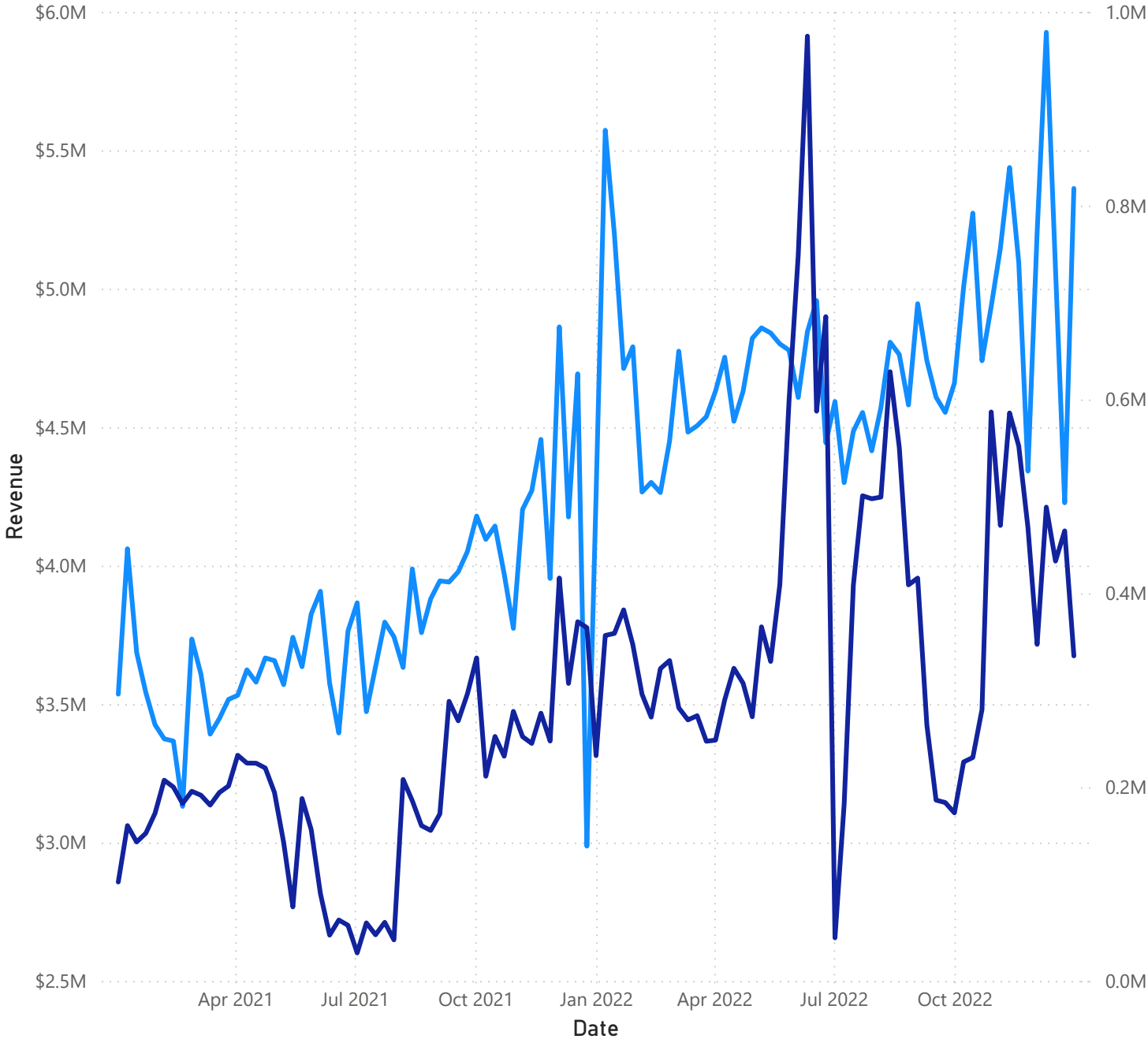
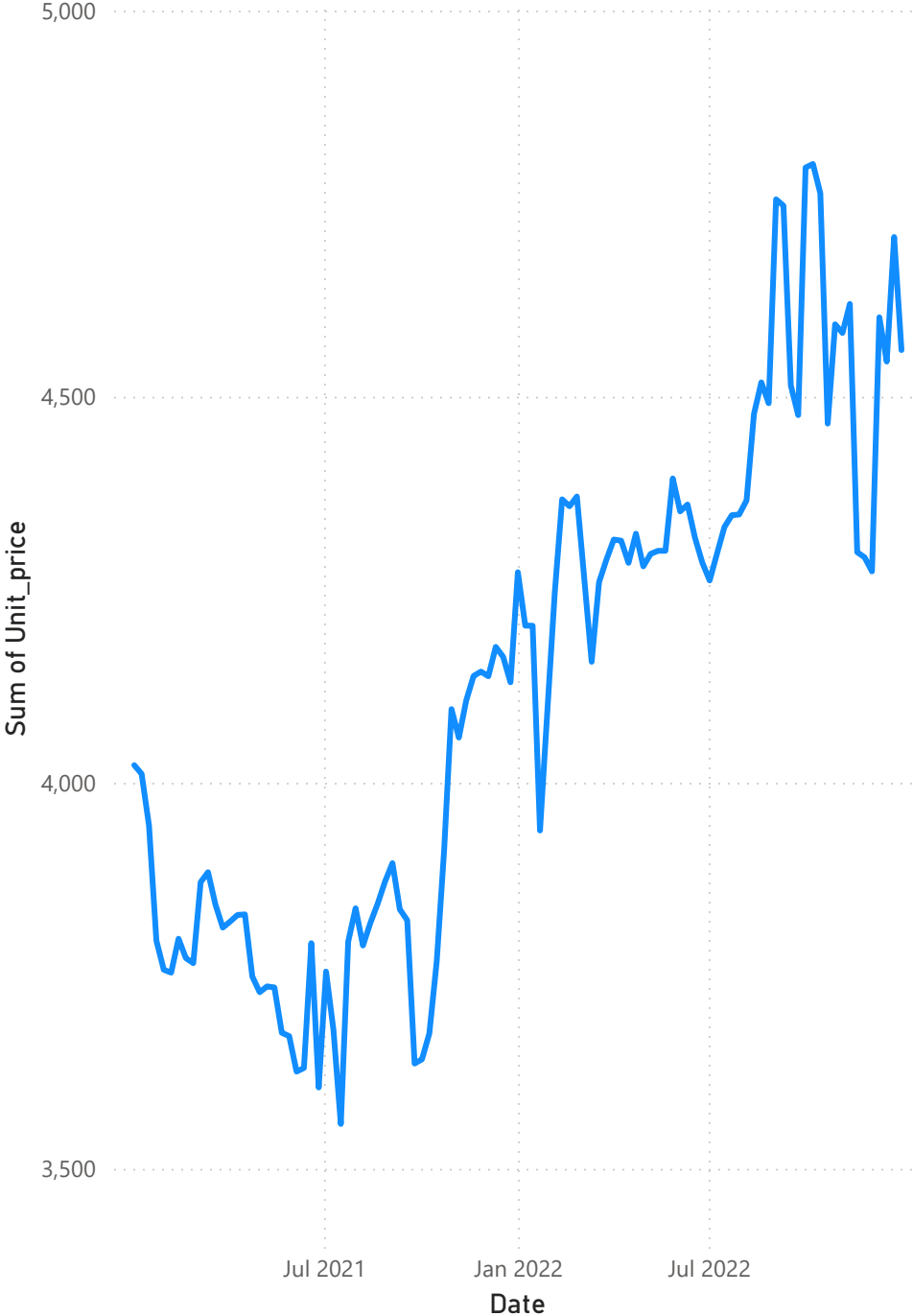


