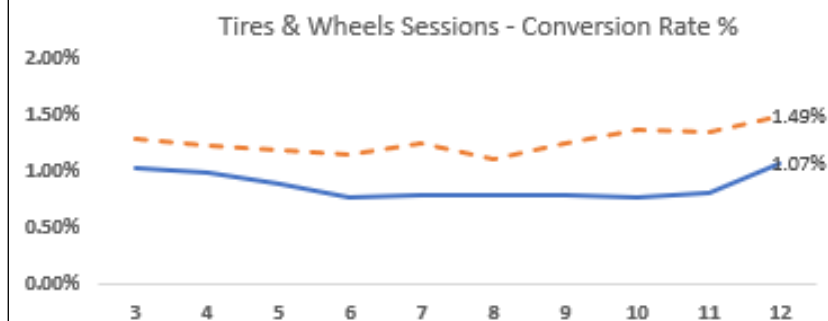
Issues impacting conversion:

- 8% of Loyalty customers unable to add to cart
- Products missing from category / search results pages (e.g Dyson vacuums not showing up under 'vacuum' searches) from weeks 9-12, issue was resolved in Week 12



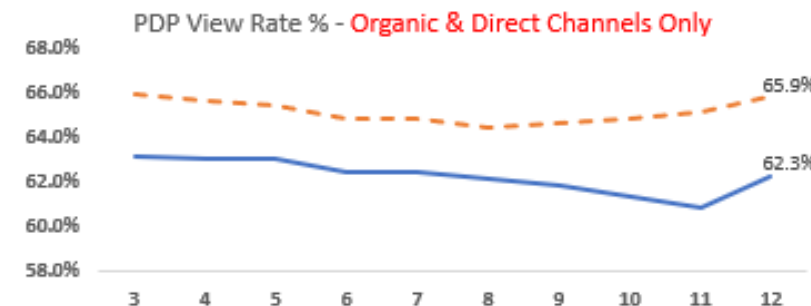
Context/Insights:

- Lower conversion also driven by non-search issues
- French search performance is lagging English Search since ODP Launch



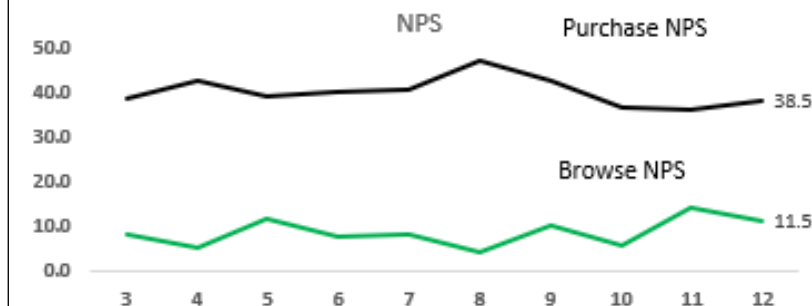
Context/Insights:

- Tracking for Authenticated customers partially broken since Feb 22 release



Context/Insights:

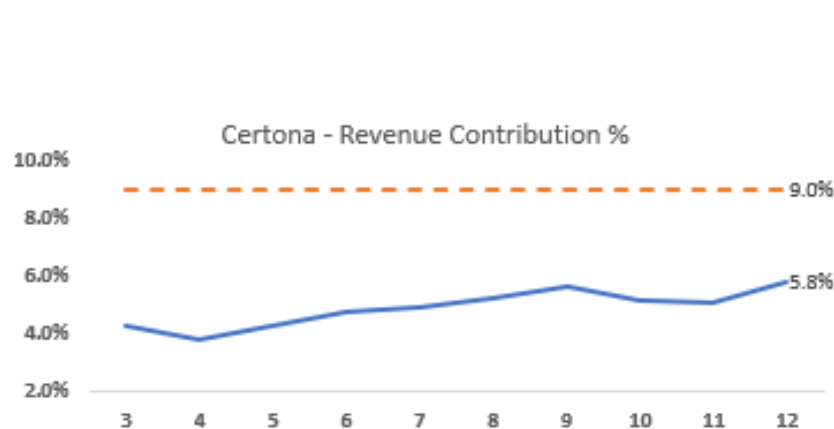
- Products have been missing in Search results due to missing taxonomy data, PDP view rate % saw improvement after resolution of the issue



Context/Insights:

