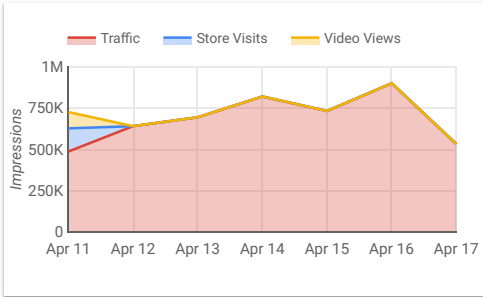
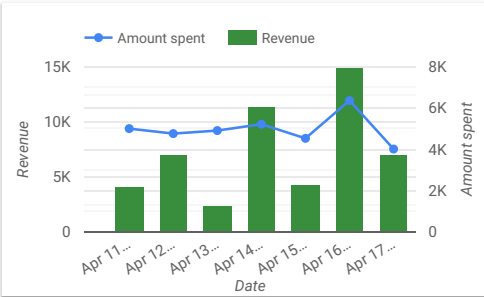
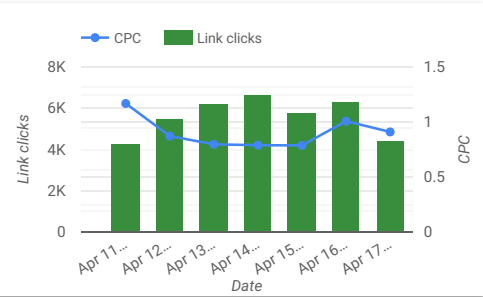


# Social Dashboard: Overall Performance

| Apr 11, 2019 - Apr 17, 2019        |                  |              | Campaign           |              |               | Campaign Objective |                      |                  |                        |           |
|------------------------------------|------------------|--------------|--------------------|--------------|---------------|--------------------|----------------------|------------------|------------------------|-----------|
| Clicks<br>39,082                   | Imp<br>5,046,764 | CTR<br>0.77% | Reach<br>2,391,885 | Freq<br>2.11 | CPM<br>\$6.90 | CPC<br>\$0.89      | Spend<br>\$34,803.95 | Purchases<br>150 | Revenue<br>\$50,882.73 |           |
| Campaign                           | Reach            | Freq         | CPM                | Imp          | Clicks        | CTR                | CPC                  | Spend            | Revenue                | Purchases |
| Home Tech Event - Traffic          | 1,023,158        | 1.85         | \$6.94             | 1,895,207    | 11,407        | 0.60%              | \$1.15               | \$13,156.17      | \$18,760.42            | 79        |
| April A -Google - Traffic          | 857,281          | 1.6          | \$8.24             | 1,373,668    | 12,682        | 0.92%              | \$0.89               | \$11,319.45      | \$17,119.99            | 42        |
| Q2 AO Gaming - Traffic             | 277,924          | 1.4          | \$2.99             | 390,275      | 2,621         | 0.67%              | \$0.45               | \$1,167.18       | \$314.98               | 3         |
| Q2 AO Headphones - Traffic         | 269,358          | 1.28         | \$3.32             | 343,707      | 3,082         | 0.90%              | \$0.37               | \$1,140.55       | \$1,339.95             | 5         |
| Q2 AO Speakers - Traffic           | 119,955          | 1.31         | \$7.57             | 157,225      | 1,364         | 0.87%              | \$0.87               | \$1,190.00       | \$169.99               | 1         |
| Q2 AO Apple - Traffic              | 109,048          | 1.44         | \$7.05             | 156,584      | 1,671         | 1.07%              | \$0.66               | \$1,103.40       | \$1,333.99             | 5         |
| Q2 AO Wearables - Traffic          | 89,237           | 1.63         | \$7.88             | 145,387      | 3,189         | 2.19%              | \$0.36               | \$1,145.43       | \$1,458.10             | 7         |
| Samsung S10 - Store Visits         | 136,927          | 1.03         | \$2.83             | 140,672      | 104           | 0.07%              | \$3.83               | \$398.43         | null                   | null      |
| Q2 AO Smart Home - Traffic         | 84,568           | 1.5          | \$8.85             | 126,722      | 498           | 0.39%              | \$2.25               | \$1,121.42       | null                   | null      |
| Raptors Post Competition - Traffic | 55,821           | 2.02         | \$17.06            | 112,637      | 2,051         | 1.82%              | \$0.94               | \$1,921.65       | \$10,385.31            | 8         |
| Other                              | 104,957          | 1.01         | \$4.09             | 105,803      | 260           | 0.25%              | \$1.66               | \$432.88         | null                   | null      |
| Samsung S10 - Video Views          | 98,061           | 1.01         | \$7.15             | 98,877       | 153           | 0.15%              | \$4.62               | \$707.39         | null                   | null      |
| Grand total                        | 2,391,885        | 2.11         | \$6.90             | 5,046,764    | 39,082        | 0.77%              | \$0.89               | \$34,803.95      | \$50,882.73            | 150       |