Revenue and Online Spend by Date

● Revenue ● Online Spend

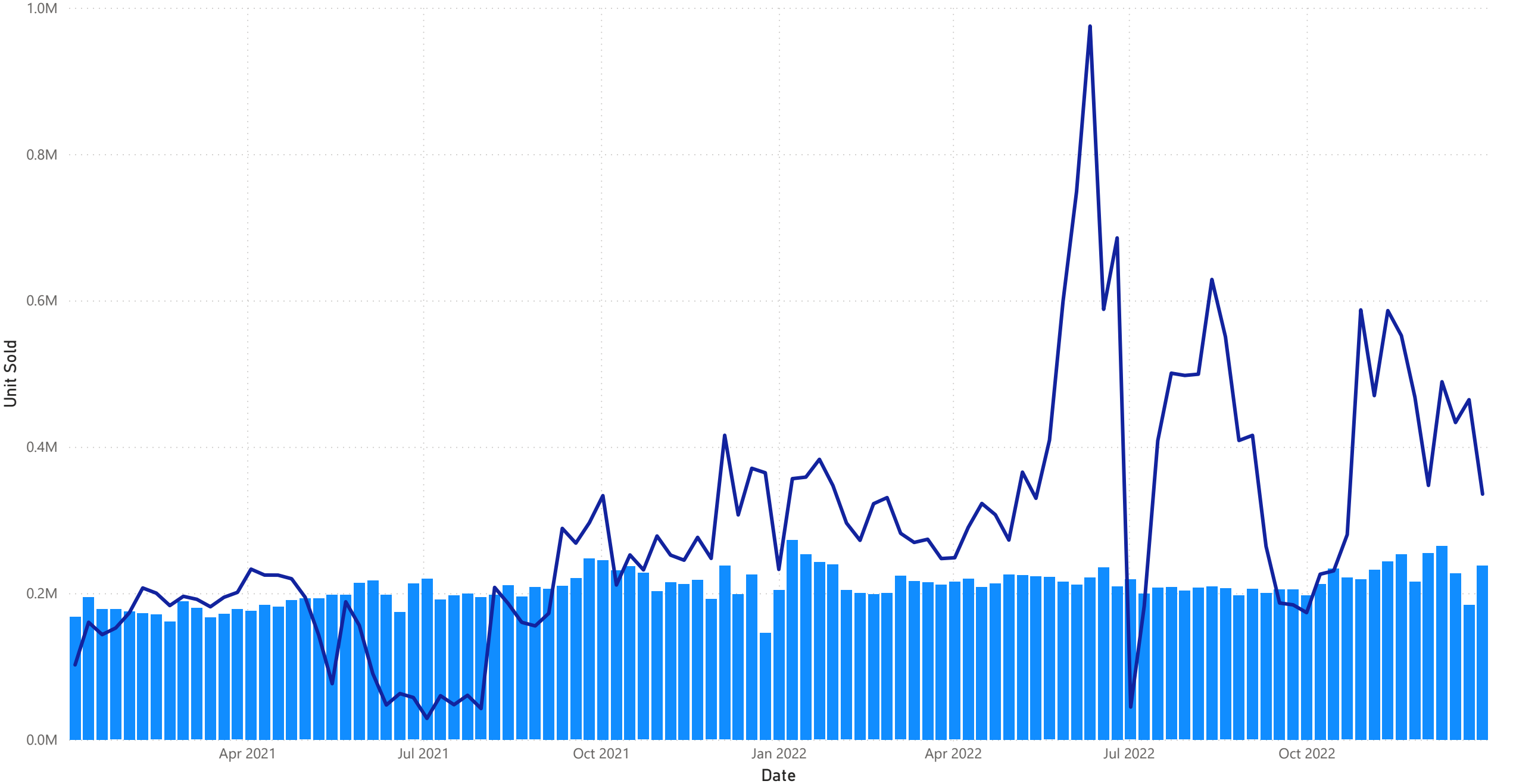


Sum of Unit\_price by Date

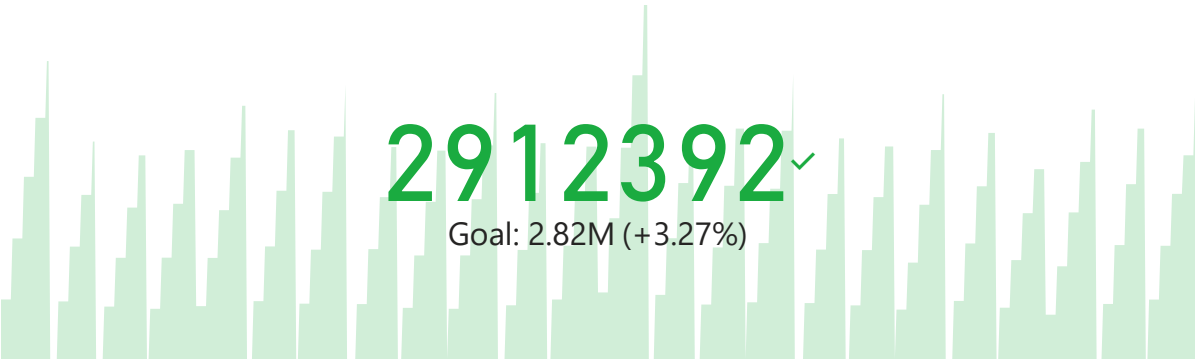


Unit Sold and Online Spend by Date

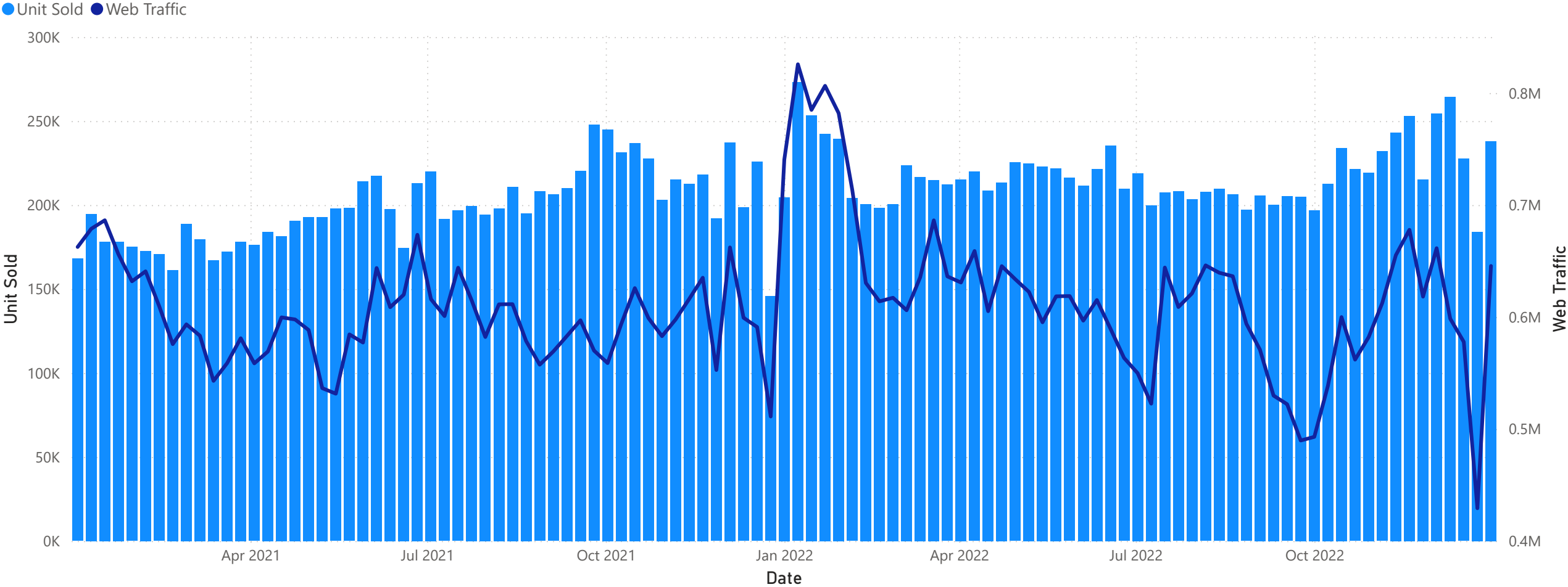
