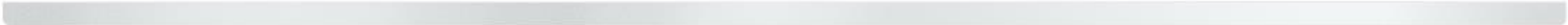
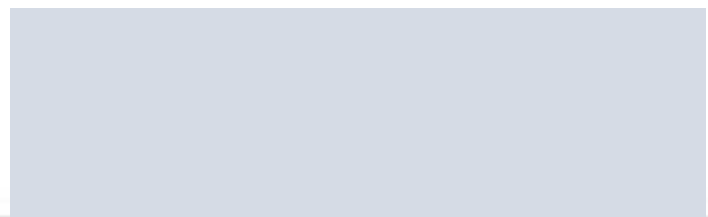




GLO PERFORMANCE MONITORING NW



Agenda

Devices

Total Devices sales
Devices IMS split by SKU
Start Glo Hyper
Device channels split
Device Distribution
RKA Device scan-data
POP Ups Geo
Pop Ups sales
Social Selling sales
KA sales
Staff Advocacy sales
Return Statistics

Sticks

Total Sticks sales
Sticks split by SKU Total
Sticks demi split by SKU
Sticks split in Own Channels by SKUs
Sticks IMS split by channels
Sticks Distribution
Consumable / Device sales ratio
Sticks scan-data March SPB
POSM Statistics Indep
FB Glo Hyper
FB Sticks Neo demi

Activation

Glo Hyper Activation
Glo PRO&NaNO Activation
LigaPro Activation





Devices

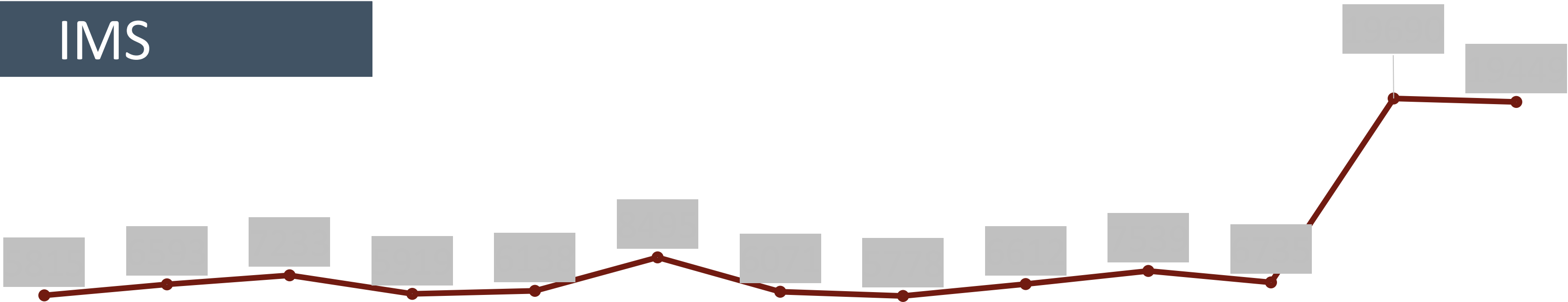
Total Devices sales:



Definition

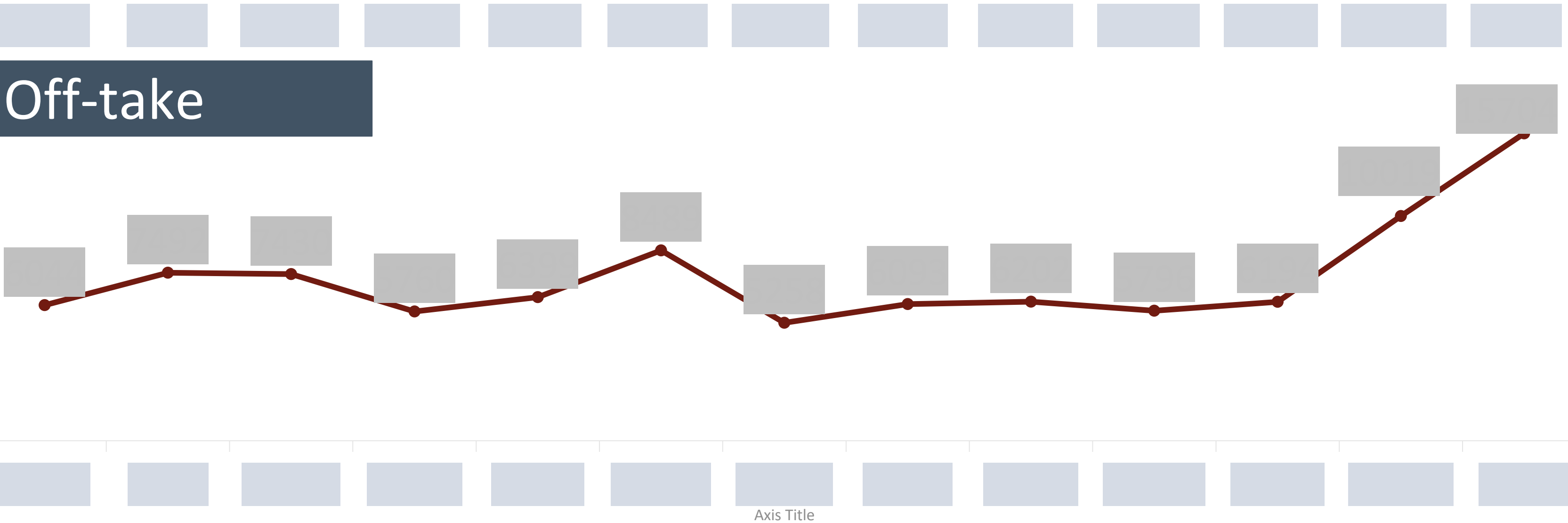
- IMS = [redacted]
- Off-take = [redacted]