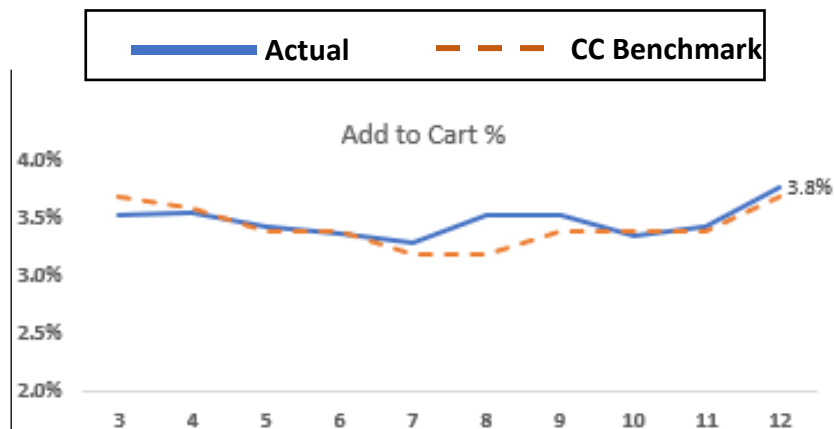
- Browse NPS has seen sustained improvement over last 4 weeks

Primary KPI's (10 Week Trending) – Canadian Tire Website



Context/Insights:

- Peaked in Week 12 at 5.8%, up from 3.4% in Week 4



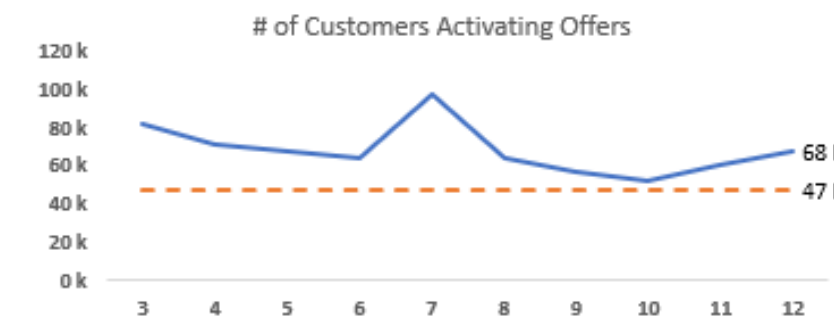
Context/Insights:

- Add to cart reduction % driven by lack of promotional-driven buying



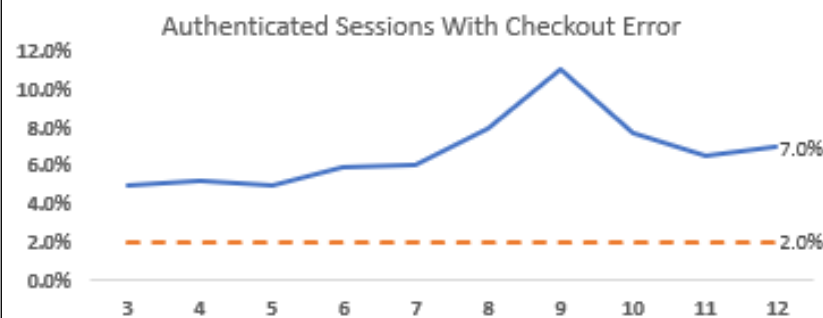
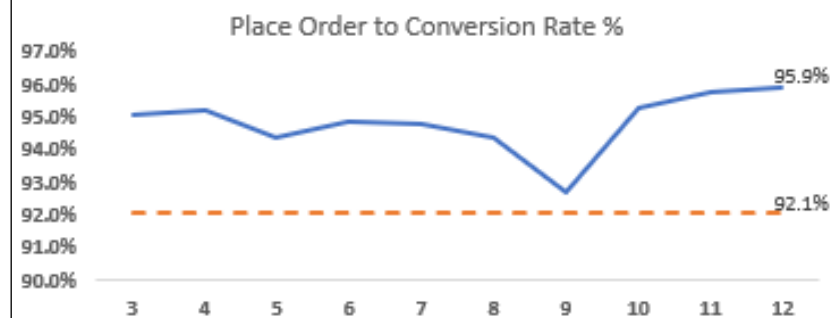
Notable Incidents:

- March 23 (Week 10) – Customers unable to add to cart / checkout for 1 hour



Context/Insights:

- More customers activating offers post-ODP despite lower authentication rate as ability to activate offers via email channel without being logged in was added



Context/Insights:

- ~120 incremental authenticated customers per day are facing errors during checkout since Feb 22 release due to increase in 502 Bad Gateway errors and Gigya token errors.

