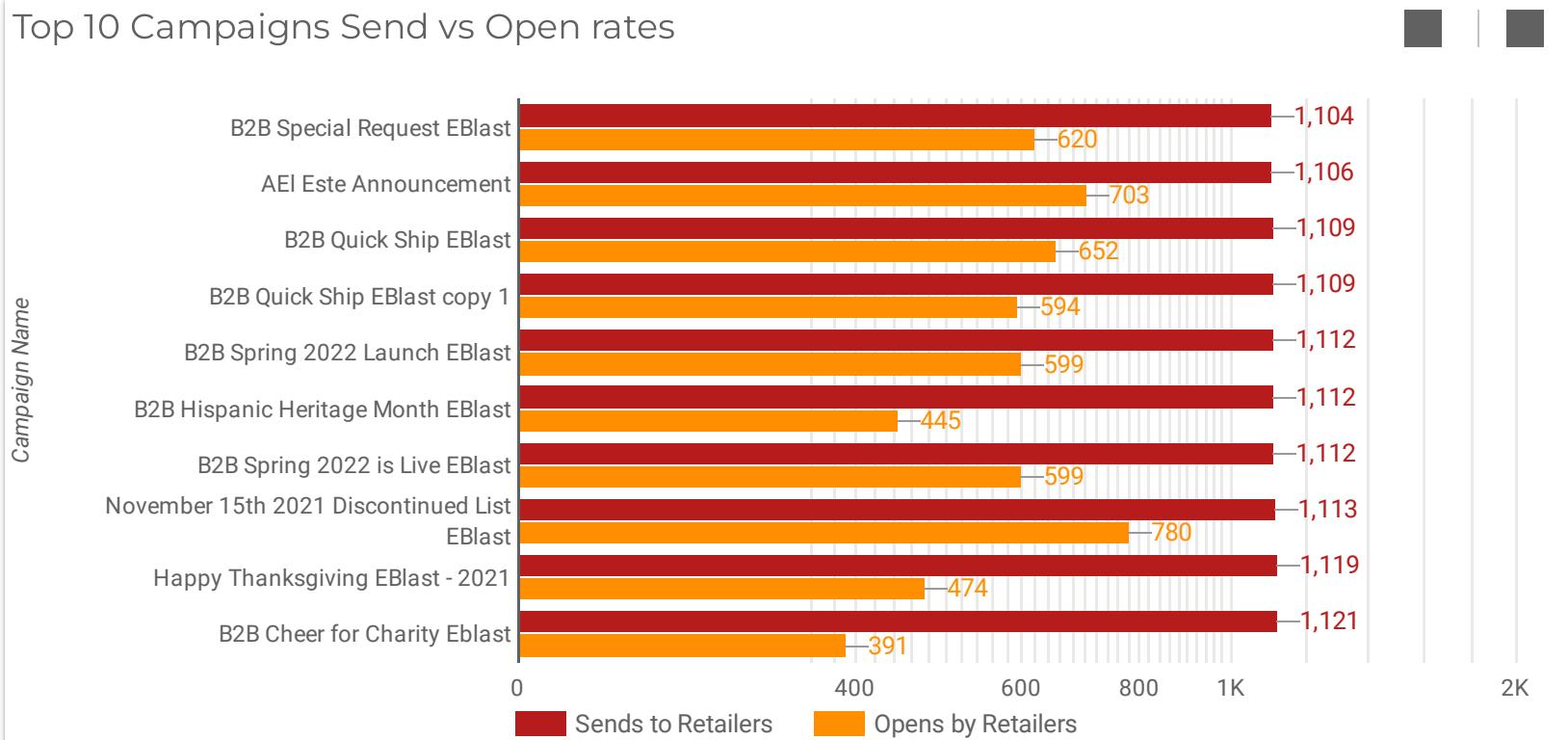


Email Data

Jul 1, 2021 - Dec 31, 2021

Definition Document [Here](#)