Unit Sold Online Spend



Web traffic latest month and Web Traffic target by Date



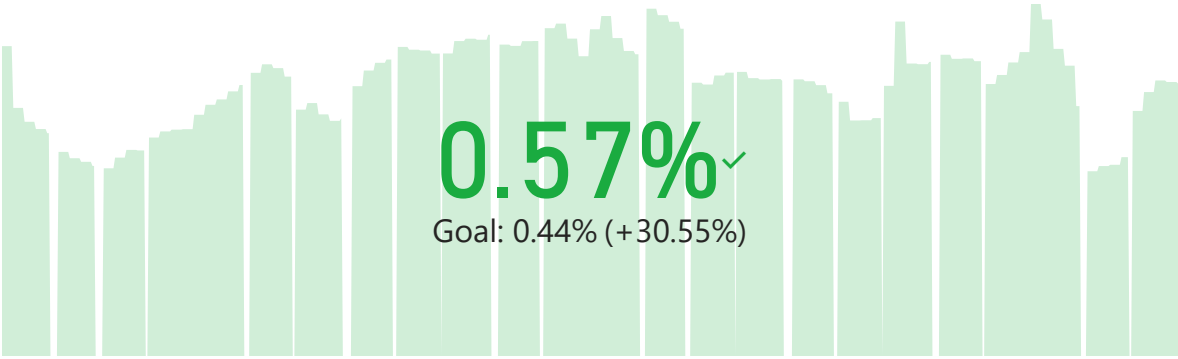
Unit Sold and Web Traffic by Date



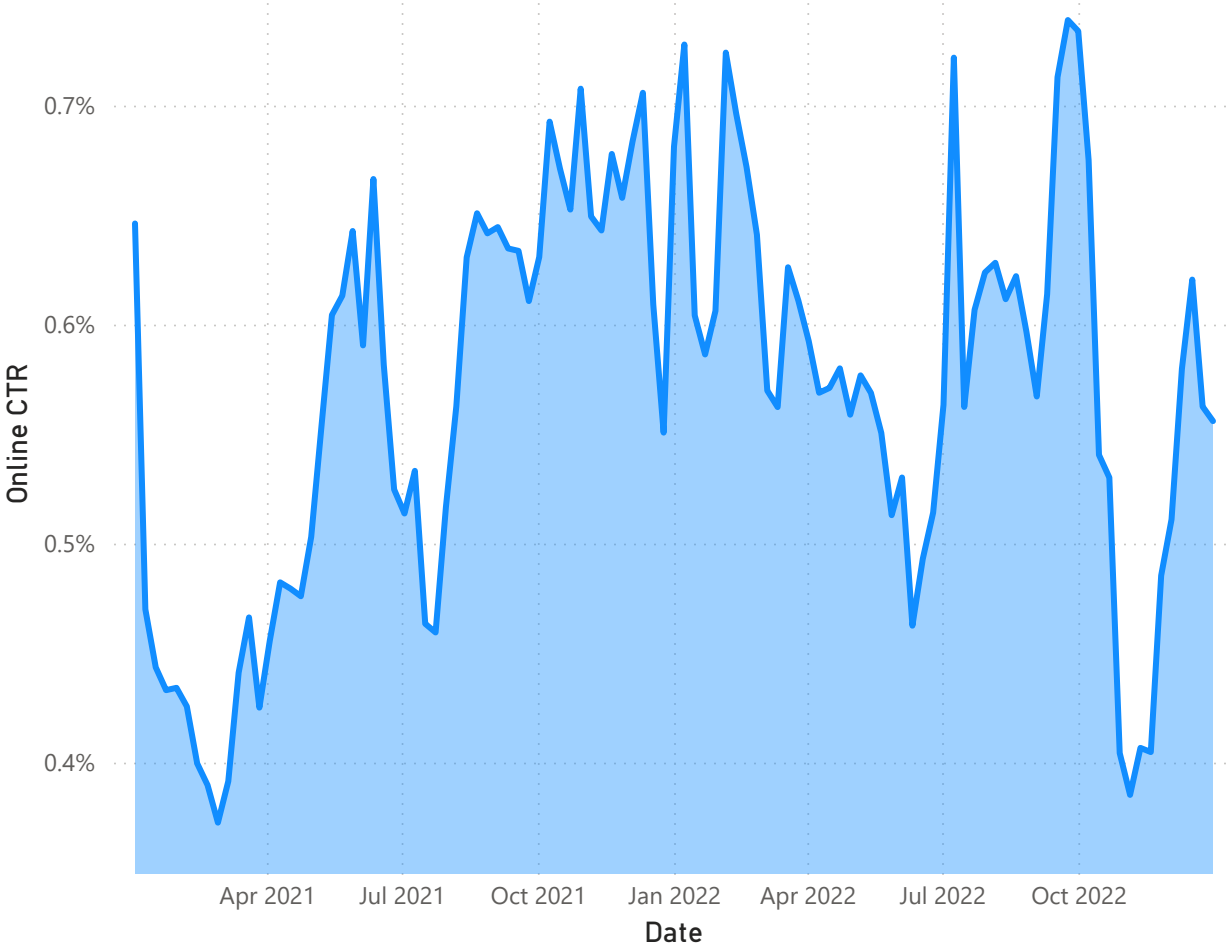
Web traffic latest month and Web Traffic target by Date