ODP Website (Canadiantire.ca) KPI's – Order Rates, Customer Friction, Loyalty Metrics

		Classic Car (Weekly Avg) - Wk 1-16	ODP (4 Weeks post Launch) - (Weekly Avg) (May 1-28)	Wk 9	Wk 10	Wk 11	Wk 12	Wk 12 vs Classic Car	Wk 12 vs ODP Launch	Insights
High Level KPIs - Order & Customer Friction	General Metrics									
	Total Sessions (M)	7.4 M	9.3 M	6.2 M	6.6 M	7.2 M	7.6 M	2%	(19%)	
	Total Website Orders (k)	65.0 k	70.3 k	34.0 k	37.6 k	39.6 k	50.0 k	(23%)	(29%)	
	Total Sales (\$ M)	\$11.2 M	\$16.2 M	\$5.2 M	\$6.3 M	\$6.9 M	\$9.7 M	(14%)	(40%)	
	Conversion Rate %	0.87%	0.75%	0.55%	0.57%	0.55%	0.66%	1 (21 bps)	(9 bps)	
	Conversion Rate % (Canada Sessions Only)	1.00%	0.85%	0.51%	0.56%	0.63%	0.75%	(25 bps)	(10 bps)	
	Average Order Value (\$)	\$173	\$230	\$152	\$168	\$174	\$195	13%	(16%)	
	% of Orders From Loyalty Customers	44.1%	39.8%	42.1%	44.7%	43.1%	45.9%	1.8 pts	(39.8 pts)	
	Friction Metrics									
	% Hours with Elevated Customer Friction			5.0%	0.8%	0.0%	0.8%	2 n/a	n/a	
	High Traffic Hours with Elevated Friction			6	1	0	1			
	High Traffic Hours (7AM - Midnight)			119	119	119	119			
	General Error Rates									
	% of Sessions with Missing Store		1.1%	1.4%	1.2%	1.3%	1.6%	n/a	(0.5 pts)	
	% Sessions with 404 Pages	0.3%	0.6%	0.1%	0.1%	0.1%	0.1%	0.2 pts	0.5 pts	
Loyalty Customer Authentication / Engagement	% Sessions with API 400 Errors	1.6%	2.2%	1.3%	1.6%	1.7%	1.9%	(0.3 pts)	0.3 pts	<ol style="list-style-type: none"> Major promotion in the week 12 was “Massive Monday Clearance” on Mar 20 and “Spend \$200 Get \$30” on Mar 22 There were 1 hour with elevated friction in Week 12 due to slowness issues impacting search, PnA and checkout funnel on 23rd March (~9PM) Issue of higher occurrences of grey boxes was fixed in Week 10, and persisted from Feb 22-Feb 28 (7 days). It is back to normal range of under 2% in last two weeks Authenticated session rate has seen gradual improvement since Week 45, 2022 and has stabilized at ~4% of overall sessions since then
	% Sessions with API 500 Errors	0.2%	0.8%	0.8%	0.5%	0.3%	0.5%	(0.3 pts)	0.3 pts	
	% PDP Views with Inactive Add to cart modal after 8 seconds (Grey Boxes)									
	General Merchandise PDP		7.6%	5.1%	1.6%	0.9%	1.2%	3 n/a	6.4 pts	
	Automotive PDP		10.7%	5.7%	2.3%	1.2%	1.3%	n/a	9.4 pts	
	Authentication									
	Authenticated Sessions (% of Sessions)	6.5%	2.5%			4.0%	4.1%	4 (2.4 pts)	1.6 pts	
	Login Success %	81.9%	81.0%	78.9%	80.0%	78.3%	80.6%	(1.3 pts)	(0.4 pts)	
	% 2FA Displayed	9.2%	11.3%	17.4%	17.7%	19.0%	18.1%	(8.9 pts)	(6.8 pts)	
	Password Reset Success %	91.8%	85.9%	85.6%	85.3%	85.4%	85.9%	(5.9 pts)	(0.0 pts)	
	Personalization									
	Unique Epsilon Id's with Loyalty Offer Views	72.9 k	37.3 k	93.0 k	75.1 k	84.6 k	100.8 k	38%	170%	
	Unique Epsilon Id's with Loyalty Offers Activated	47.3 k	18.3 k	57.9 k	52.5 k	60.5 k	67.8 k	43%	271%	
	% of Overall Sessions Viewing Loyalty Offers	0.98%	0.40%	1.51%	1.14%	1.18%	1.33%	35 bps	93 bps	
	% of Overall Sessions Activating Loyalty Offers	0.64%	0.20%	0.94%	0.79%	0.84%	0.89%	26 bps	70 bps	
	% of Online Orders with 1:1 Offers Activated	13.1%	12.5%	15.4%	15.2%	15.0%	16.2%	3.1 pts	3.7 pts	