IMS



[redacted] YTD:
IMS = [redacted] item

Off-take



[redacted] YTD:
Off-take = [redacted]
item

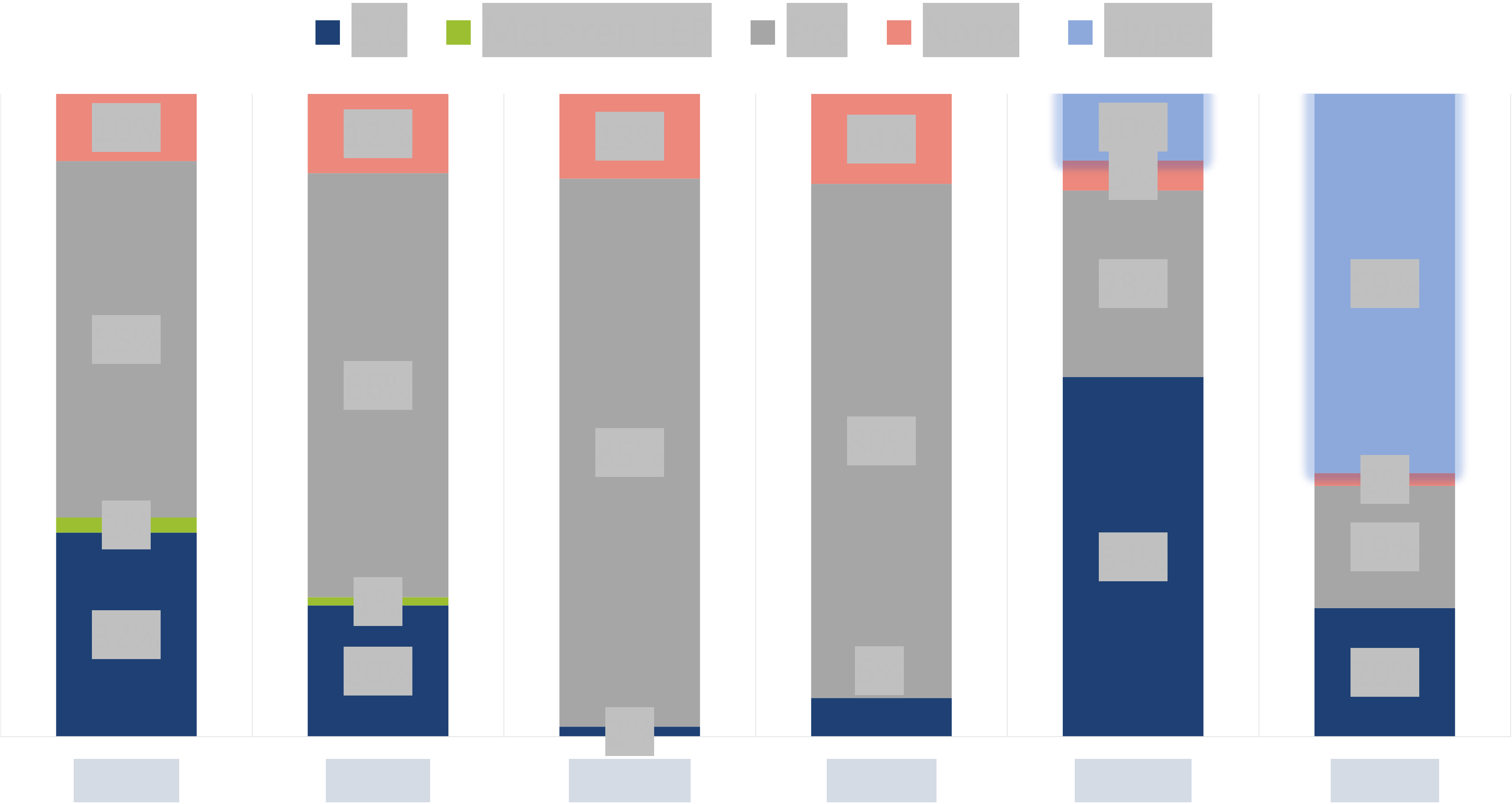
Axis Title



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IMS split by SKU





Новые стики в формате Деми



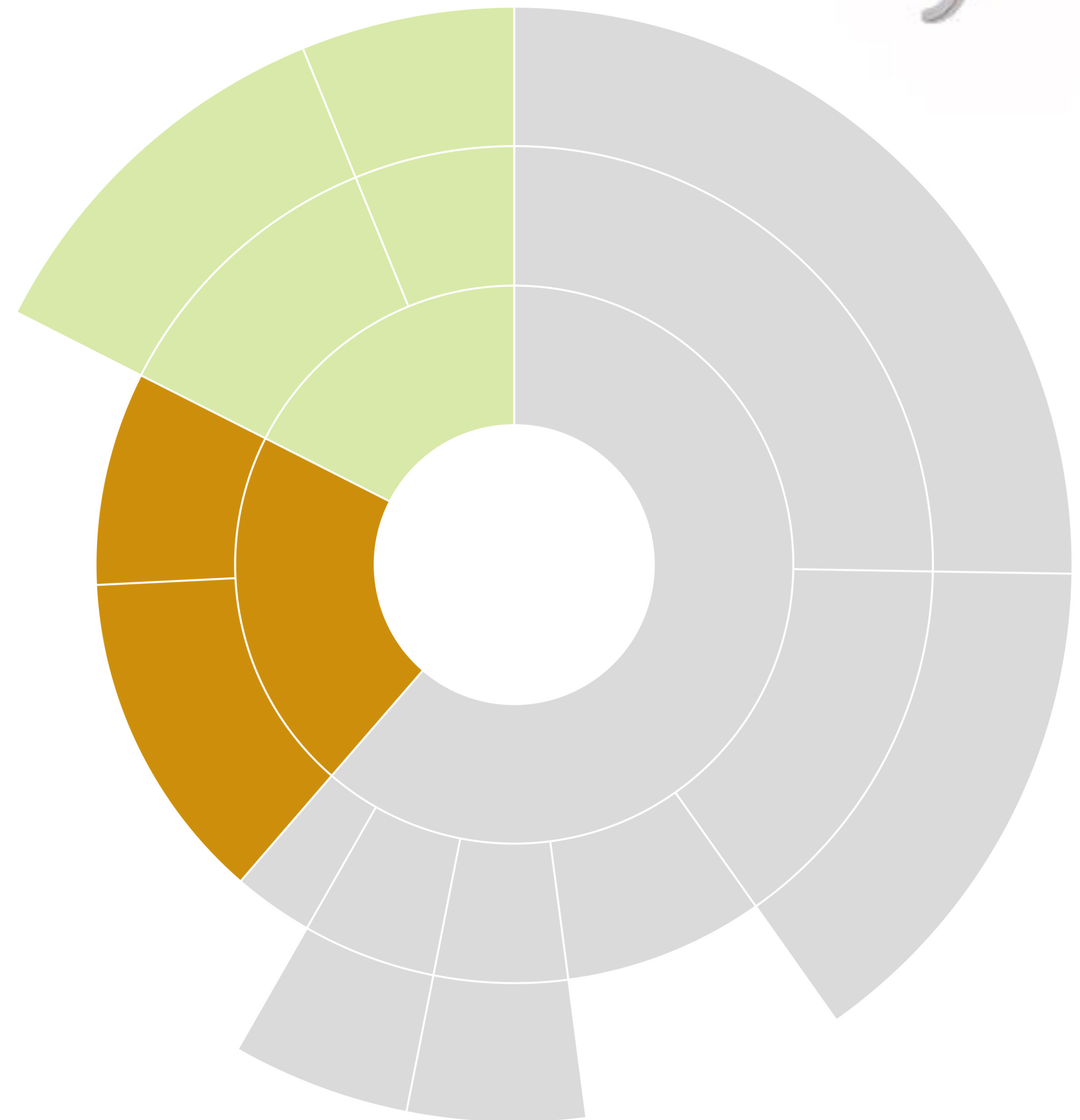
Еще больше вкуса с функцией Boost²

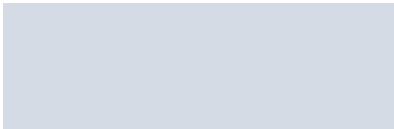


Быстрая зарядка³



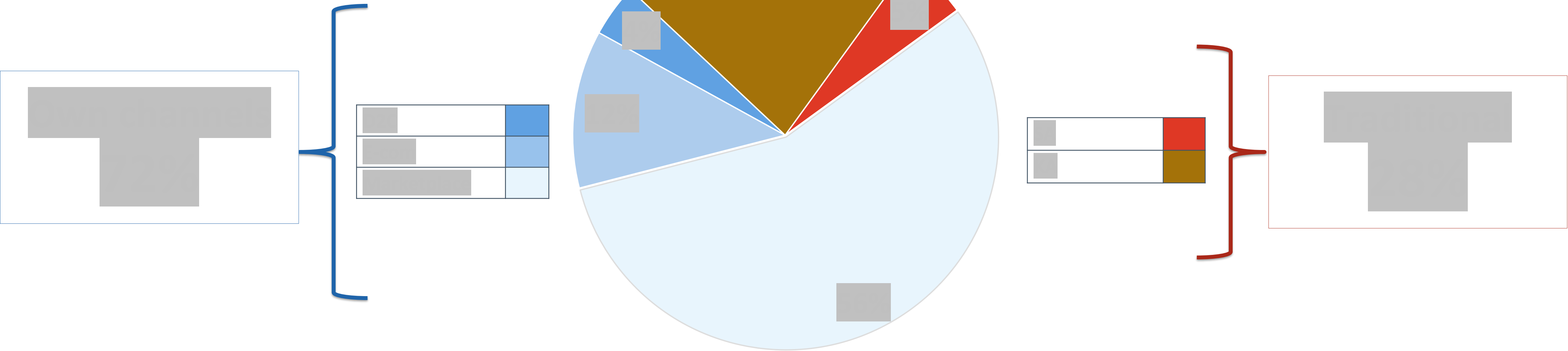