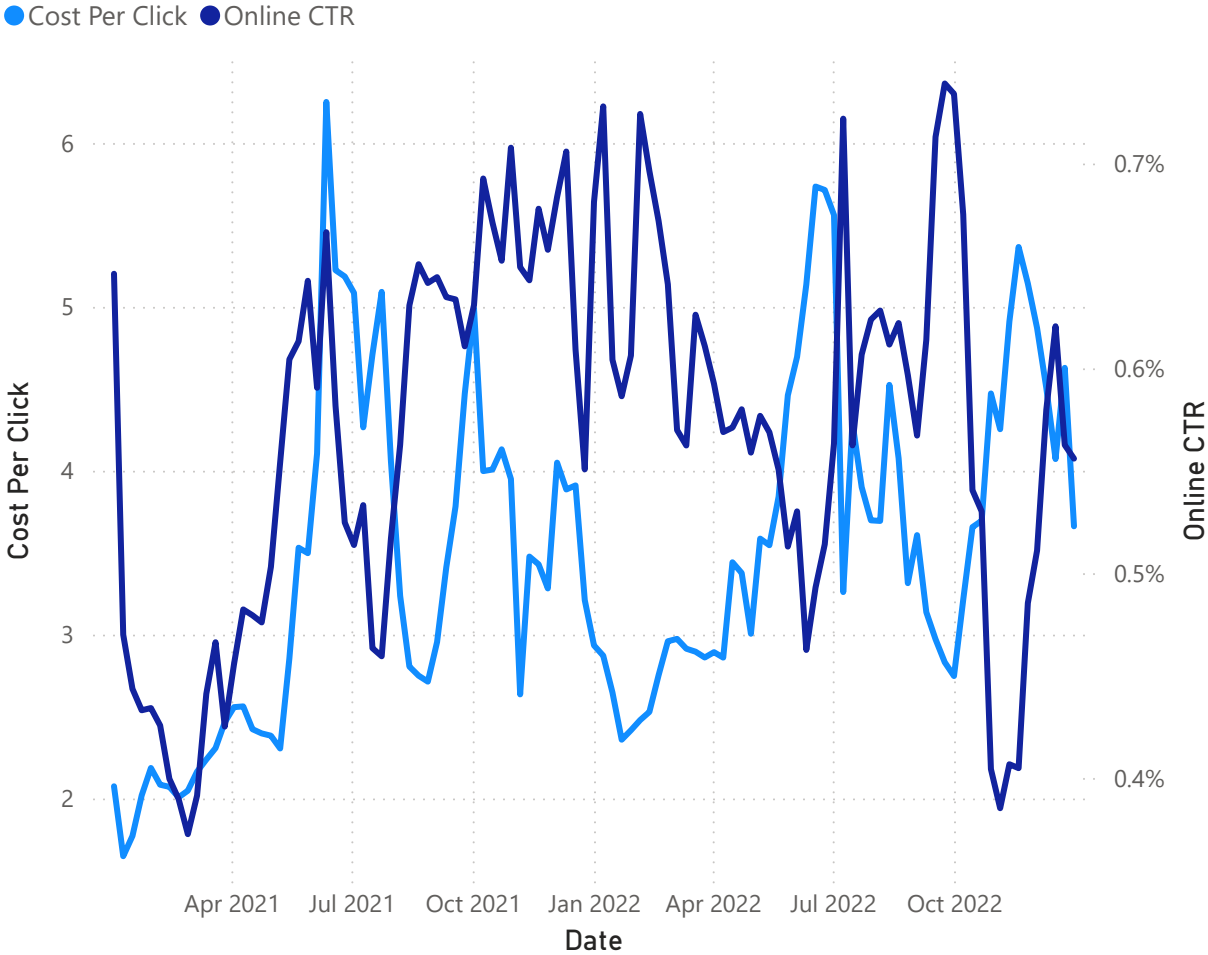
CTR(Click through Rate) Latest month and CTR target by Date