Top 10 Campaigns Send vs Open rates



Retailer Open Rate

5,400%

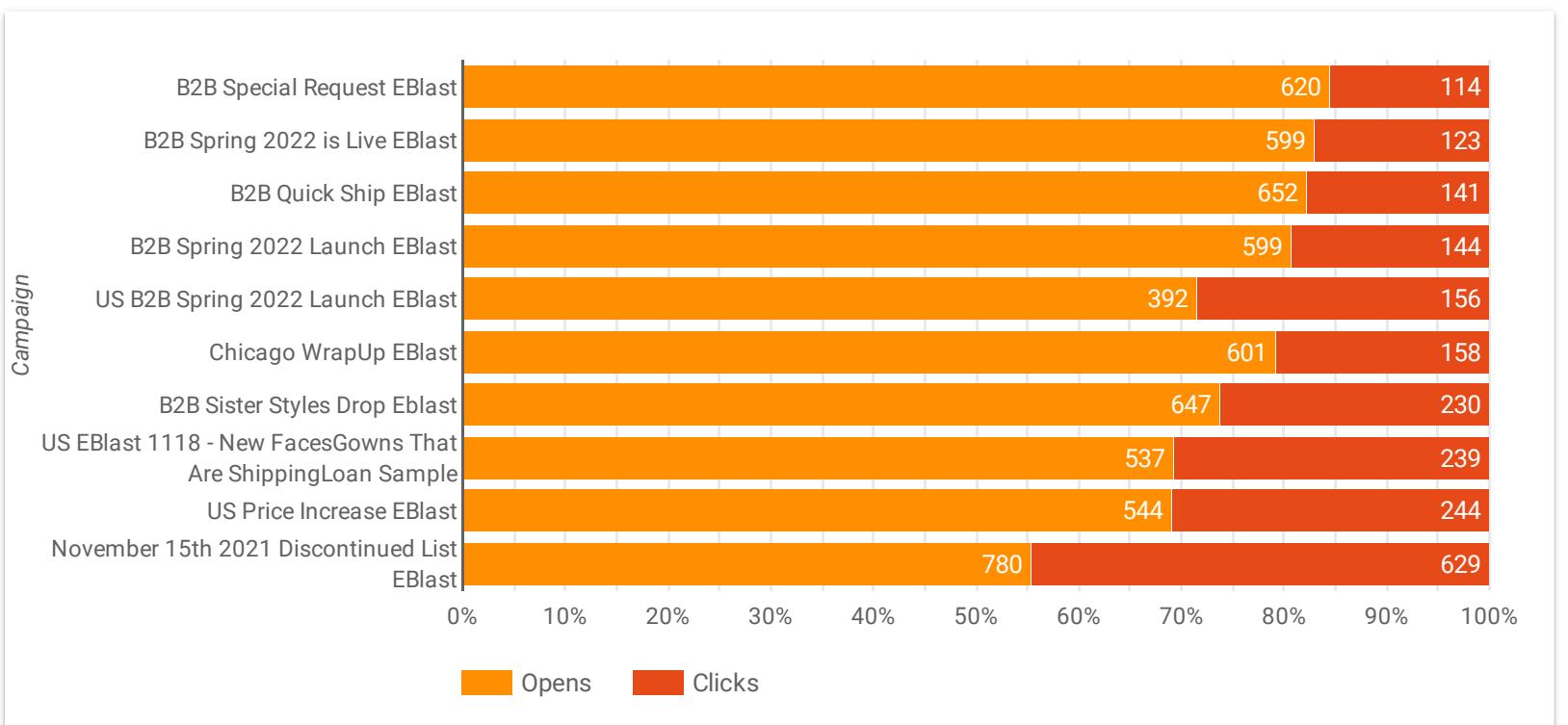
Retailer Link Click

4,792

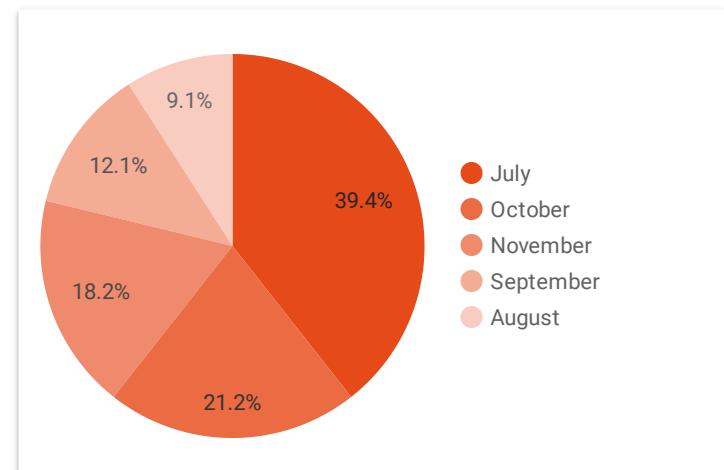
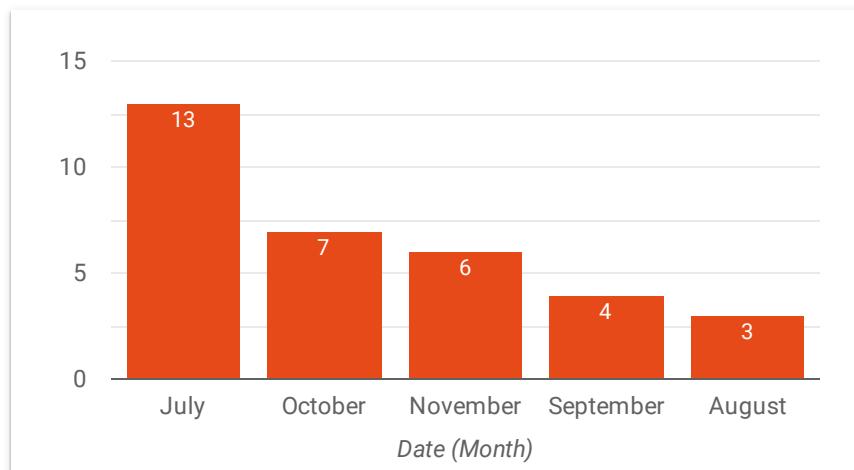
Retailer Click Rate