До 20 сессий на одном заряде



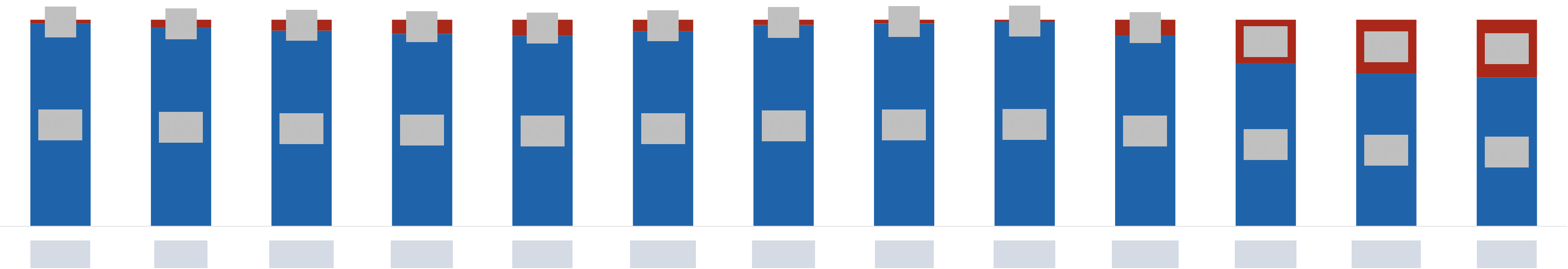
Device  split



Off-take split by  

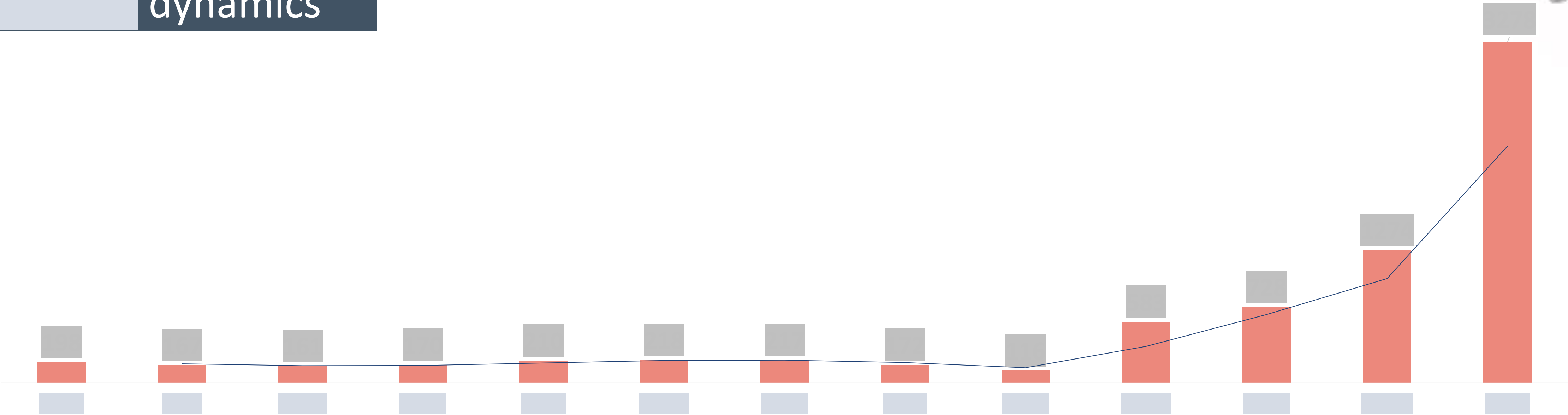


 vs  dynamics



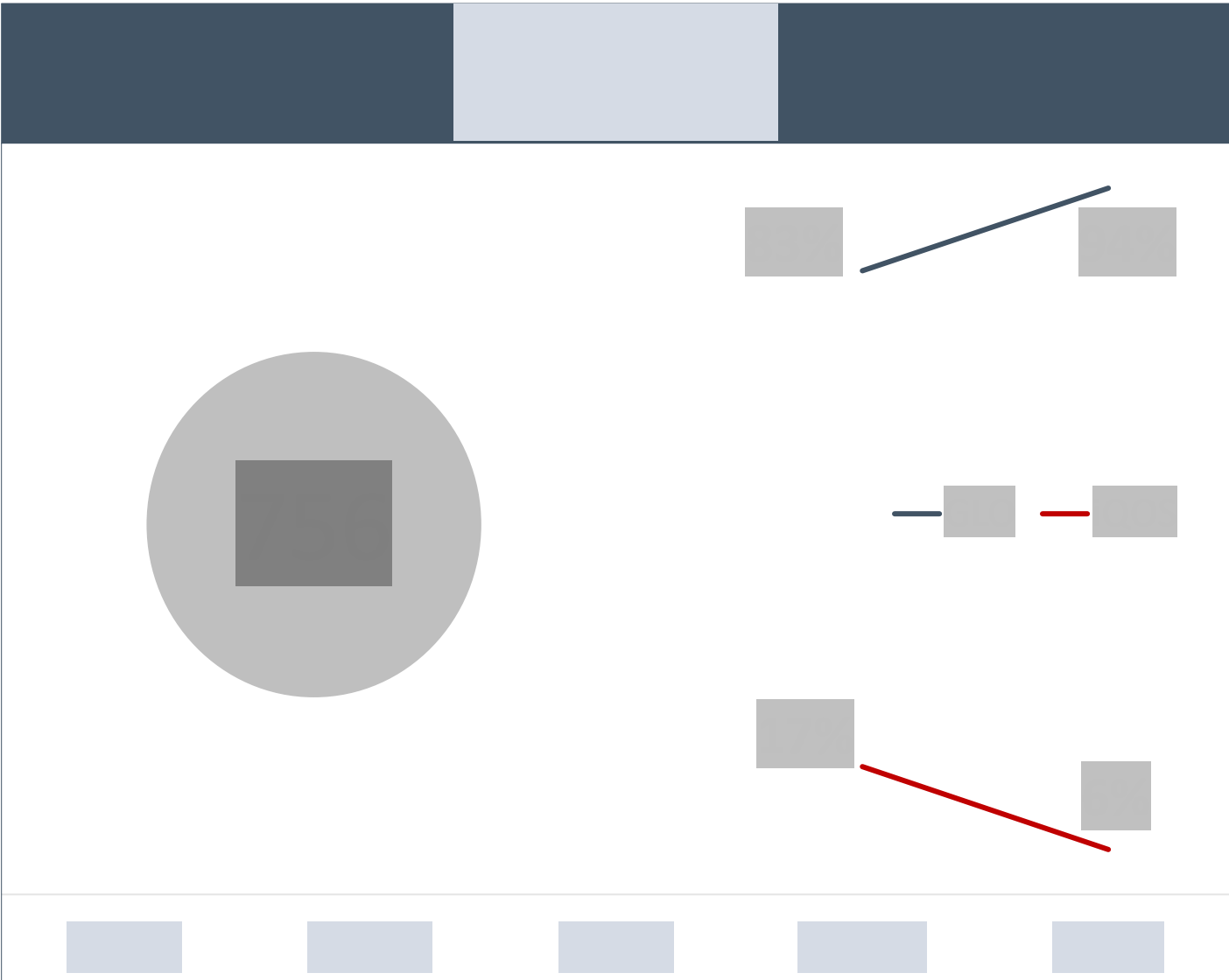
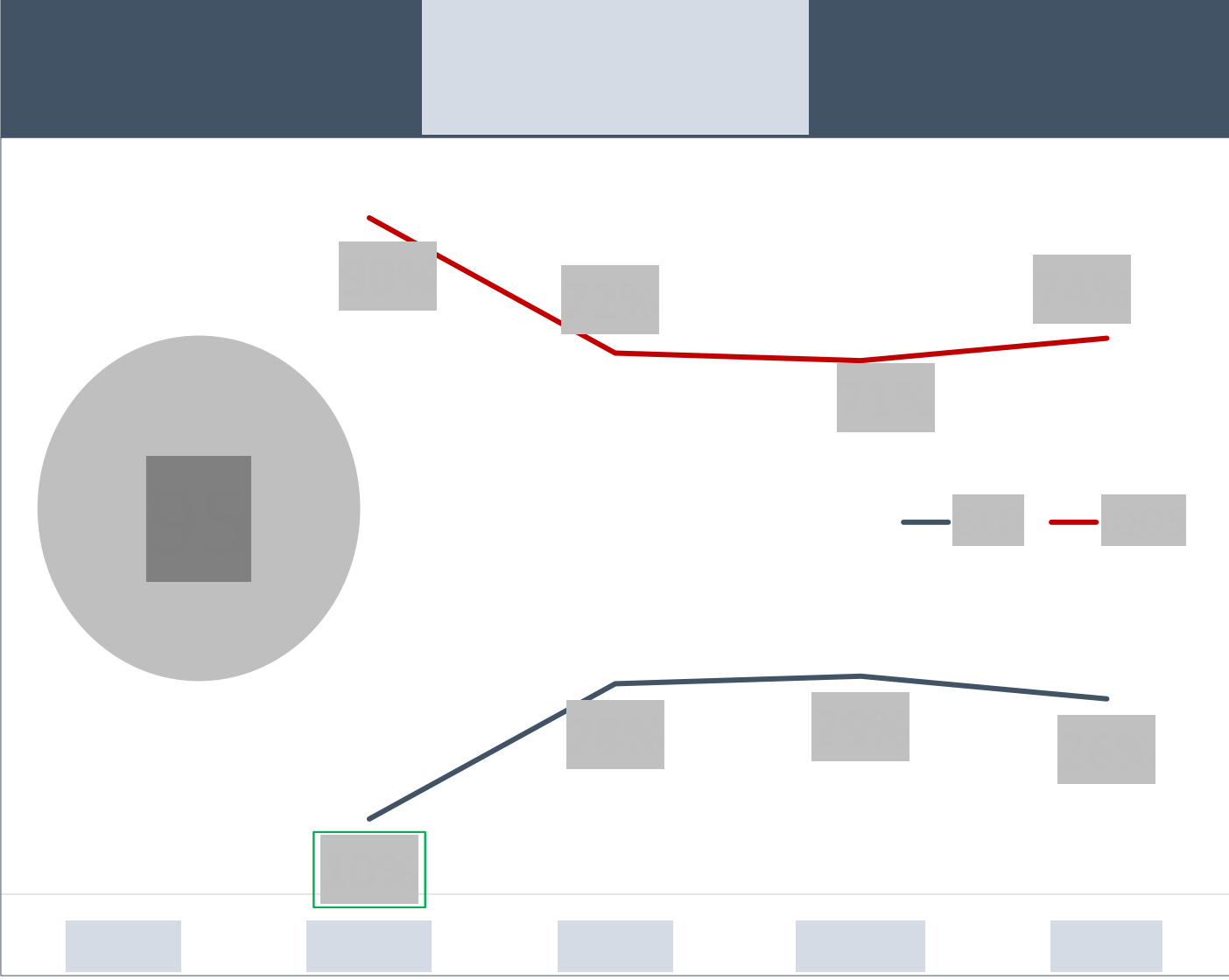
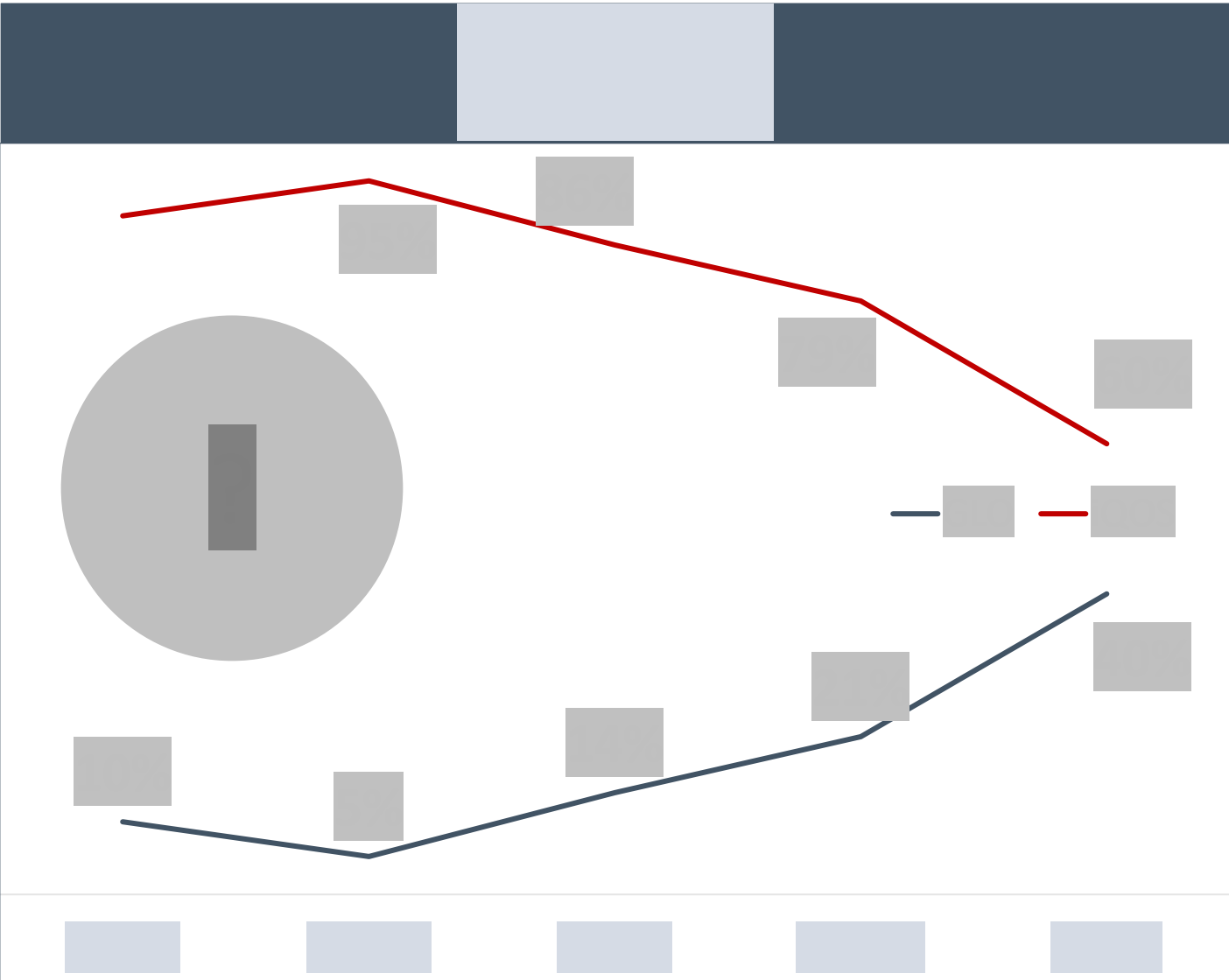
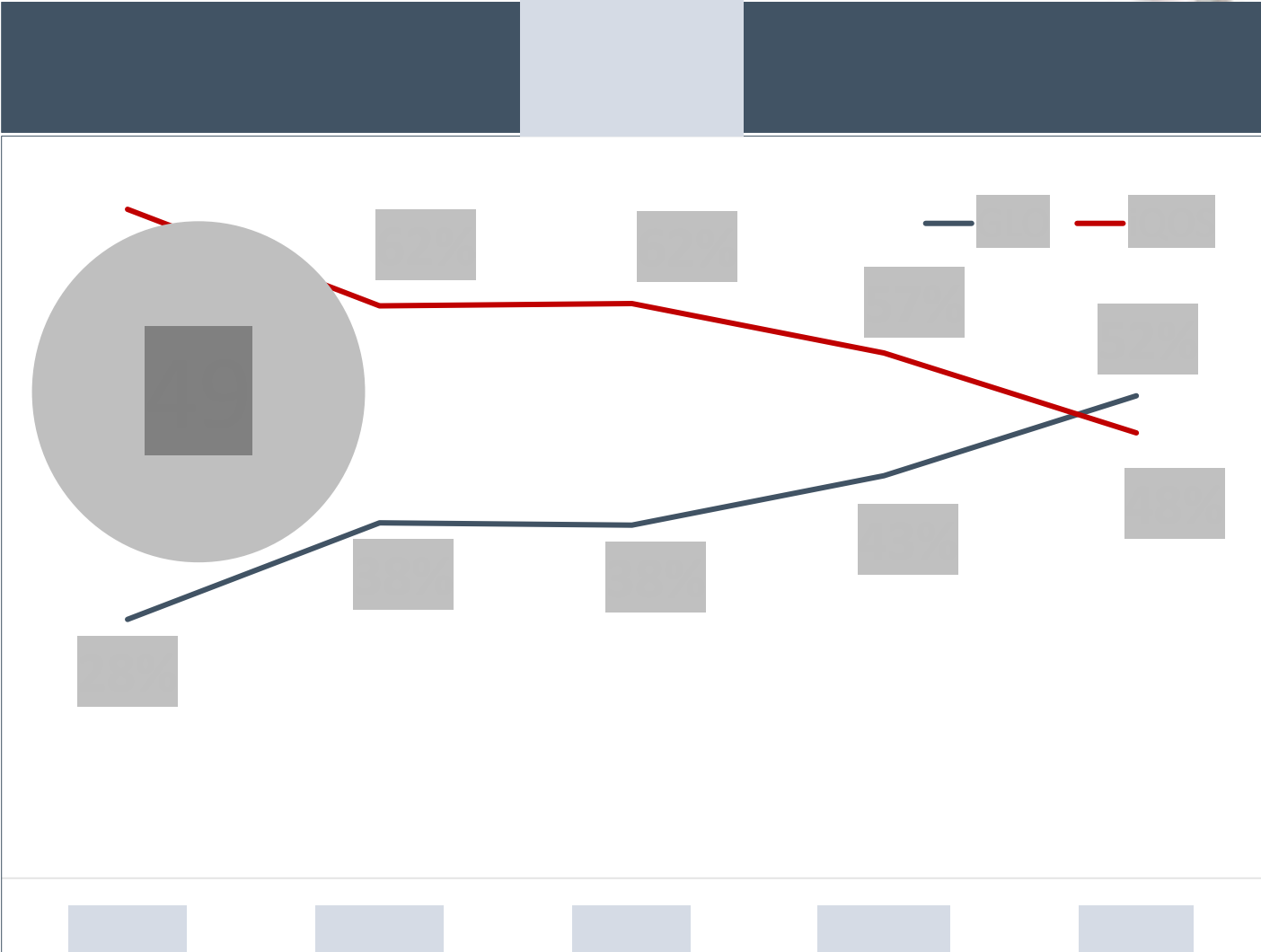
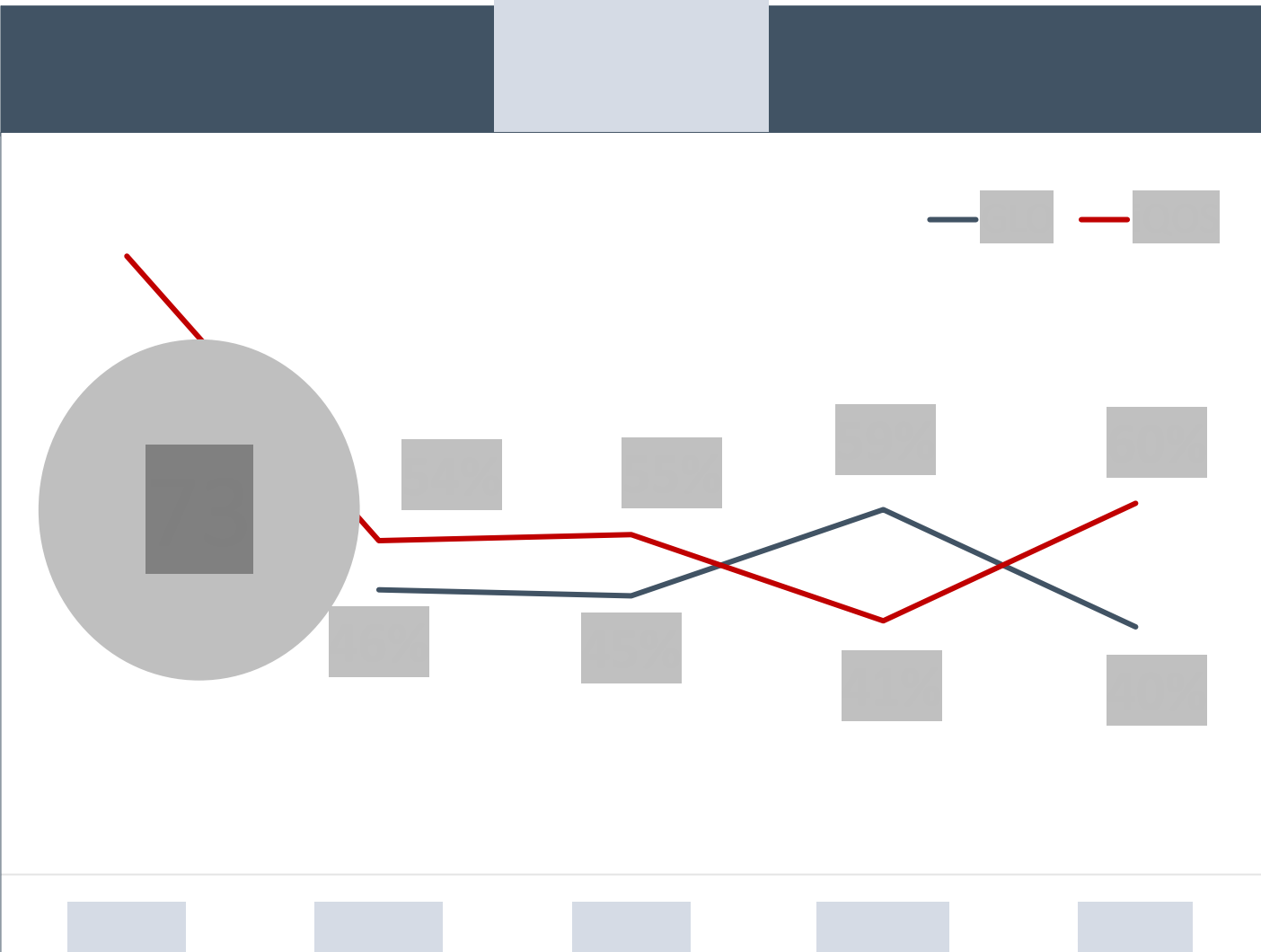
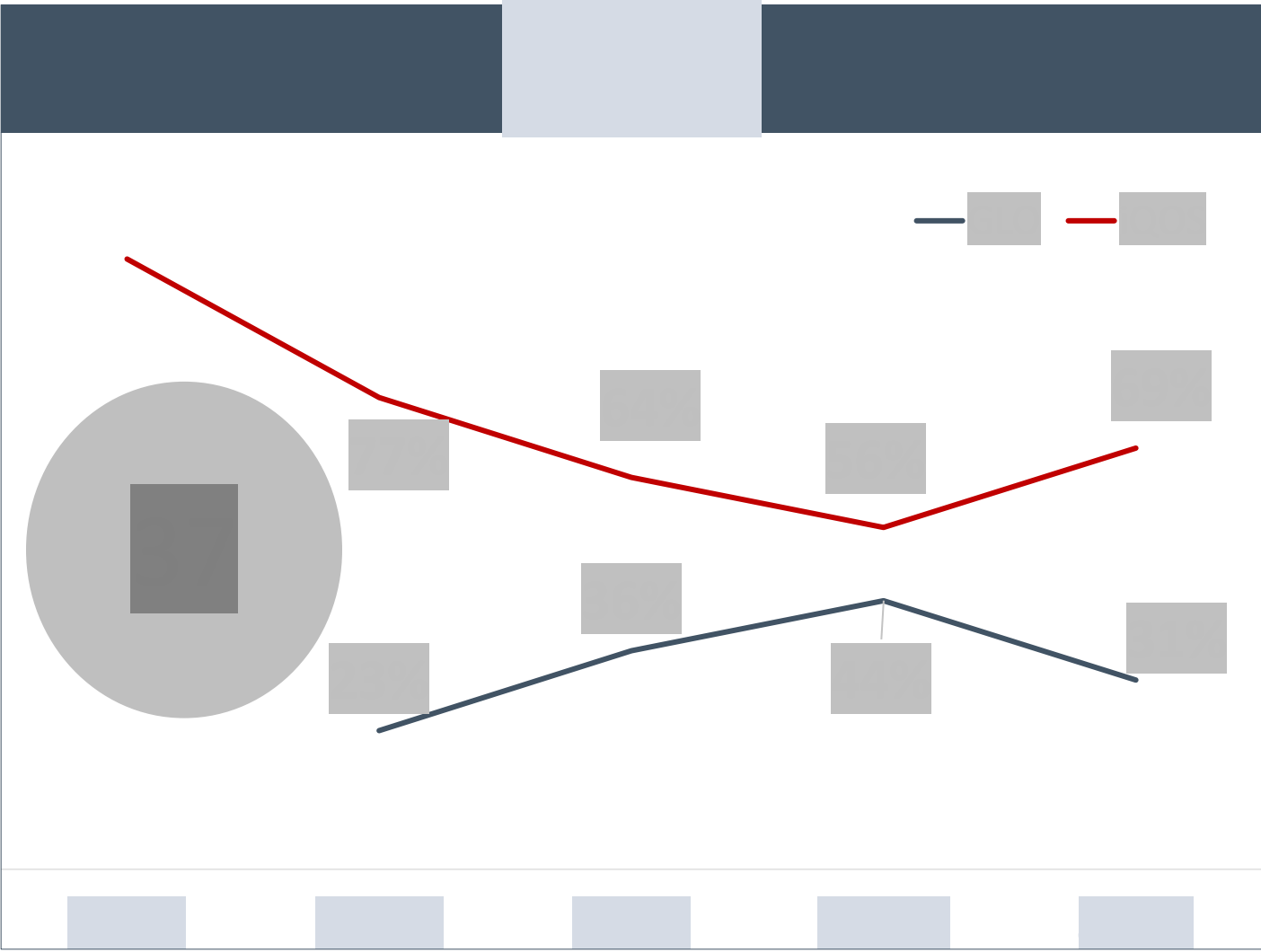
Devices :