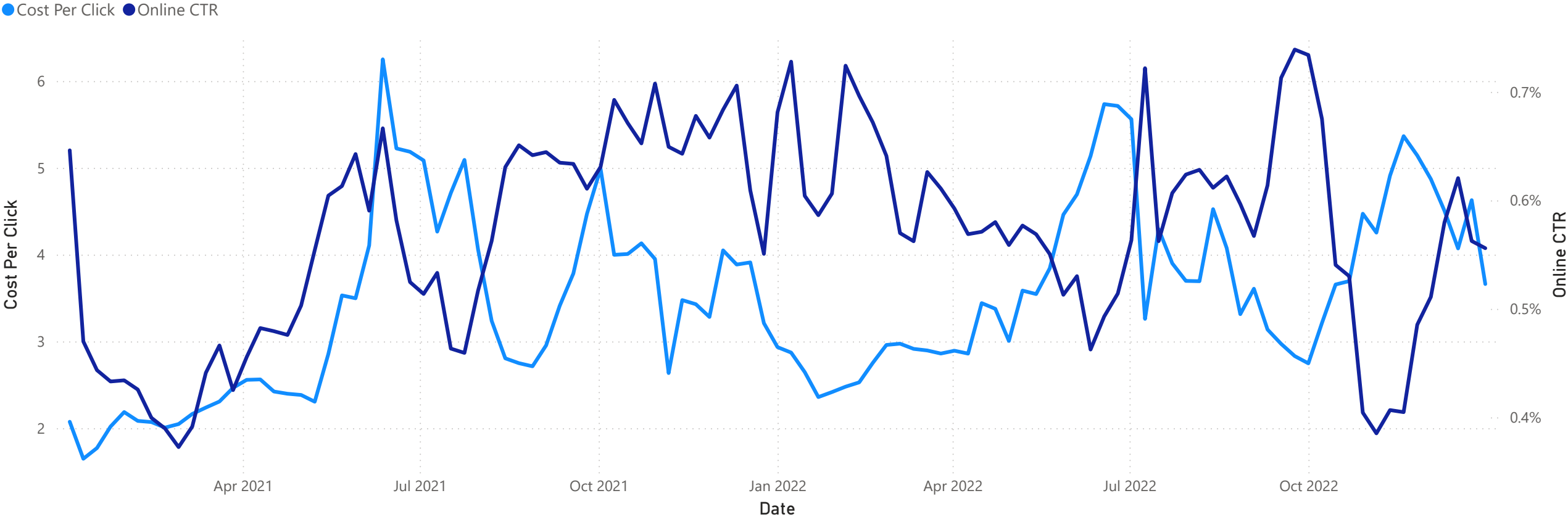
Online CTR by Date



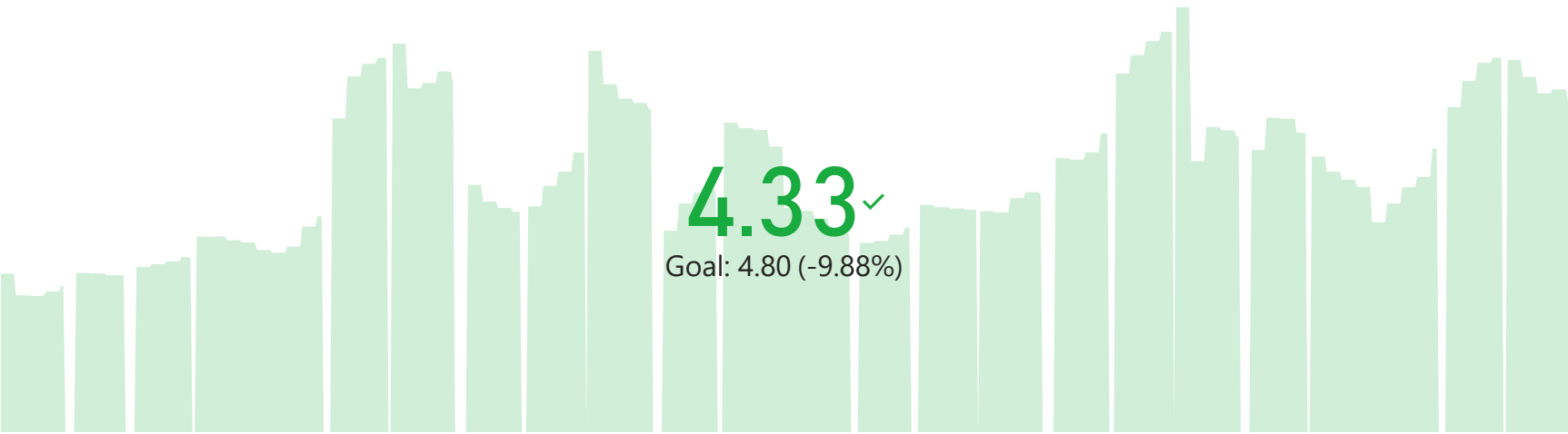
Cost Per Click and Online CTR by Date



Cost Per Click and Online CTR by Date



Cost Per Click Latest month and Cost per click target by Date



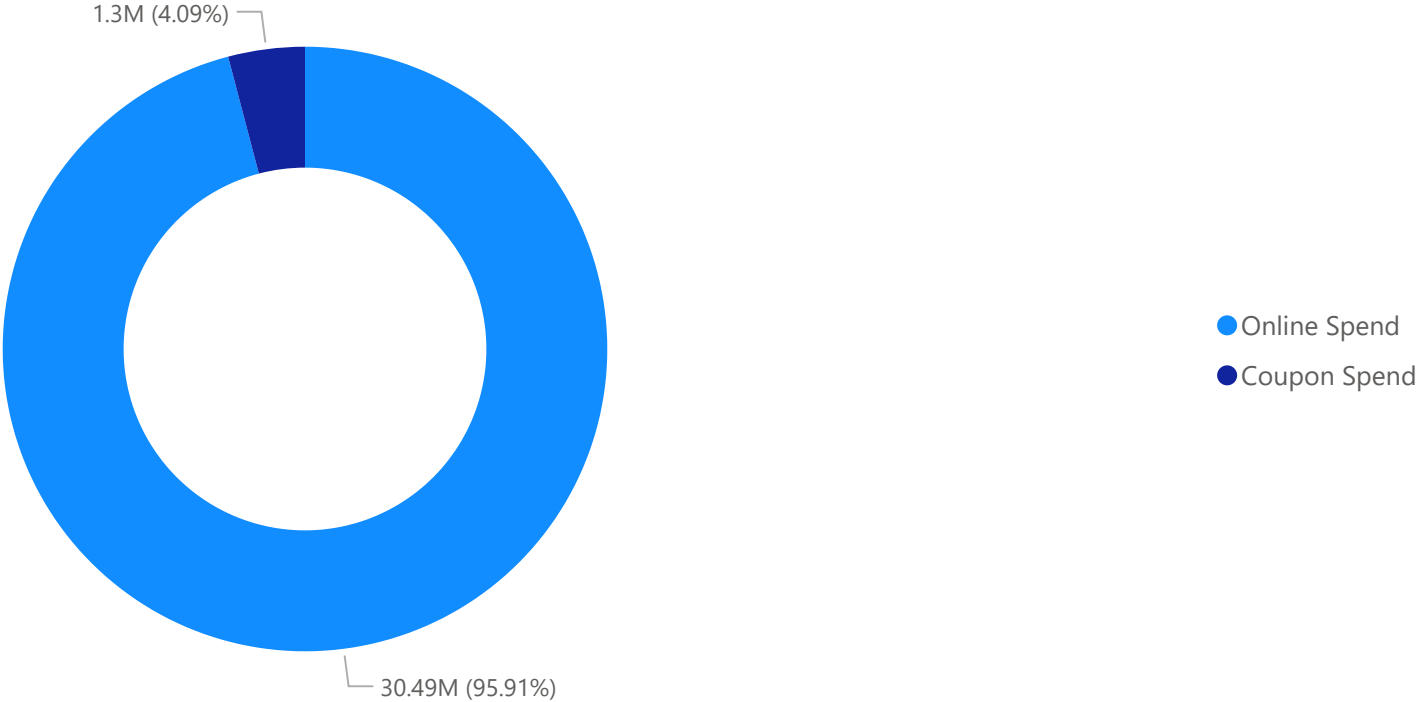