Notes

# Social Dashboard: Traffic/Conversions Performance

Campaign Objective

Campaign

Apr 11, 2019 - Apr 17, 2019

Social Benchmarks:  
CPC:  
CTR:

Clicks  
38.8K

CTR  
0.81%

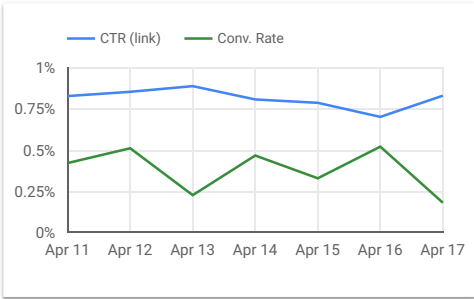
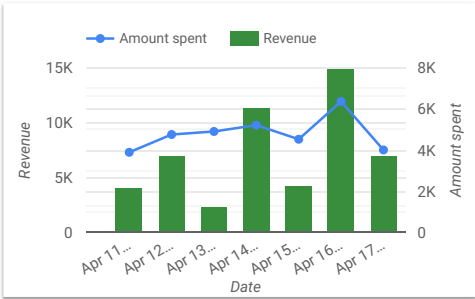
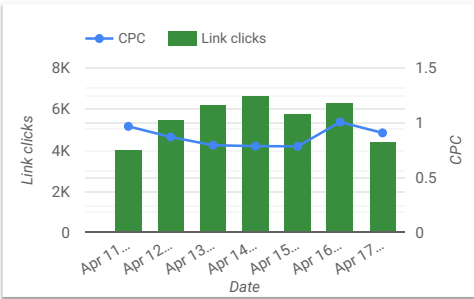
CPC  
\$0.87