dynamics



Device

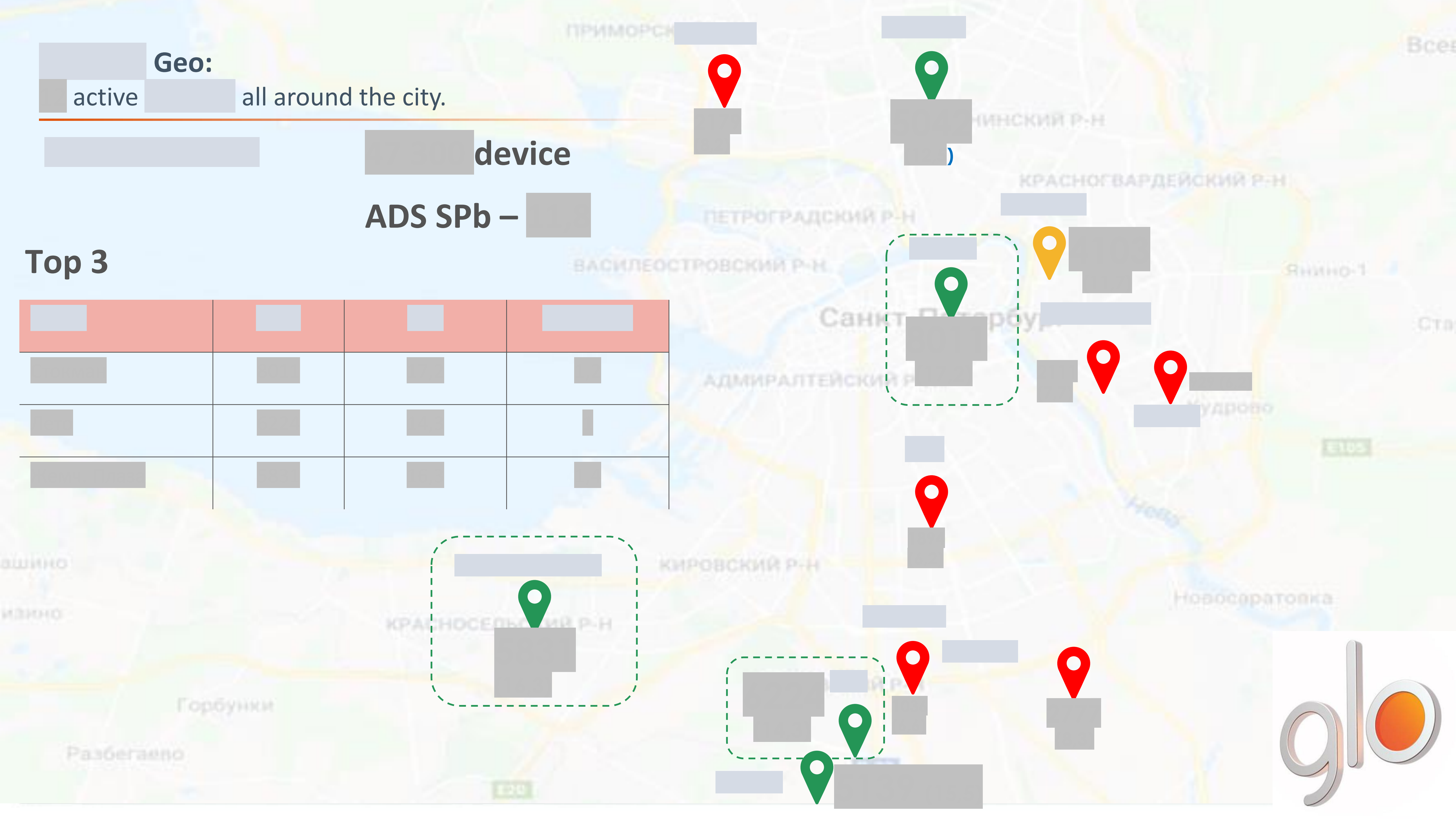
	TOTAL				
SPB					

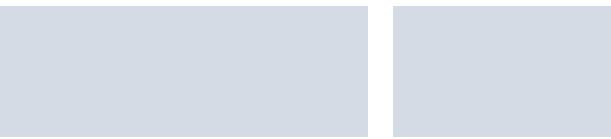


Geo:
active all around the city.

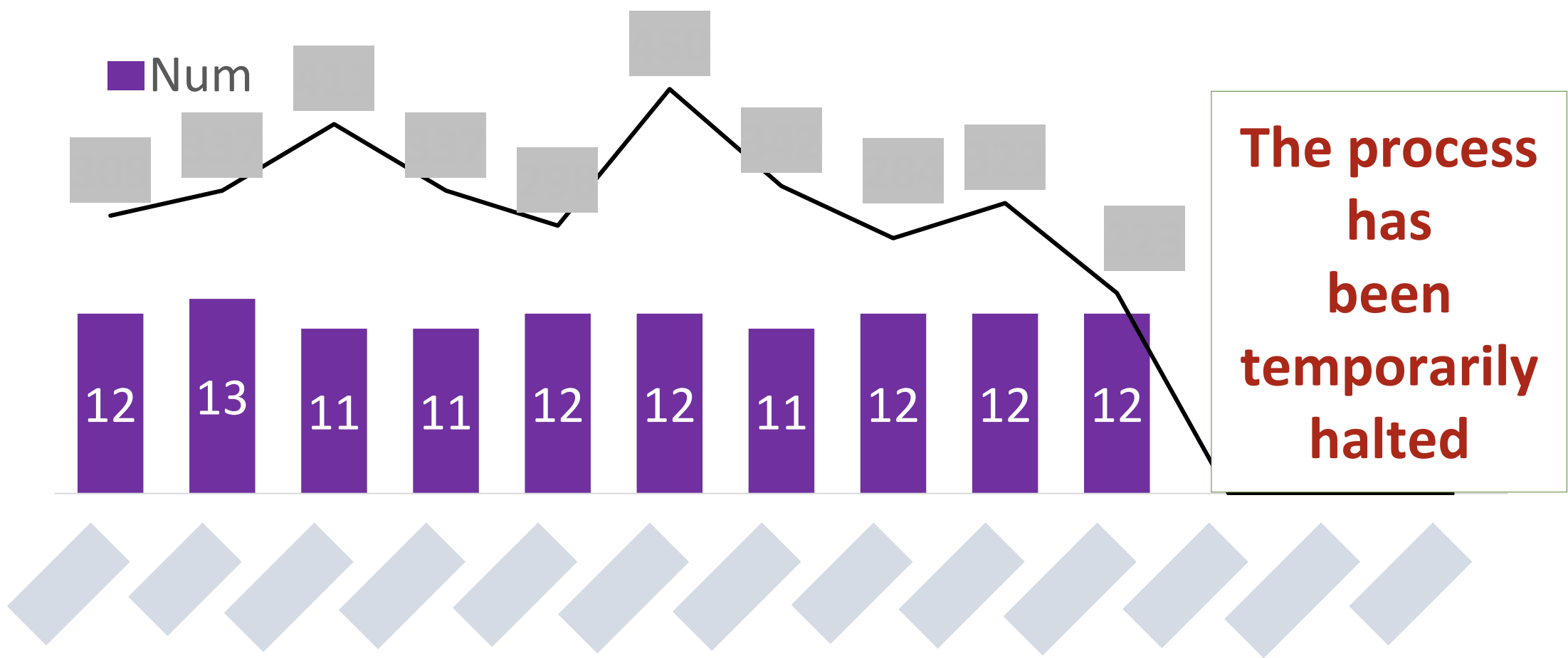
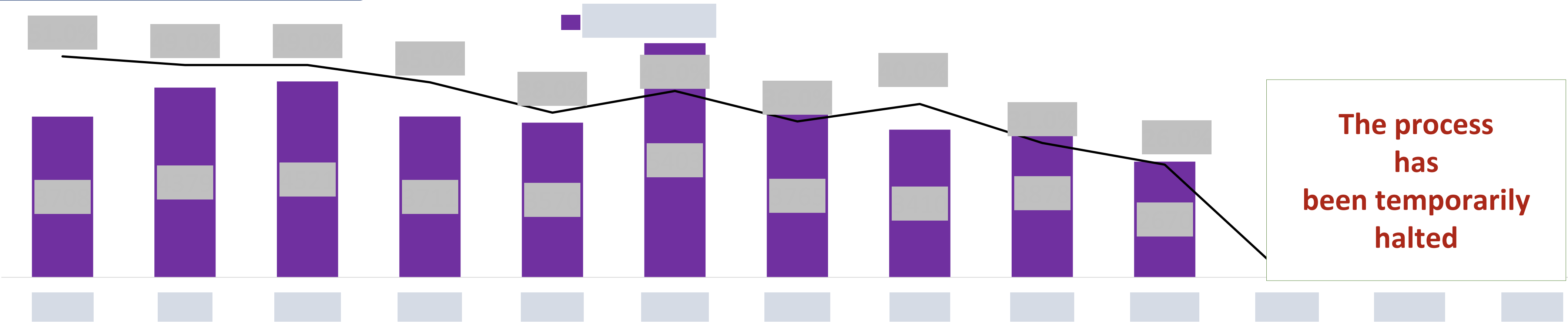
device
ADS SPb –

Top 3





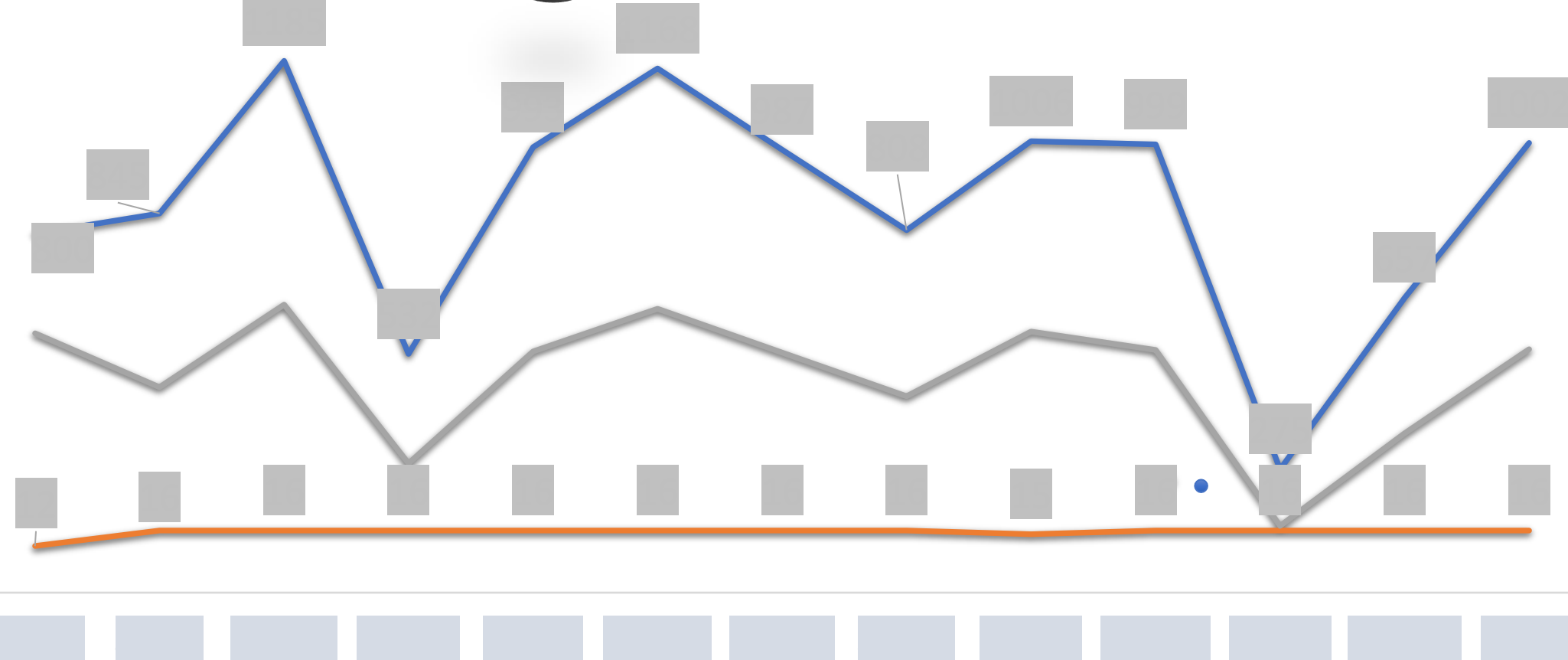
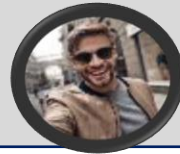
decrease from mid of march, & then overall due to COVID19



