

[brand logo redacted]

MARKETING PERFORMANCE OVERVIEW

Paid Media Overview Creative Performance Benchmarks

Date Comparison

Current

FY24 Period 7 (Jun 16, 2024 - Jul 13, 2024)

Compare to

FY24 Period 5 (Apr 21, 2024 - May 18, 2024)

Platform

DSP

Meta (Organic)

Meta (Paid)

Nextdoor

OOH

Radio

SEM + PMax

Streaming TV

Television

Transit

Campaign Name

Always On

FY24 Q2

[redacted]

LTO / Creative Messaging

[creative message names redacted]

KEY MEASUREMENTS

Spend

\$154.8K

▲60%

Impressions

29.9M

▲26%

Clicks

97.8K

▲6%

CPM

\$5.17

▲27%

CPC

\$0.42

▼-3%

CTR

0.98 %

▼-27%

VCR

90.66 %

▲5%

Website Visits

47.7K

▲11%

[redacted] - Page Views

344

▲1%

Video Views

4.8M

▲247%

MEDIA CONVERSION AND REVENUE ATTRIBUTION

Conversion Metrics are subject to 30-day attribution window, and are filterable only by date range.

Total Attributed Transactions

50.5K

▲53%

Total ROAS

\$12.70

▼-4%

Total Attributed Revenue

\$2.0M

▲53%

Attributed Store Visits

50,152

▲53%

Avg. In-Store Check

\$38.91

▲1%

In-Store Revenue

\$2.0M

▲54%

Online Transactions

346

▲11%

Avg. Online Check

\$38.77

▼-11%

Online Revenue

\$13.4K

▼-2%

Switch Dimension

LTO/Creative Messaging

Campaign Name

Platform

Select Measurements

Store Visits

1. In-Store Revenue (1/4)

Online Transactions

2. Online Revenue (2/4)

Avg. Online Check

Total Transactions

3. Total Revenue (3/4)

4. ROAS (4/4)

Conversion Performance Full Breakdown

LTO/Cre...	In-Store ...	Diff	Online R...	Diff	Total Rev...	Diff	ROAS
[creative message names redacted]	\$494,803.84	▲150%	\$310.58	▲741%	\$495,114.42	▲150%	\$10.27
	\$172,687.07	▲15%	--	--	\$172,687.07	▲15%	\$184.54
	\$2,828.58	--	--	--	\$2,828.58	--	\$26.73
	\$256,672.21	▼-14%	\$12,830.17	▼-6%	\$269,502.38	▼-14%	\$28.00
	\$35,061.57	▲41%	--	--	\$35,061.57	▲41%	\$19.42
	\$0.00	▼-100%	--	--	\$0.00	▼-100%	NaN
	\$1,845.69	--	--	--	\$1,845.69	--	\$17.44
	\$987,663.98	▲217%	\$273.93	▲695%	\$987,937.91	▲217%	\$10.51
	\$0.00	▲0%	--	--	\$0.00	▲0%	NaN
Total	\$1,951,562....	▲54%	\$13,414.68	▼-2%	\$1,964,977....	▲53%	\$12.70

1 - 9 of 9 items

Conversion Performance Breakdown

In-Store Revenue

Online Revenue

Total Revenue

ROAS

Evergreen

Brand Awareness...

Others

Conversion Performance Breakdown

In-Store Revenue

Online Revenue

Total Revenue

ROAS

Evergreen

Brand Awareness...

Others

CAMPAIGN PERFORMANCE

All filters applicable to campaign performance.

Campaign Performance

Impressions

CTR

1.2M

0.8M

0.4M

0

788,028

1,098,332

1,051,175

1,087,136

876,948

1,162,332

1,218,940

914,355

1,312,051

1,339,541

1,284,030

821,299

1,082,331

1,135,952

1,141,780

785,893

1.2 %

0.8 %

0.4 %

0

Select Measurement(s)

Impressions

Clicks

Video Views

CPM

CPC

CTR

Time Breakdown

Day

Week

Month

Fiscal Period

Day ↑	Media Cost	Impressions	Clicks	Video Views	Video Fully Played	CPM	CPC	CTR	VCR
16 Jun 2024	\$4,079.56	788,028	2,361	49,290	48,001	\$5.18	\$1.73	0.85 %	6.09 %
17 Jun 2024	\$4,673.34	1,098,332	1,422	50,081	48,518	\$4.25	\$3.29	0.33 %	4.42 %
18 Jun 2024	\$4,471.97	1,034,493	1,390	49,506	48,043	\$4.32	\$3.22	0.38 %	4.64 %
19 Jun 2024	\$4,599.46	1,051,175	1,571	51,126	48,754	\$4.38	\$2.93	0.42 %	4.64 %
20 Jun 2024	\$4,447.66	1,046,961	1,411	51,787	49,047	\$4.25	\$3.15	0.38 %	4.68 %
21 Jun 2024	\$4,558.45	1,087,136	1,735	51,540	48,882	\$4.19	\$2.63	0.42 %	4.50 %
22 Jun 2024	\$4,149.87	876,948	1,825	51,921	49,292	\$4.73	\$2.27	0.50 %	5.62 %
23 Jun 2024	\$4,147.71	829,264	1,992	52,089	49,375	\$5.00	\$2.08	0.62 %	5.95 %
24 Jun 2024	\$5,587.02	1,153,695	6,934	61,761	54,076	\$4.84	\$0.81	1.44 %	4.69 %
25 Jun 2024	\$5,633.23	1,162,332	7,276	67,617	55,799	\$4.85	\$0.77	1.49 %	4.80 %
26 Jun 2024	\$5,472.00	1,162,040	5,664	63,115	53,074	\$4.71	\$0.97	1.16 %	4.57 %
Total	\$154,763.60	29,944,508	97,772	4,800,773	1,408,561	\$5.17	\$1.58	0.85 %	4.70 %