Revenue  
\$51K

Purchases  
150

Conv. Rate  
0.39%

| Campaign                   | Reach  | Freq | CPM    | Imp    | Clicks | CTR   | CPC    | Spend    | Revenue  | Purchases | Conv. Rate |
|----------------------------|--------|------|--------|--------|--------|-------|--------|----------|----------|-----------|------------|
| Home Tech Event - Traffic  | 1M     | 1.9  | \$6.94 | 1.9M   | 11,407 | 0.6%  | \$1.15 | \$13,156 | \$18,760 | 79        | 0.69%      |
| April A -Google - Traffic  | 857.3K | 1.6  | \$8.24 | 1.4M   | 12,683 | 0.92% | \$0.89 | \$11,319 | \$17,120 | 42        | 0.33%      |
| Q2 AO Gaming - Traffic     | 277.9K | 1.4  | \$2.99 | 390.3K | 2,621  | 0.67% | \$0.45 | \$1,167  | \$315    | 3         | 0.11%      |
| Q2 AO Headphones - Traffic | 269.4K | 1.3  | \$3.32 | 343.7K | 3,082  | 0.9%  | \$0.37 | \$1,141  | \$1,340  | 5         | 0.16%      |
| Q2 AO Speakers - Traffic   | 120K   | 1.3  | \$7.57 | 157.2K | 1,364  | 0.87% | \$0.87 | \$1,190  | \$170    | 1         | 0.07%      |
| Q2 AO Apple - Traffic      | 109K   | 1.4  | \$7.05 | 156.6K | 1,671  | 1.07% | \$0.66 | \$1,103  | \$1,334  | 5         | 0.3%       |
| Q2 AO Wearables - Traffic  | 89.2K  | 1.6  | \$7.88 | 145.4K | 3,189  | 2.19% | \$0.36 | \$1,145  | \$1,458  | 7         | 0.22%      |
| Q2 AO Smart Home - Traffic | 84.6K  | 1.5  | \$8.85 | 126.7K | 498    | 0.39% | \$2.25 | \$1,121  | null     | null      | null       |



Notes

# Social Dashboard: Video Views/Awareness Performance

Campaign Objective ▾

Campaign ▾

Apr 11, 2019 - Apr 17, 2019 ▾

Social Benchmarks:  
CPC:  
CTR:

Video Views  
9.4K

Cost/VV  
\$0.08

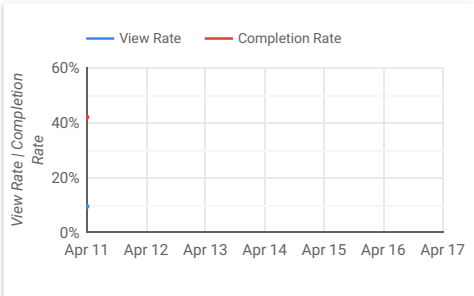
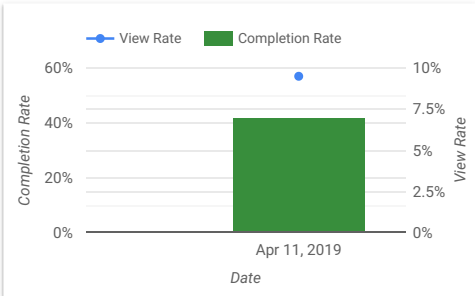
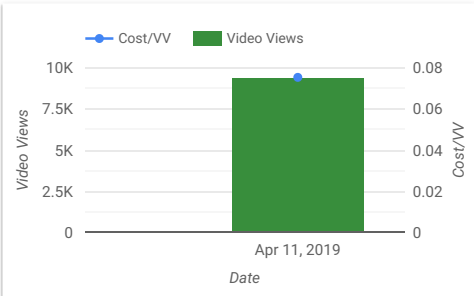
View Rate  
9.49%

Completion Rate  
42%

Cost/CVV  
\$0.18

Spend  
\$707

| Campaign                  | Reach | Freq | CPM    | Imp ▾ | Video Views | Cost/VV | View Rate | Completion Rate | Cost/CVV | Spend |
|---------------------------|-------|------|--------|-------|-------------|---------|-----------|-----------------|----------|-------|
| Samsung S10 – Video Views | 98.1K | 1    | \$7.15 | 98.9K | 9,383       | \$0.08  | 9.49%     | 42%             | \$0.18   | \$707 |