Indicator				
Purchase				
Trial/Hour				
Purchase/Hour				
CR to purchase				



Performance



Cold base CR

Target

Fact

Cold calls/got through

--

--

Got through/Sales

--

--

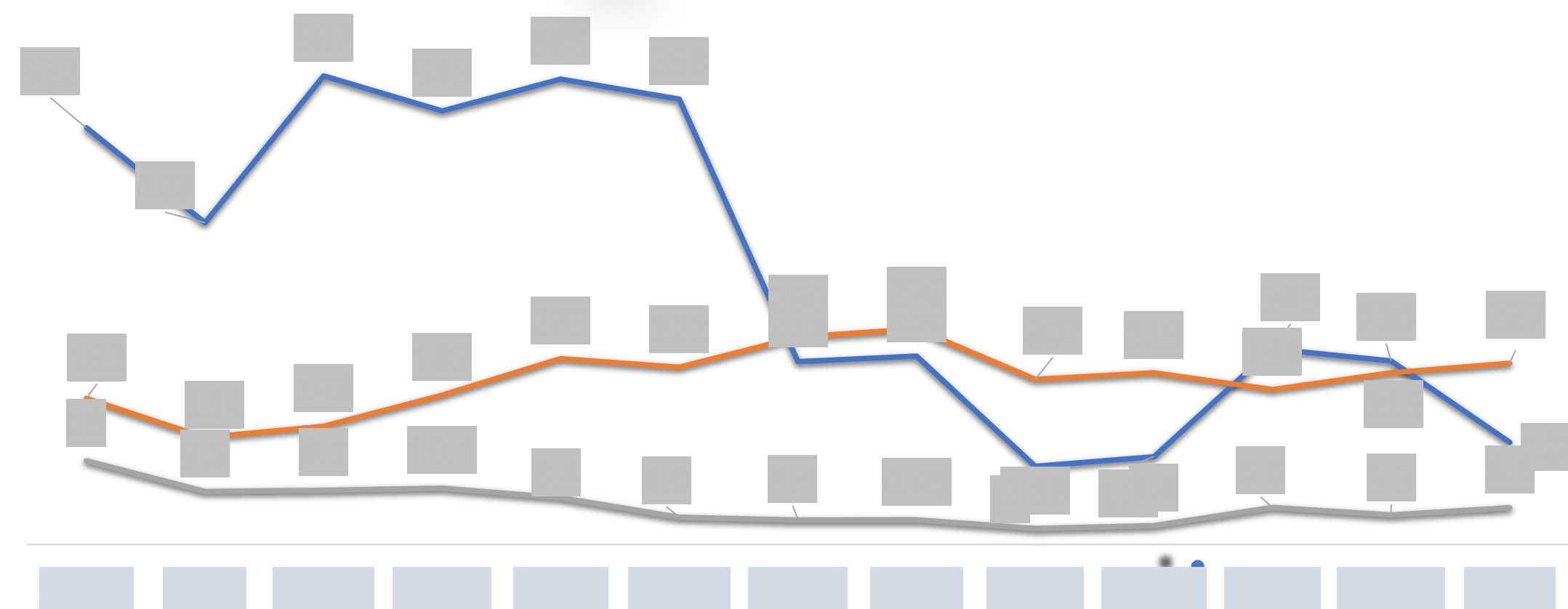
Own leads/sales

--

--

— Sales — Headcount — Efficiency

Performance



— Sales — Headcount — Efficiency for active

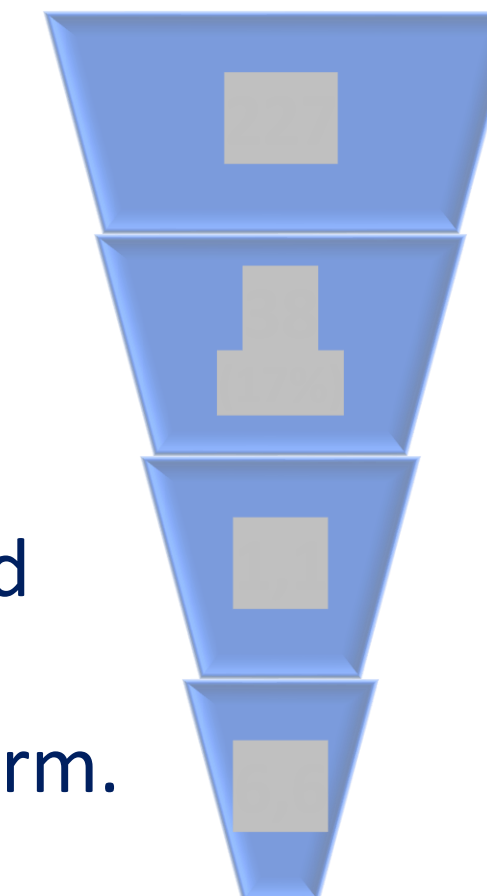
efficiency

In Field

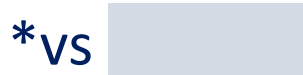
performing

Av. sales per infield

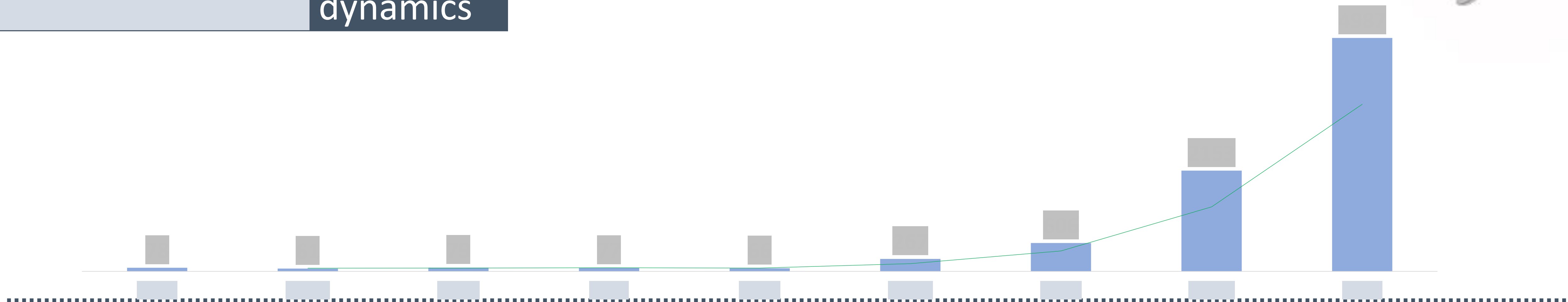
Av. sales per perform.



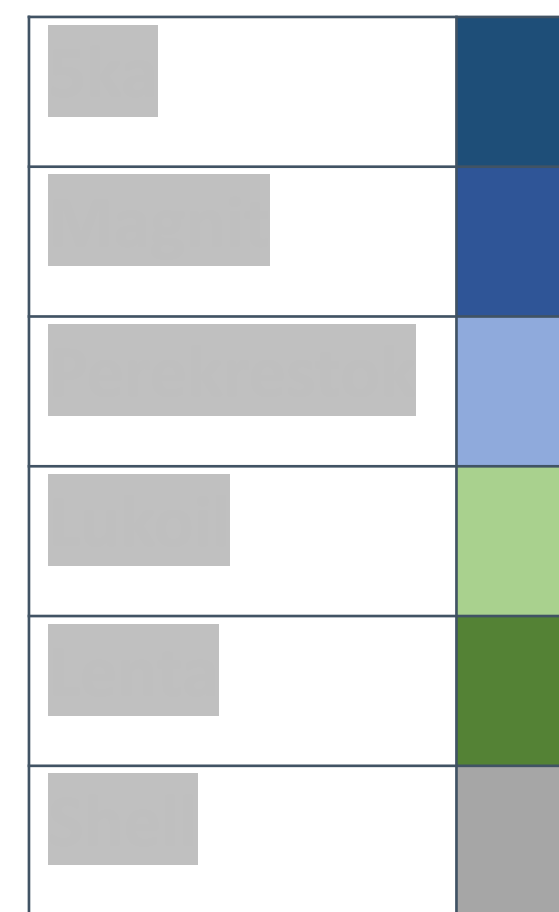
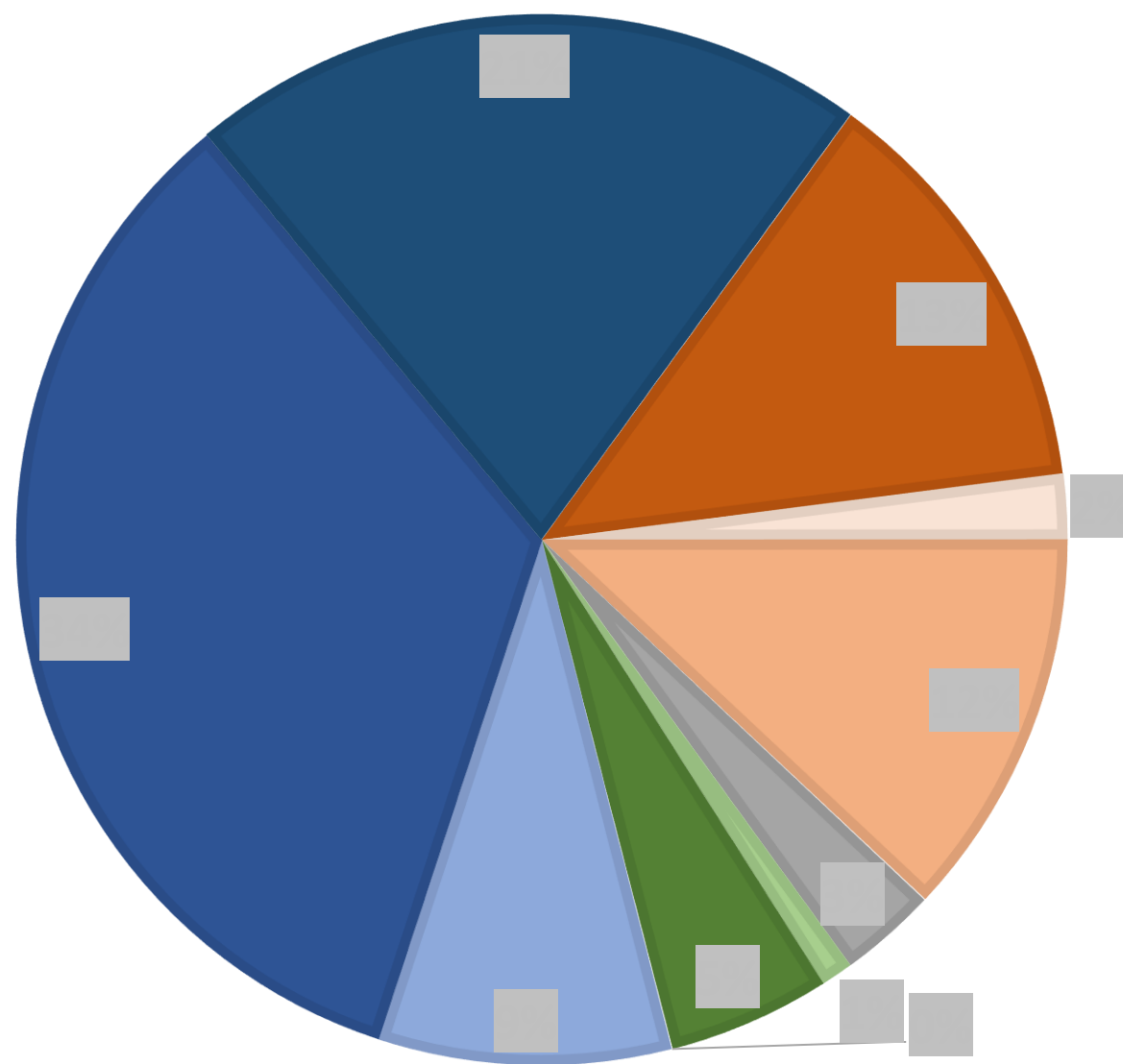
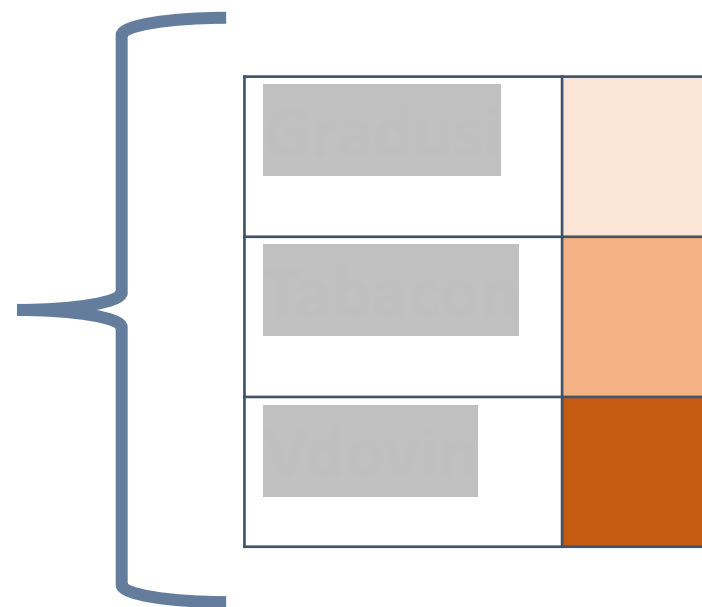
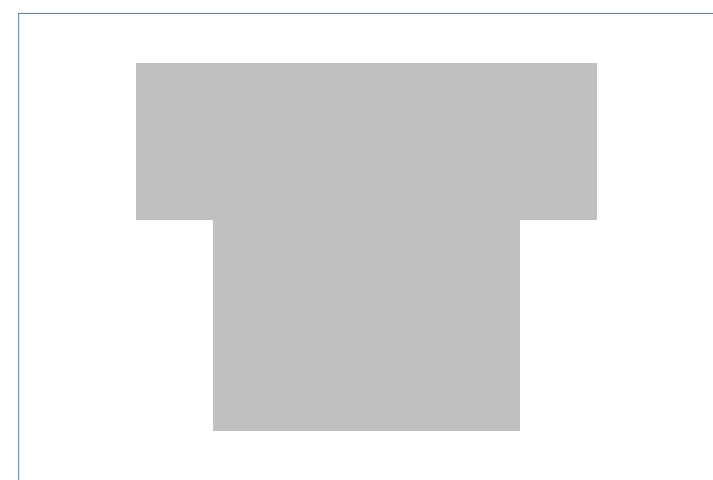
*vs