Source: Google Analytics, Quantum Metric, Hybris

ODP Website (Canadiantire.ca) KPI's – Findability & Discovery, Purchase Funnel

			Classic Car (Weekly Avg) - Wk 1-16		ODP (4 Weeks post Launch) - (Weekly Avg) (May 1-28)		Wk 9		Wk 10		Wk 11		Wk 12		Wk 12 vs Classic Car		Wk 12 vs ODP Launch		Insights	
Findability & Discovery	Product Page Metrics																			
	# of Product Pages Viewed Sessions (M)			4.6 M	6.2 M	3.9 M	4.2 M	4.4 M	4.6 M	(1%)	(25%)									
	# of Product Pages Viewed (M)			9.3 M	10.5 M	6.8 M	7.2 M	7.4 M	8.1 M	(13%)	(23%)									
	% Sessions Viewing PDP (Canada Only Sessions)			68.7%	68.9%	65.8%	64.9%	61.9%	62.1%	5	(10%)	(10%)								
	Avg PDP Viewed for Sessions viewing a PDP (Canada Only Sessions)			1.99	1.80	1.79	1.78	1.75	1.82		(8%)	1%								
	Add to Cart (% of PDP Views)			3.7%	3.1%	3.5%	3.3%	3.4%	3.8%	2%	21%									
	General Merchandise			3.8%	3.2%	3.7%	3.5%	3.6%	3.9%	3%	21%									
	Automotive			3.2%	2.5%	2.9%	2.8%	2.9%	3.2%	(0%)	30%									
	% Successful Add to Cart			97.4%	94.2%	91.9%	92.7%	93.1%	93.3%	(4%)	(1%)									
	Automotive Conversion % - Tires & Wheels PDP/CLP Viewed			1.49%	0.93%	0.78%	0.77%	0.80%	1.07%	(42 bps)	14 bps									
Desktop Sessions			2.21%	1.58%	1.16%	1.13%	1.14%	1.54%	(67 bps)	(4 bps)										
Mobile Website Sessions			0.91%	0.51%	0.47%	0.47%	0.53%	0.70%	(21 bps)	19 bps										
	Search Metrics																			
	% of Sessions Performing a Search			28.2%	29.0%	26.5%	26.0%	24.4%	25.4%	(2.8 pts)	(3.6 pts)									
	% Sessions Viewing PDP after Search			69.8%	67.5%	62.3%	62.7%	62.7%	63.6%	(6.2 pts)	(3.9 pts)									
	% Conversion (Search Sessions)			1.72%	1.48%	1.11%	1.18%	1.21%	1.41%	(0.3 pts)	(7 bps)									
	English Sessions			1.72%	1.51%	1.14%	1.20%	1.22%	1.43%	(29 bps)	(8 bps)									
	French Sessions			1.68%	1.27%	0.91%	1.01%	1.13%	1.23%	(45 bps)	(4 bps)									
	Null Search %			3.3%	4.1%	3.3%	3.1%	3.3%	3.1%	0.2 pts	1.0 pts									
	Certona Metrics																			
	% PPV - Attributed to Certona			13.7%	7.7%	10.4%	10.4%	9.6%	11.6%	6	(2.1 pts)	3.9 pts								
	% Direct Revenue - Certona			9.0%	6.6%	5.7%	5.2%	5.1%	5.8%	(3.2 pts)	(0.8 pts)									
Out of Stock PDP% (Certona)			13.5%	20.0%	20.8%	24.4%	20.5%	26.7%	(13.2 pts)	(6.7 pts)										
Purchase Funnel	Checkout Funnel & Checkout Error Rates																			
	Shopping Cart View Rate (% of ATC)			69.2%	74.8%	65.1%	65.6%	64.9%	67.2%	(2.0 pts)	(7.6 pts)									
	Checkout View Rate (% of Shopping Cart)			34.8%	38.5%	35.2%	35.3%	35.0%	36.9%	2.1 pts	(1.6 pts)									
	View Cart to Order Confirmation			24.4%	25.3%	22.9%	23.5%	23.7%	24.9%	0.5 pts	(0.4 pts)									
	Place Order Click to Conversion %			92.1%	95.1%	92.7%	95.3%	95.8%	95.9%	3.8 pts	0.8 pts									
	% Auth Sessions with API 40X Errors on Checkout				5.70%	11.14%	7.71%	6.60%	7.00%	7	n/a	(1.3 pts)								
% Guest Sessions with API 40X Errors on Checkout				0.75%	5.01%	2.39%	1.85%	1.70%		n/a	(1.0 pts)									