Notes

# Social Dashboard: Reach/Store Visits Performance

Campaign Objective ▾

Campaign ▾

Apr 11, 2019 - Apr 17, 2019 ▾

Reach  
137K

Freq  
1.03

CPM  
\$2.83

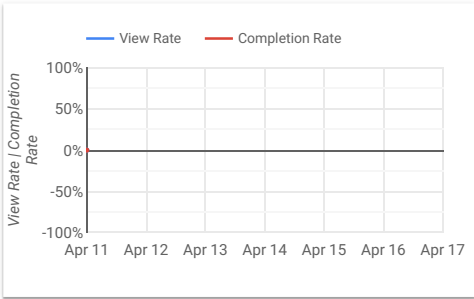
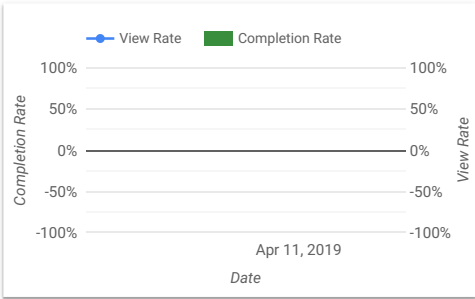
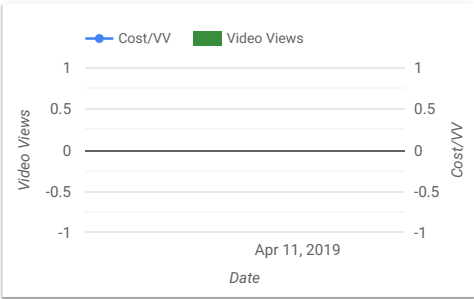
Clicks  
104

Imp  
140.7K

Amount spent  
\$398

Social Benchmarks:  
CPC:  
CTR:

| Campaign                   | Reach  | CPM    | Freq | Imp ▾  | Clicks | Spend |
|----------------------------|--------|--------|------|--------|--------|-------|
| Samsung S10 – Store Visits | 136.9K | \$2.83 | 1.03 | 140.7K | 104    | \$398 |



Notes

# Social Dashboard: Audience Performance

Campaign Objective ▾

Campaign ▾

Apr 11, 2019 - Apr 17, 2019 ▾

Social Benchmarks:  
CPC:  
CTR:

| Audiences      | Reach | Freq  | CPM      | Imp ▾ | Clicks | CTR    | CPC     | Spend    | Revenue  | Purchases | Conv. Rate |
|----------------|-------|-------|----------|-------|--------|--------|---------|----------|----------|-----------|------------|
| Broad          | 1.9M  | 41.45 | \$232.88 | 2.5M  | 19,324 | 26.02% | \$43.41 | \$16.74K | \$33.05K | 71        | 8.05%      |
| Look-a-Like    | 1.8M  | 63.77 | \$351.73 | 2.4M  | 19,696 | 40.05% | \$62.24 | \$17.84K | \$17.83K | 79        | 7.09%      |
| Tier 1 Stores  | 73K   | 2.07  | \$5.68   | 75.5K | 50     | 0.14%  | \$8.33  | \$214.02 | null     | null      | null       |
| Video Engagers | 678   | 2.05  | \$5.72   | 684   | null   | null   | null    | \$1.94   | null     | null      | null       |
| Other          | 197   | 2.76  | \$77.63  | 280   | 13     | 10.8%  | \$1.64  | \$10.42  | null     | null      | null       |
| CRM Audience   | 89    | 5     | \$26.97  | 89    | null   | null   | null    | \$0.31   | null     | null      | null       |

## Video Ads Performance

| Audiences      | VideoViews ▾ | Cost/VV | View Rate | Comp. Rate |
|----------------|--------------|---------|-----------|------------|
| Look-a-Like    | 252,708      | \$5.13  | 459.82%   | 789.81%    |
| Broad          | 246,259      | \$3.07  | 296.19%   | 471.03%    |
| Other          | 51           | \$0.4   | 39.34%    | 34.33%     |
| CRM Audience   | 2            | \$0.06  | 42.42%    | null       |
| Video Engagers | null         | null    | null      | null       |
| Tier 1 Stores  | null         | null    | null      | null       |