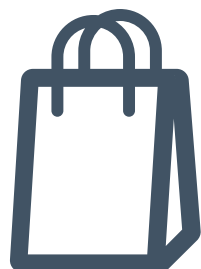
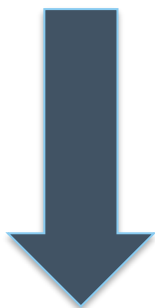
dynamics



Split



via shop assistants



outlets (active) – % (+- pp vs LM)

Russia: outlets (active) – (+- pp vs LM)

per 1 total outlet (+- vs LM)

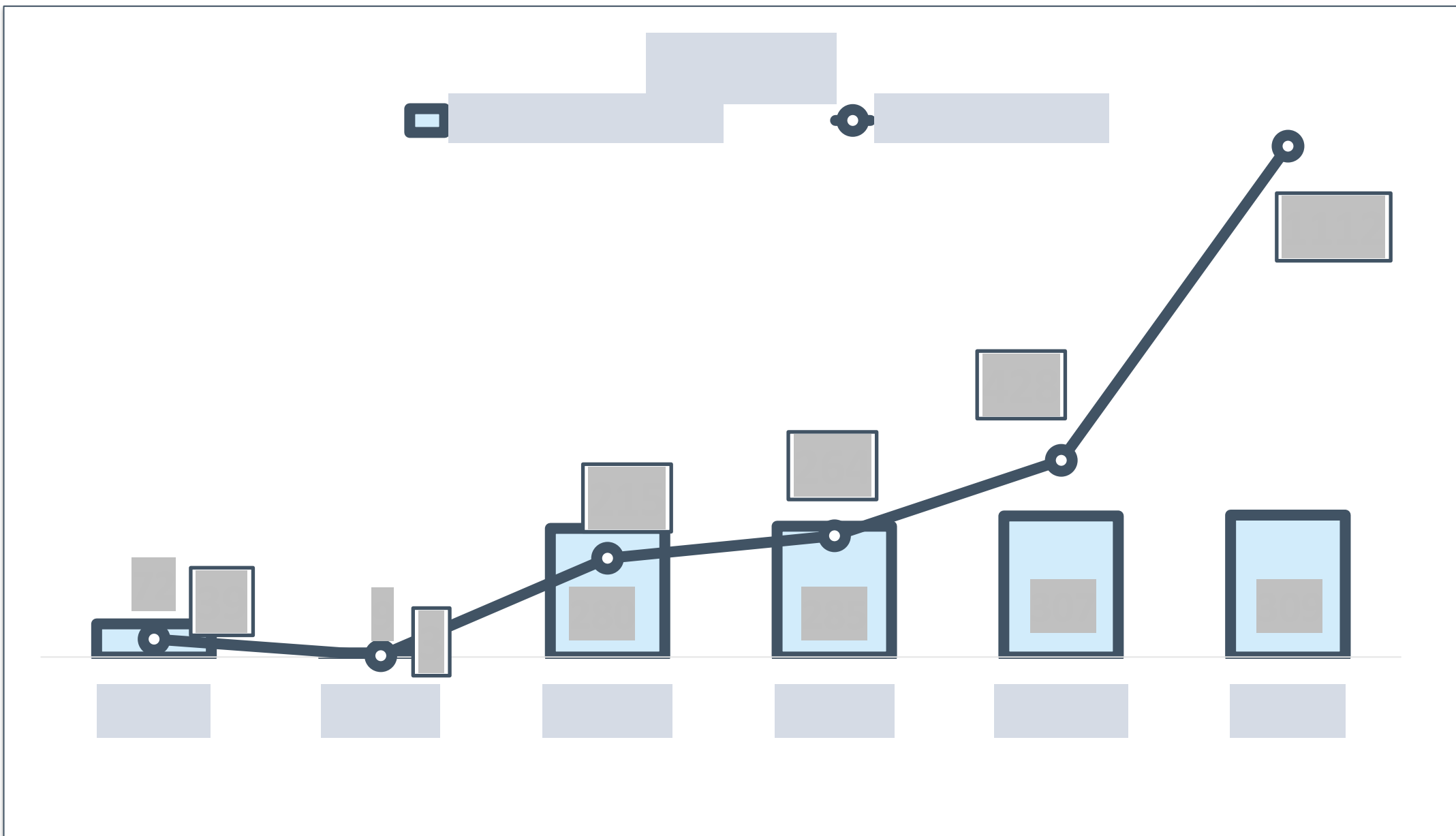
(Russia: (+- pp vs LM))

per 1 active outlet (+- vs LM)

(Russia: (+- pp vs LM))

devices sold

(Russia: devices)



split

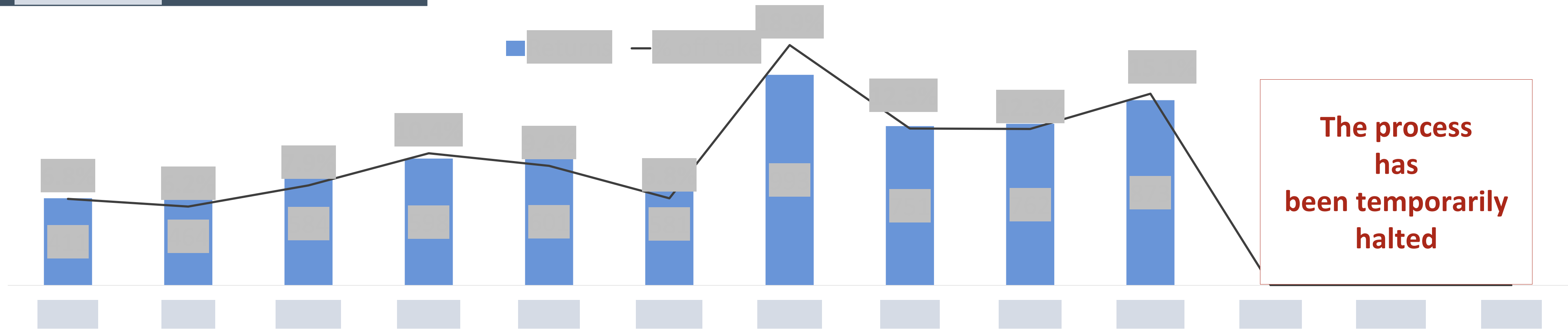
Total Sales	Registration	Call Back	QR-code

group

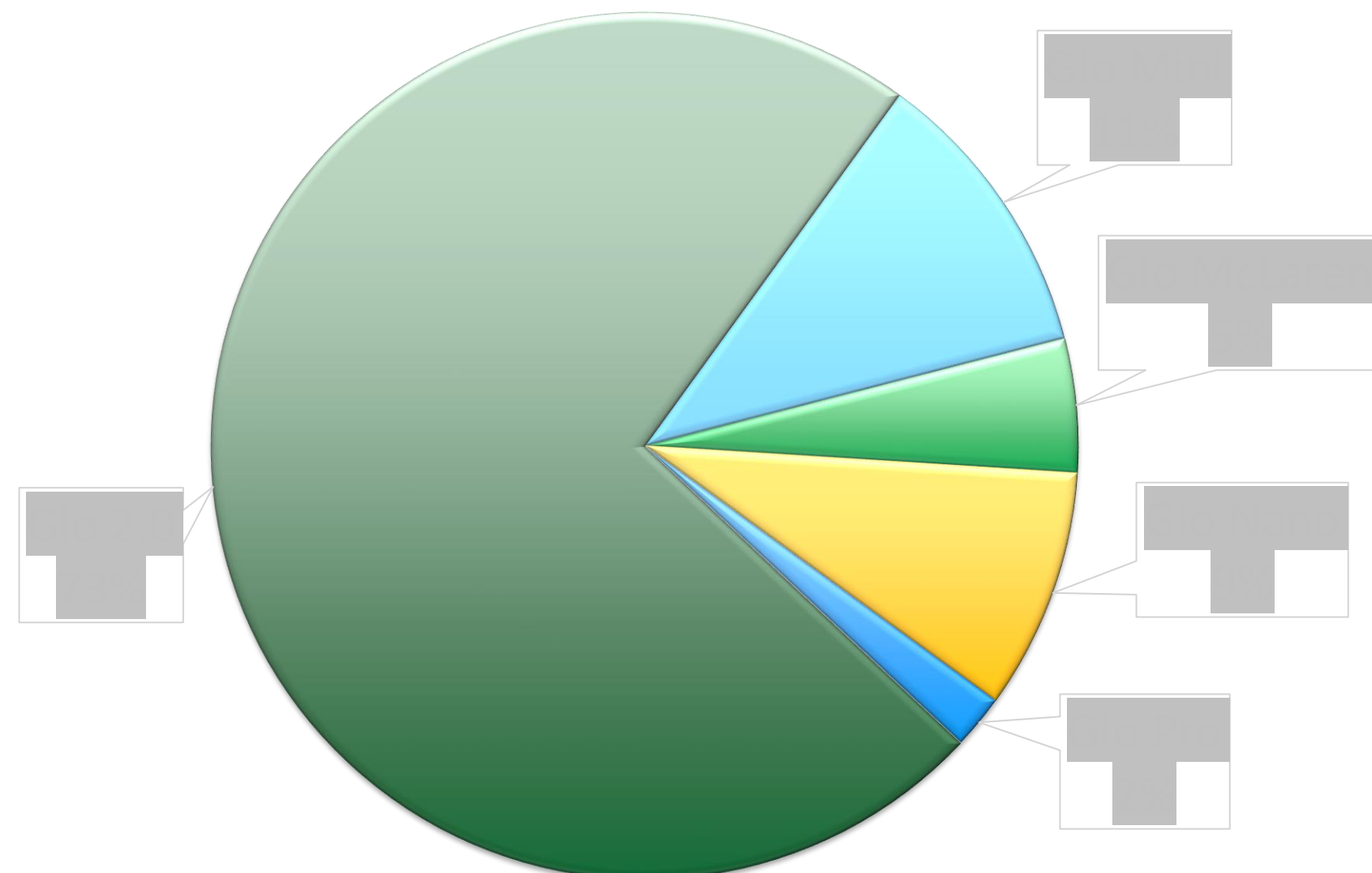
Active Users	devices	devices	devices

Statistics

devices



Devices Split



**During the COVID19 period, BAT will replace broken devices through a delivery service. Consumers can contact customer service.
tel: 8-800-500-88-33**

- Total number of requests: 1467**
- Total number of requests by NW: 210**

*period from 01.05 to 31.05



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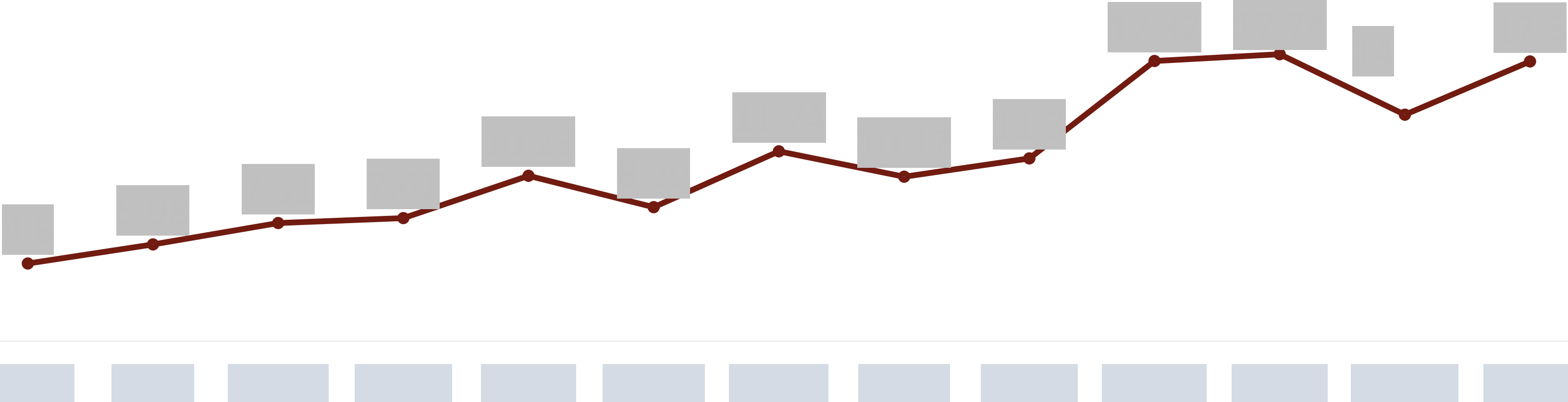