ODP Website (Canadiantire.ca) KPI's – Flyer Engagement & Product Availability

	Classic Car (Weekly Avg) - Wk 1-16	ODP (4 Weeks post Launch) - (Weekly Avg)	Wk 9	Wk 10	Wk 11	Wk 12	Wk 12 vs Classic Car	Wk 12 vs ODP Launch
Flyer Engagement	Flyer Engagement							
	# of Sessions Viewing Flyer	375.0 k	342.4 k	250.9 k	284.5 k	338.0 k	275.1 k	(27%) (20%)
	% Desktop	50.2%	46.6%	50.2%	48.4%	46.3%	48.3%	(1.9 pts) 1.7 pts
	% Mobile / Tablet	49.8%	53.4%	49.8%	51.6%	53.7%	51.7%	1.9 pts (1.7 pts)
	% Conversion - Sessions Viewing Flyer	0.77%	0.84%	0.71%	0.80%	0.68%	1.18%	41 bps 34 bps
	% Desktop Conversion	1.04%	1.19%	0.90%	1.07%	0.93%	1.64%	60 bps 45 bps
	% Mobile / Tablet Conversion	0.50%	0.54%	0.52%	0.53%	0.47%	0.76%	26 bps 22 bps
	% Sessions Viewing Flyers (% of Total Sessions)	4.7%	3.1%	4.1%	4.3%	4.7%	3.6%	(1.1 pts) 0.5 pts
	% Sessions Clicking on Flyer PDP	28.5%	19.9%	36.2%	39.0%	39.1%	39.7%	11.2 pts 19.8 pts
	Desktop	35.2%	27.9%	40.2%	44.7%	46.4%	46.0%	10.8 pts 18.1 pts
	Mobile / Tablet	23.1%	12.9%	31.6%	33.0%	32.3%	33.9%	10.8 pts 21.0 pts
Product Availability	Online Orders from Sessions with Flyer Viewed	3.1 k	2.9 k	1.8 k	2.3 k	2.3 k	3.3 k	5% 13%
	% of Total Orders	4.8%	4.1%	5.3%	6.0%	5.8%	6.5%	1.7 pts 2.4 pts
	% PPV Out of Stock (OOS) in Preferred Store	20%	21%	18%	18%	17%	18%	
	Active Product OOS %	14%	15%	12%	12%	12%	11%	
	Discontinued When Out OOS %	26%	25%	20%	20%	18%	18%	
	Seasonally Discontinued OOS %	47%	34%	28%	23%	43%	22%	
	Temp Discontinued OOS %	66%	75%	30%	28%	67%	28%	
	Fully Discontinued OOS %	64%	66%	67%	71%	56%	56%	
	Out of Stock % On PLA Ads	5.3%	5.0%	2.6%	2.0%	2.1%	2.1%	8
	# of Active Products with >25% OOS Rate (Min 50 PPV weekly)		4,085	2,319	2,405	2,248	2,521	
	# of Active Products with >50% OOS Rate (Min 50 PPV weekly)		2,221	1,071	1,064	1,102	1,269	
	# of Active Products with >75% OOS Rate (Min 50 PPV weekly)		1,625	700	685	771	870	
	ATC (% of PDP Views) When OOS (Change store to ATC)	2.1%	2.3%	2.0%	1.7%	2.0%	2.0%	

Insights

- 18% of all product pageviews were sold out in customers local store, including 11% for Active products. ~2% of all PLA Ads also had products sold out in the customers preferred store and has improved significantly in last 10 weeks.

