C1 - Internal use

**ACCESS TO LIVE DASHBOARD IN DOMO HERE**

*ACCESS TO KPI DFINITIONS, DATASOURCES & SCOPE*



**MONTHLY REPORT**

EXECUTIVE SUMMARY

ECOMMERCE (YTD JULY 2021) POE SPEND (YTD JULY 2021)

DIGITAL MEDIA & ADVOCACY ACTIVATION (YTD JULY 2021) CRM (ROLLING 12 MONTHS, JULY 2021)

**C3 – Highly Confidential**

**Contacts**  
[Florence Valla-Bertholet](mailto:florence.valla-bertholet@loreal.com) – Head of Data & Analytics – CDO Luxe  
[Marco Patanella](mailto:marco.patanella@loreal.com) – Data & Analytics Manager – CDO Luxe