Online Spend and Coupon Spend

\$31.79M

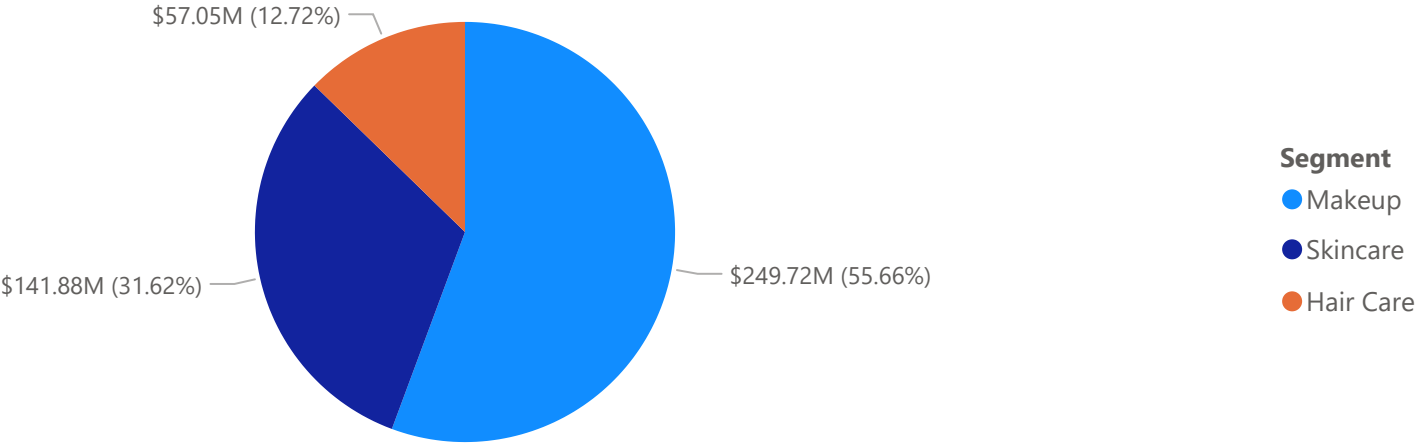
Total Marketing spend

\$448.65M

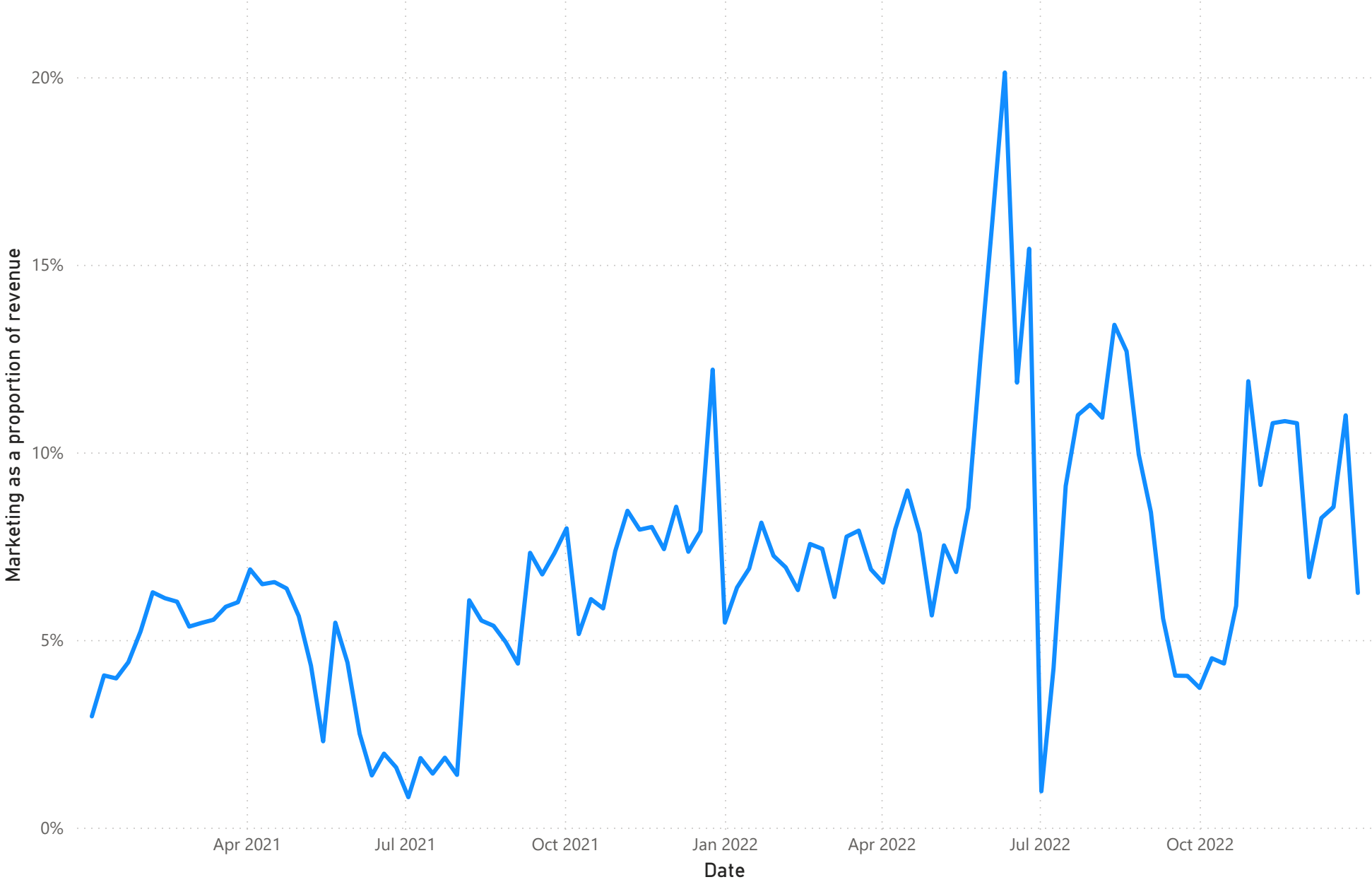
Revenue



Revenue by Segment



Marketing as a proportion of revenue by Date



Date

1/1/2021

12/31/2022