ODP Website KPI's (Canadian Traffic Only) – Traffic Split & Channel Performance (Wk. 12)

1
2

Channel	# of Sessions	Traffic			PDP View Rate%			Avg PDP Viewed For Session Viewing a PDP			Add to Cart %			Conversion %		
		ODP	Classic Car	ODP vs Classic	ODP	Classic Car	ODP vs Classic	ODP	Classic Car	ODP vs Classic	ODP	Classic Car	ODP vs Classic	ODP	Classic Car	ODP vs Classic
Organic Search	2,496,131	37.4%	47.9%	(10 pts)	64.2%	66.3%	(2 pts)	2.1	2.2	(7%)	4.6%	5.0%	(0.4 pts)	0.86%	0.98%	(12 bps)
Paid Search	1,739,478	26.1%	24.5%	2 pts	77.2%	82.0%	(5 pts)	1.5	1.6	(6%)	3.3%	3.3%	0.0 pts	0.59%	0.64%	(5 bps)
Direct	626,628	9.4%	10.0%	(1 pts)	54.6%	61.9%	(7 pts)	1.9	2.1	(8%)	5.3%	5.4%	(0.1 pts)	0.99%	1.02%	(3 bps)
Email	765,948	11.5%	7.4%	4 pts	26.2%	28.6%	(2 pts)	2.0	2.1	(6%)	7.5%	6.8%	0.7 pts	0.51%	0.58%	(7 bps)
Social	636,816	9.6%	7.3%	2 pts	87.8%	92.9%	(5 pts)	1.7	1.8	(7%)	2.6%	2.5%	0.1 pts	0.21%	0.25%	(4 bps)
Affiliates	72,754	1.1%	0.8%	0 pts	65.2%	65.6%	(0 pts)	1.9	2.3	(20%)	11.1%	13.5%	(2.4 pts)	3.68%	4.82%	(114 bps)
Display	259,434	3.9%	0.8%	3 pts	2.6%	43.0%	(40 pts)	2.2	1.8	24%	6.2%	3.4%	2.8 pts	0.04%	0.35%	(31 bps)
Referral	41,706	0.6%	0.6%	0 pts	52.3%	60.7%	(8 pts)	2.3	2.3	(2%)	5.6%	5.4%	0.2 pts	0.76%	0.99%	(23 bps)
(Other)	28,325	0.4%	0.8%	(0 pts)	66.4%	51.0%	15 pts	2.1	2.3	(9%)	5.8%	5.5%	0.3 pts	1.01%	0.89%	12 bps

Insights

1. Email Channel has a low PDP view rate as not all campaigns are meant to drive sales or conversion.
2. Social channel has the lowest conversion rate amongst the large channels despite a large % of traffic viewing a PDP

Appendix – ODP Key Dashboards Created for Internal Use

Dashboard Name	Source	Link	Purpose
Classic Car & ODP – Comparison KPI's	Datastudio	https://datastudio.google.com/u/0/reporting/ac03c97b-b284-4ed2-82c7-21a20d4967a1	Monitor daily KPI's across Website
CTR - Product Channel and Sales View	Datastudio	https://datastudio.google.com/u/0/reporting/3bec22-1664-48a4-8b3e-47efe9f9ac23/page/p_eqn49n6gsc	Monitor sales and digital metrics at product and aggregated category level
Health Check - Website	Quantum Metric	https://canadiantireodp.quantummetric.com/#/shared_dashboards/b09ac94d-ef44-4caa-bab2-ca9dda803285?ts=today	Monitor real time issues on website and identify breaks from trends in Metrics, customer facing errors, API errors
Cart and Checkout Dashboard	Quantum Metric	https://canadiantireodp.quantummetric.com/#/shared_dashboards/93bfcab2-0f2f-4e17-8eb0-deaae3ae5e16?globalFilter=75c11280217f7dbd&ts=1654056000-1660103999	Deep dive into cart, checkout and lower funnel metrics and to understand friction points at payment/place order stage
CTC Daily CIAM Metrics	Datastudio	https://datastudio.google.com/u/1/reporting/00de1ef6-b38c-46e8-894f-3bddcbd4b20f/page/p_k40pdimwtc	Monitor daily Signup, Login and password reset metrics
CTR App Overview Dashboard	Datastudio	https://datastudio.google.com/u/0/reporting/596a8b8a-6c38-4cb6-9bdd-f1a1b1af3672/page/p_t66v4z9doc	Monitor daily KPI's across Mobile App