Notes



# Social Dashboard: Ad Performance

Campaign Objective ▾







Campaign ▾

Ad: Smart Home Carous... (1) ▾

Apr 11, 2019 - Apr 17, 2019 ▾

| Ad Image   | Ad name convention  | Reach  | Freq | CPM     | Imp ▾  | Clicks | CTR   | CPC    | Spend    | Revenue  | Purchases | Conv. Rate |
|--|---------------------|--------|------|---------|--------|--------|-------|--------|----------|----------|-----------|------------|
|  | Smart Home Carousel | 357.3K | 1.3  | \$5.83  | 465.2K | 2,306  | 0.5%  | \$1.18 | \$2.71K  | \$3.69K  | 15        | 0.65%      |
|  | Smart Home Carousel | 231.9K | 1.54 | \$6.5   | 358.2K | 2,087  | 0.58% | \$1.12 | \$2.33K  | \$1.97K  | 10        | 0.48%      |
|  | Smart Home Carousel | 228.3K | 1.45 | \$6.97  | 332K   | 2,002  | 0.6%  | \$1.16 | \$2.31K  | \$3.69K  | 13        | 0.65%      |
|  | Smart Home Carousel | 168.5K | 1.25 | \$6.54  | 210.8K | 1,186  | 0.56% | \$1.16 | \$1.38K  | \$659.94 | 5         | 0.42%      |
|  | Grand total         | 1.2M   | 8.38 | \$40.39 | 1.6M   | 9,141  | 3.52% | \$6.89 | \$10.52K | \$11.53K | 48        | 2.78%      |

## Video Ads Performance

| Ad Image   | Ad name                          | VideoViews ▾ | Cost/VV | View Rate | Comp. Rate |
|--|----------------------------------|--------------|---------|-----------|------------|
|  | HomeTechEvent_T1_Broad_FB&IG_... | 65,075       | \$0.04  | 13.99%    | 15.78%     |
|  | HomeTechEvent_T2_CRMLAL_SiteV... | 45,057       | \$0.05  | 12.58%    | 14.62%     |
|  | HomeTechEvent_T1_CRMLAL_High...  | 42,126       | \$0.05  | 12.69%    | 16.27%     |
|  | HomeTechEvent_T1_CRMLAL_SiteV... | 29,081       | \$0.05  | 13.8%     | 16.13%     |
|  | HomeTechEvent_T2_Broad_FB&IG_... | 22,261       | \$0.05  | 12.17%    | 14.44%     |
|  | HomeTechEvent_T2_CRMLAL_High...  | 9,115        | \$0.07  | 11.89%    | 15.62%     |
|  | Grand total                      | 212,715      | \$0.32  | 77.11%    | 92.86%     |

Notes

# Social Dashboard: Placement Performance

Campaign Objective ▾

Campaign name ▾

Apr 11, 2019 - Apr 17, 2019 ▾

| Placement       | Reach     | Freq | CPM    | Imp ▾ | Clicks | CTR   | CPC    | Spend    | Revenue   | Purchases | Conv. Rate |
|-----------------|-----------|------|--------|-------|--------|-------|--------|----------|-----------|-----------|------------|
| facebook        | 1,492,883 | 2.13 | \$8.15 | 3.2M  | 28,113 | 0.88% | \$0.92 | \$25.96K | \$141.87M | 117       | 0.42%      |
| instagram       | 1,130,414 | 1.65 | \$4.75 | 1.9M  | 10,967 | 0.59% | \$0.81 | \$8.84K  | \$67.83M  | 33        | 0.3%       |
| audience_net... | 0         | null | \$4.35 | 292   | 2      | 0.68% | \$0.63 | \$1.27   | null      | null      | null       |

| Publisher platform | VideoViews ▾ | Cost/VV | View Rate | Comp. Rate |
|--------------------|--------------|---------|-----------|------------|
| facebook           | 272,879      | \$0.1   | 8.56%     | 14.09%     |
| instagram          | 225,859      | \$0.04  | 12.14%    | 16.61%     |
| audience_network   | 283          | \$0     | 96.92%    | 27.21%     |

Notes