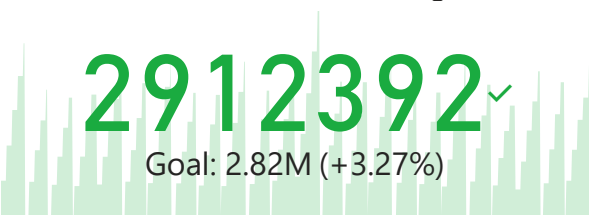
SKU\_ID

All

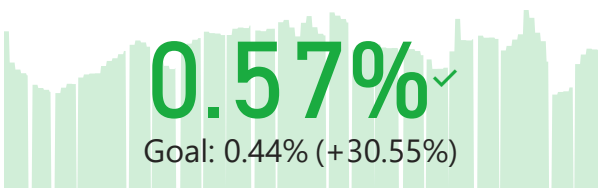
Segment

All

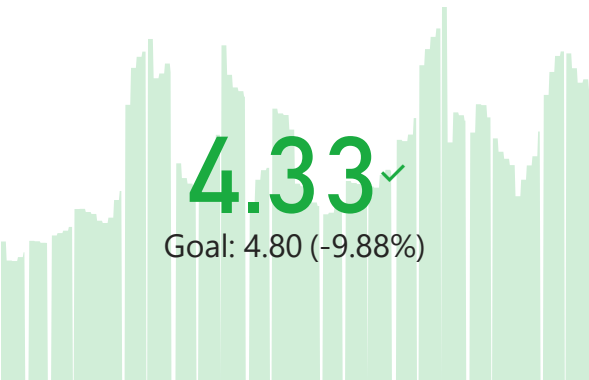
Web traffic vs Web Traffic target



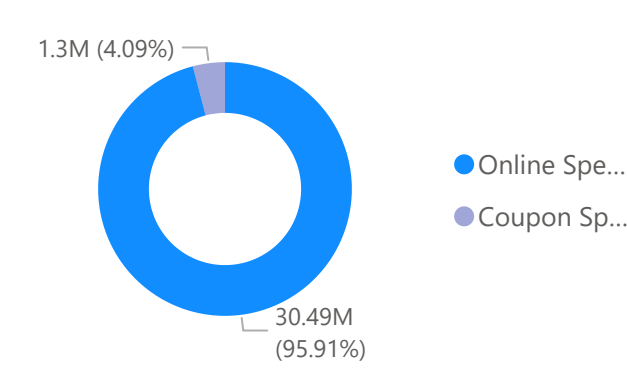
CTR(Click through Rate) Latest month vs CTR target