Sticks

Total Sticks sales

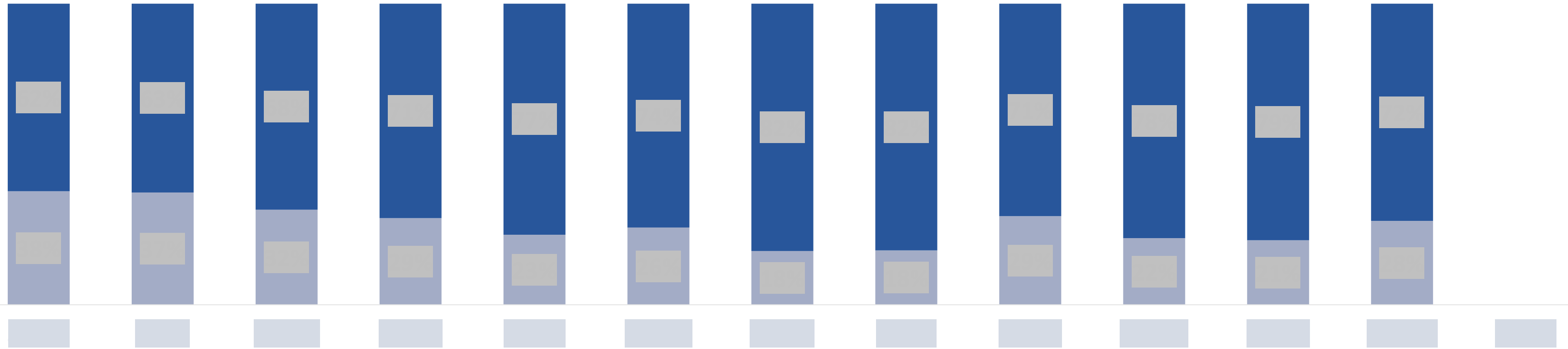


IMS



YTD:
Sales = mio

& Split



YTD:
Sales= mio

YTD:
Sales= mio



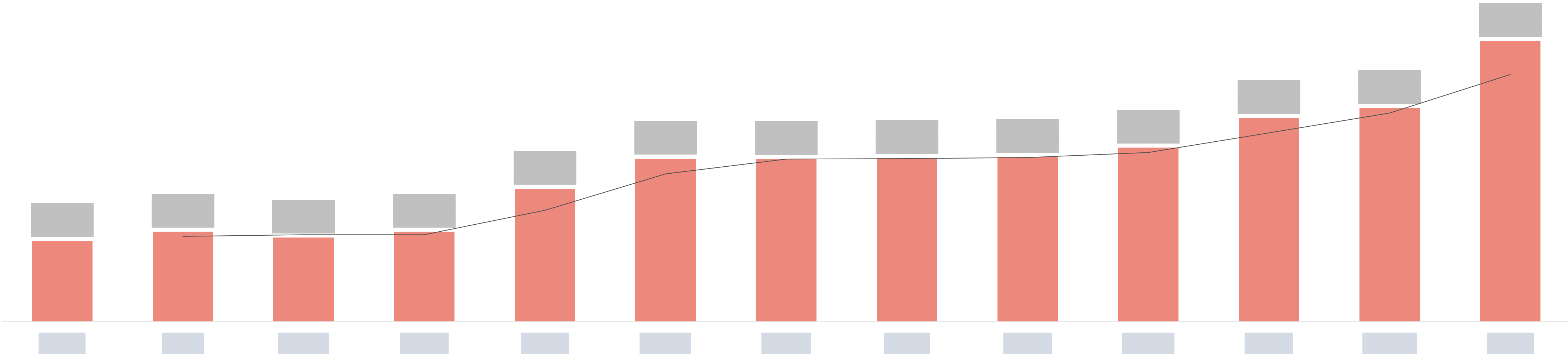
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Sticks demi split by SKU