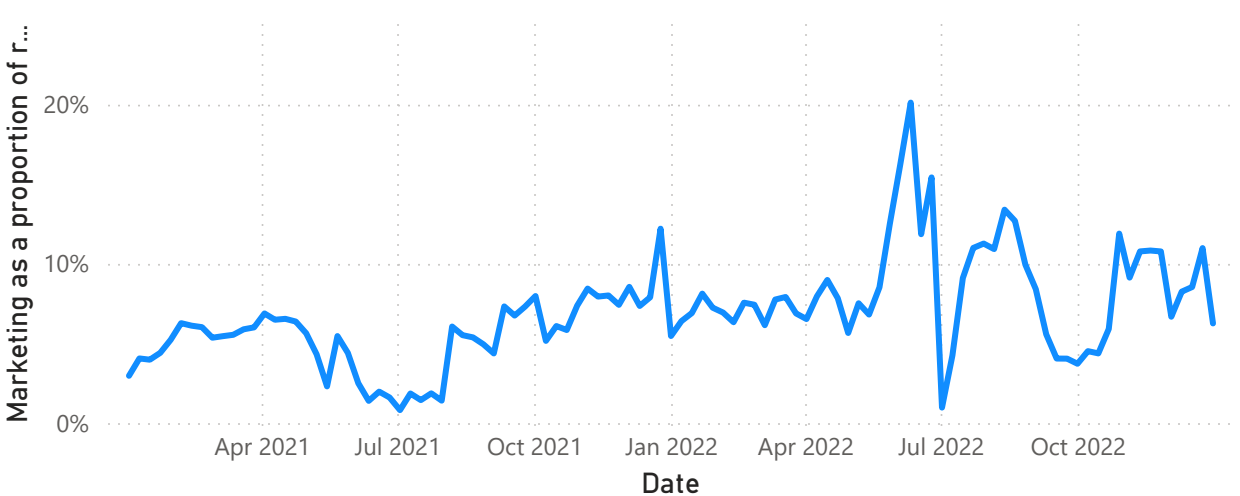
Cost Per Click click target



Marketing Spending



Marketing spending as a % of revenue



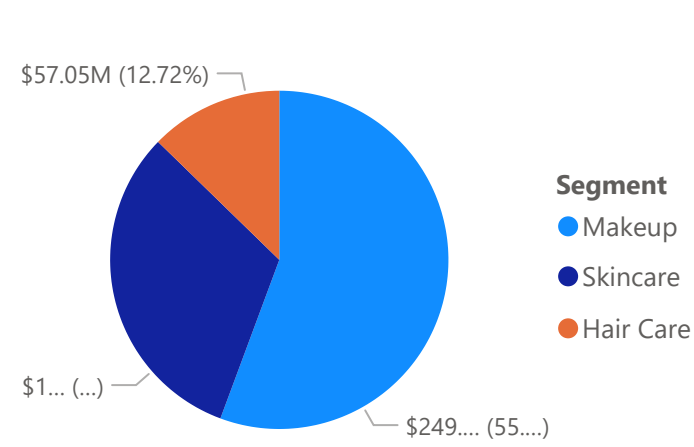
\$31.79M

Total Marketing spend

\$448.7M

Revenue

Revenue Split by Segment



Online Spend and Qty sold by month