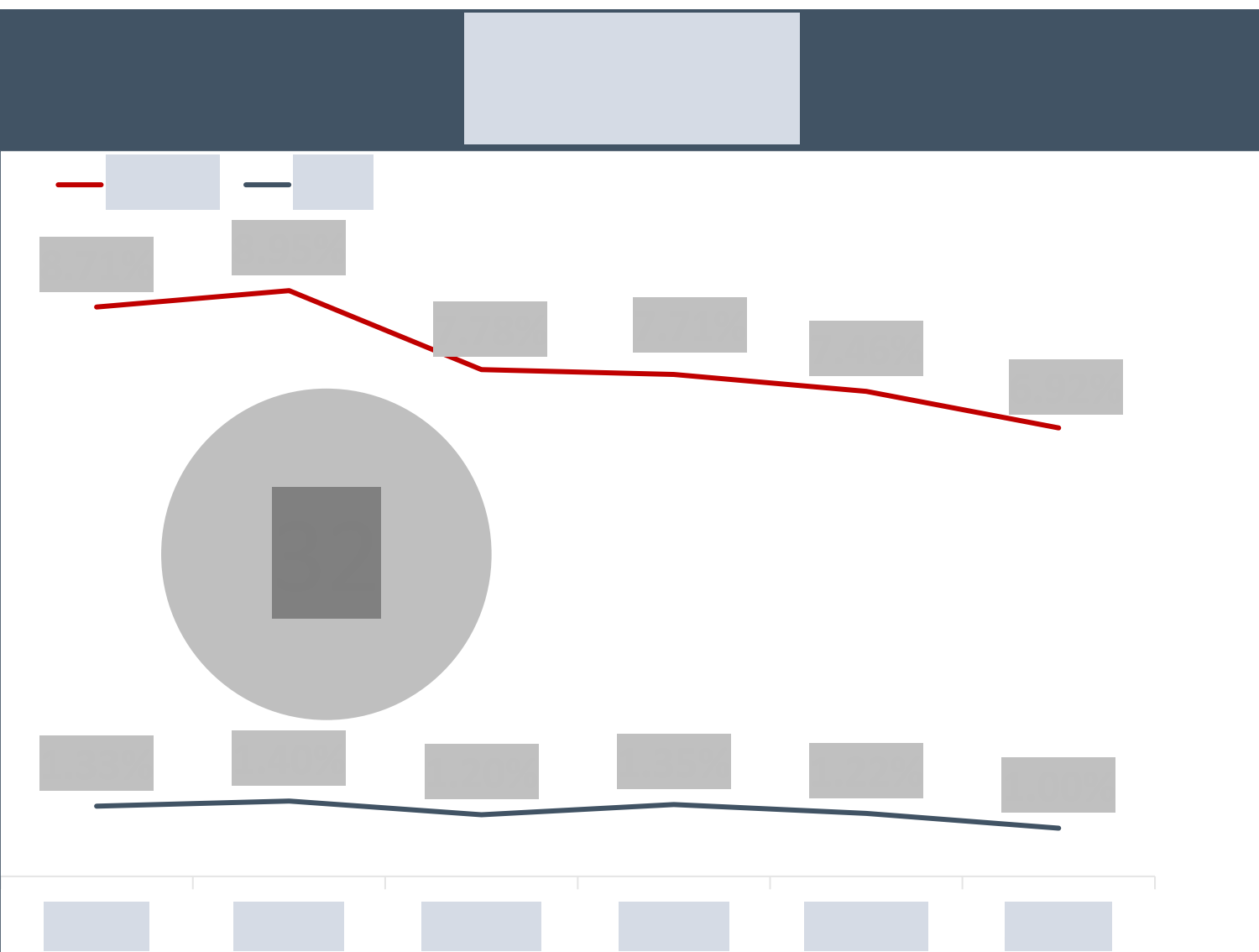
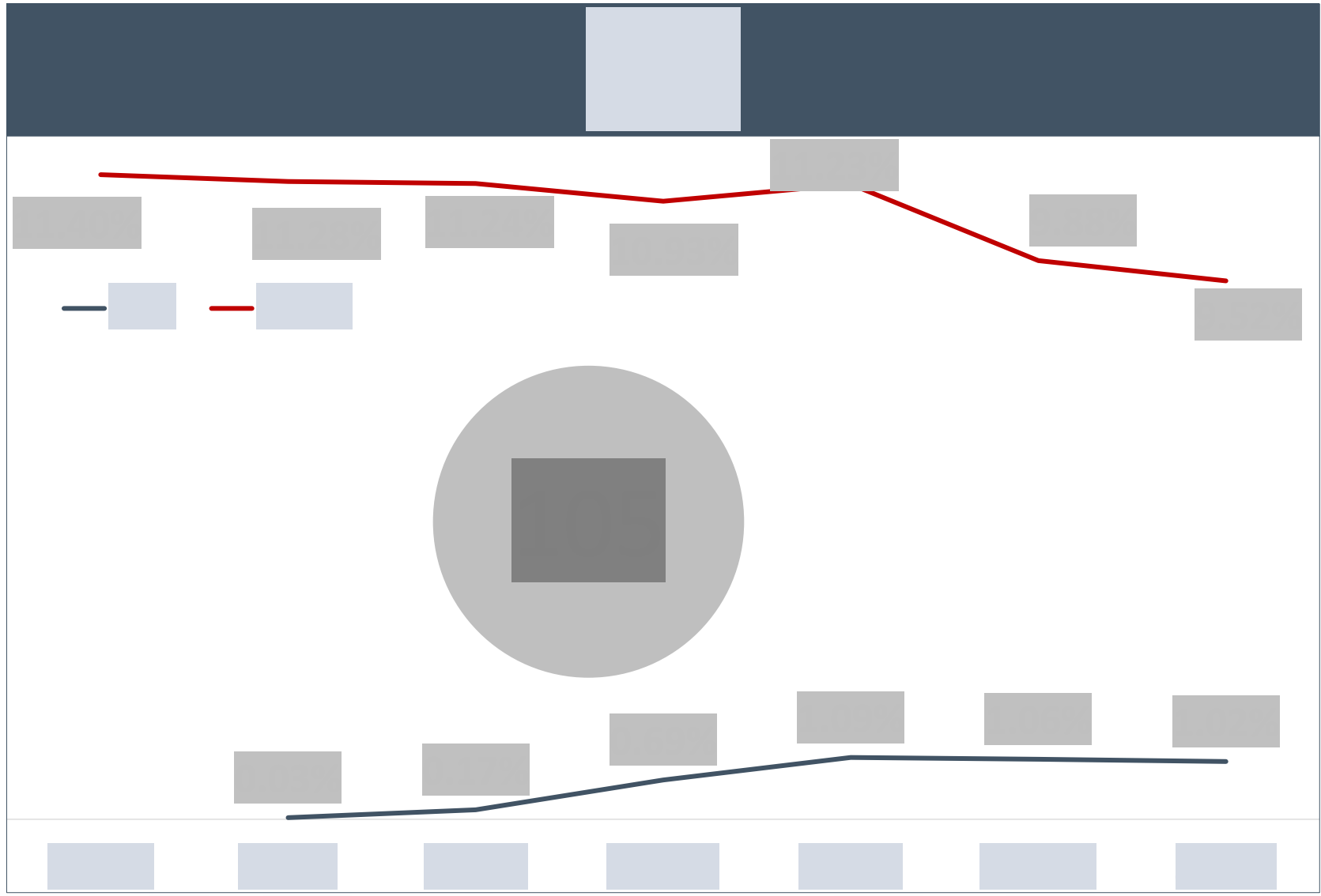
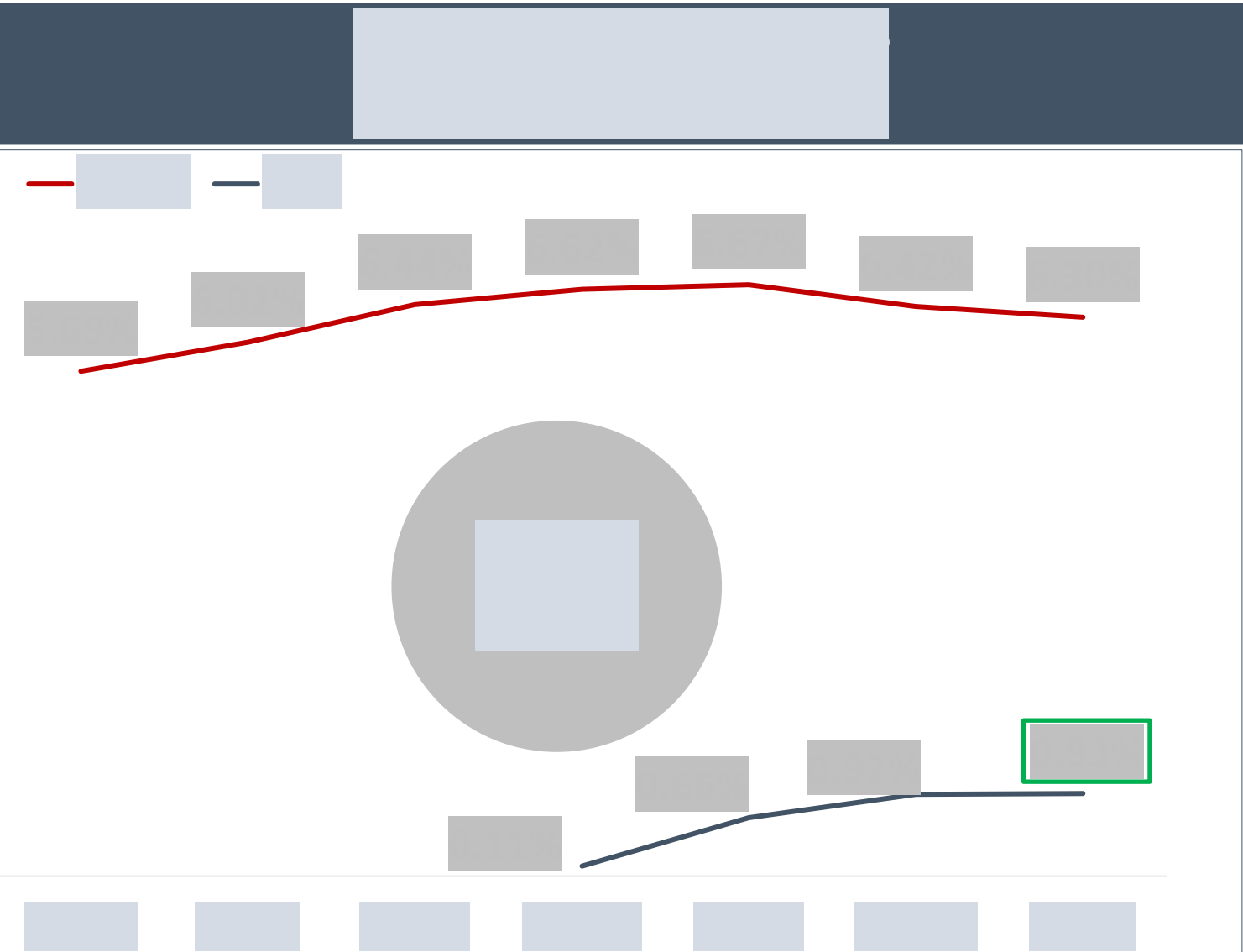
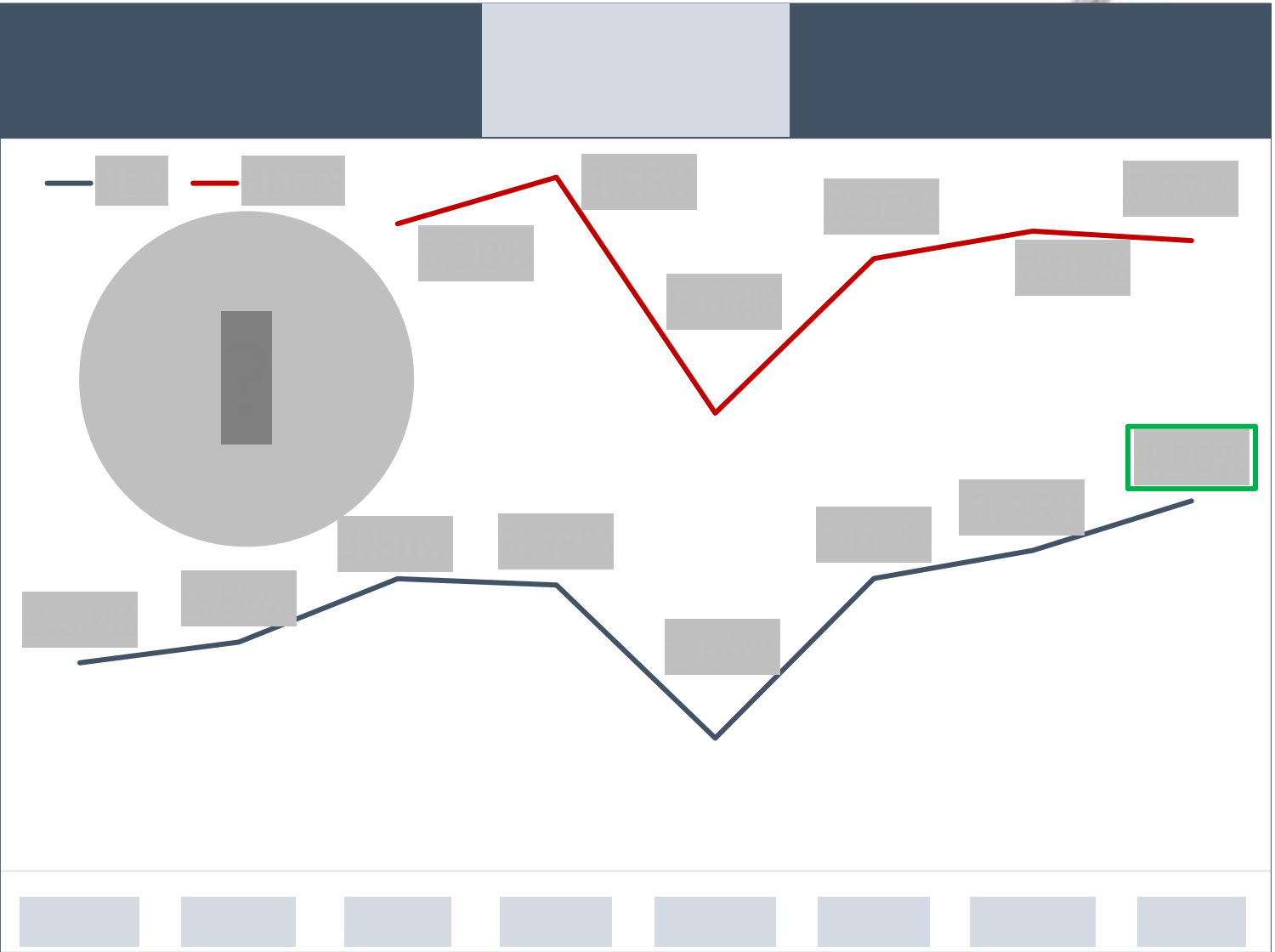
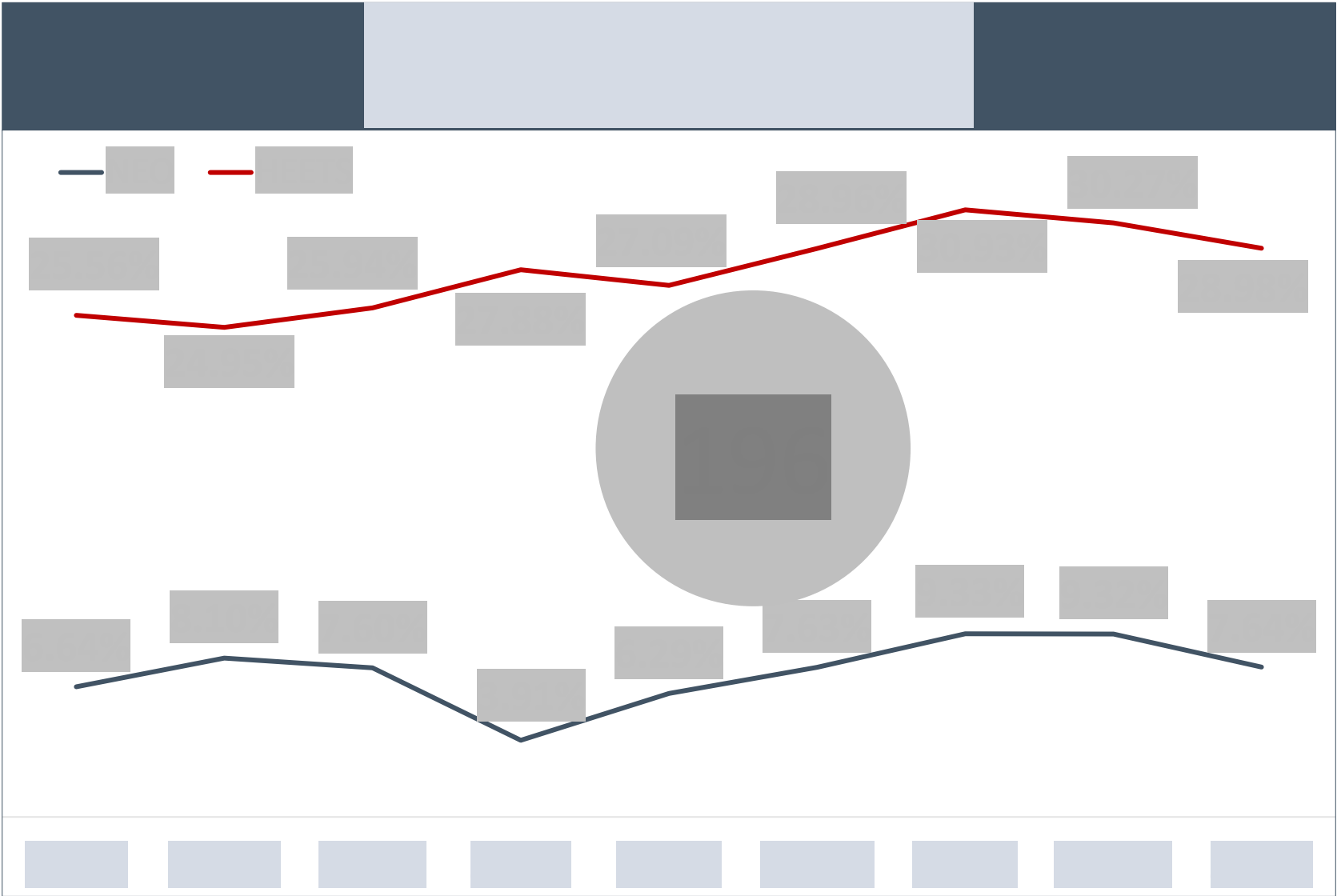
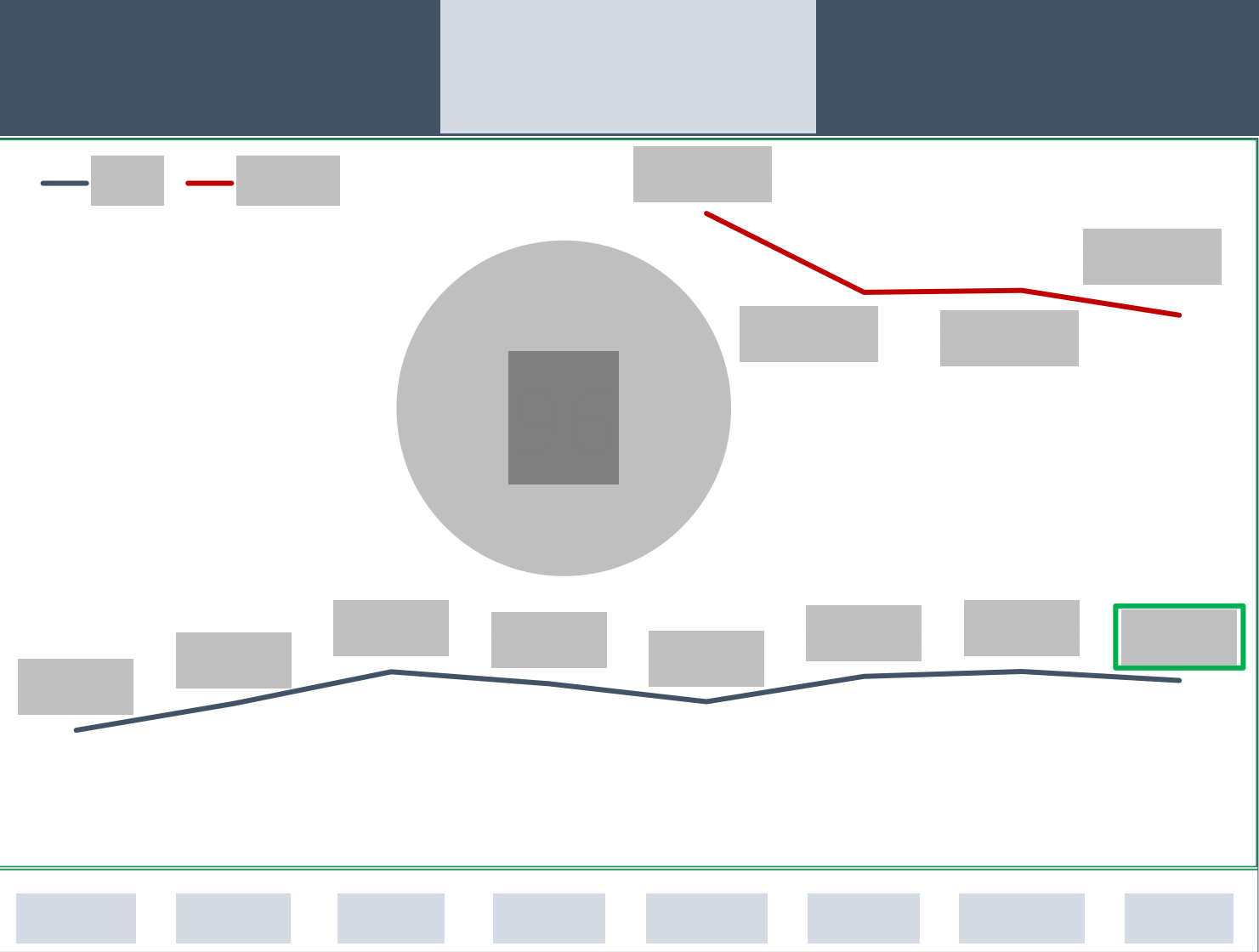


dynamics



Sticks

	TOTAL	POP-UP	INDEP	VAPE	RKA	NKA
NUM						
VW						





Glo Cover for BWD %
Glo Ins For Light Box %



Glo Ins OHD Device %
Glo Ins OHD Sticks %



Glo Table Tent %



GLO Shelf Strip General %



GLO Door Stiker %



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**THANK YOU
FOR YOUR ATTENTION**

#TODAY I WILL