19,900%

Top 10 Campaigns Open vs Clicks emails



Total number of Unsubscribes per Month



Total number of customers per Region

Sales Region

	Sales Region	Territory	ConfirmationE...
1.	REGION03	REGION03	349
2.	REGION02	REGION02	349
3.	REGION04	REGION04	299
4.	REGION10	REGION10	291
5.	REGION04	ITALY	244
6.	REGION08	REGION08	225
7.	REGION06	REGION06	221
8.	REGION05	REGION05	163
9.	UKREGION02	UKREGION02	158
10.	REGION02	CANADA	143
11.	UKREGION01	UKREGION01	136
12.	UKREGION03	UKREGION03	120
13.	REGION05	INTERCOMPANY	73
14.	REGION04	GERMANY	58

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Instagram Data

Jan 1, 2020 - Jun 30, 2020

Definition Document [Here](#)

IG POSTS

Total Impressions / Follows / Reach / Shares

Impressions

2,479,001

Impressions

2.5M

Follows

1,394

Follows

1.4K

Reach

1,593,764

Reach

1.6M

Shares

903

Shares

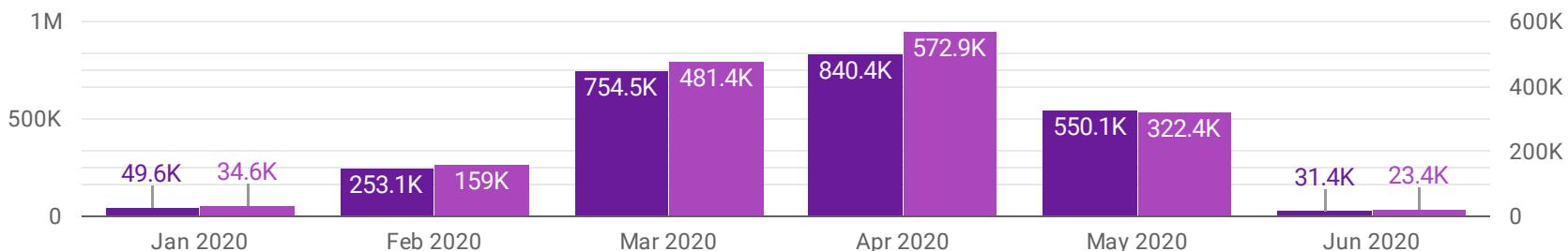
903.0

Total by Month - Impressions / Follows / Reach / Shares

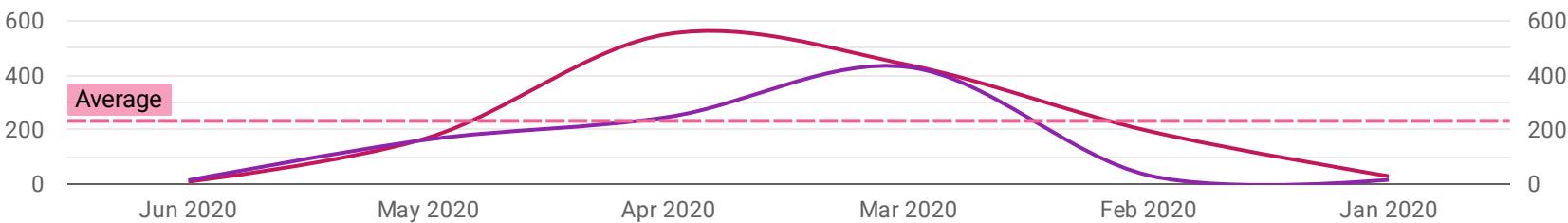
Publish time (Year Month)	Impressions	Reach	Follows	Shares
1. Apr 2020	840,418	572,922	552	247
2. Mar 2020	754,464	481,357	438	430
3. May 2020	550,109	322,444	171	164
4. Feb 2020	253,060	158,969	195	32
5. Jan 2020	49,563	34,645	29	16
6. Jun 2020	31,387	23,427	9	14

1 - 6 / 6 < >

Impressions Reach

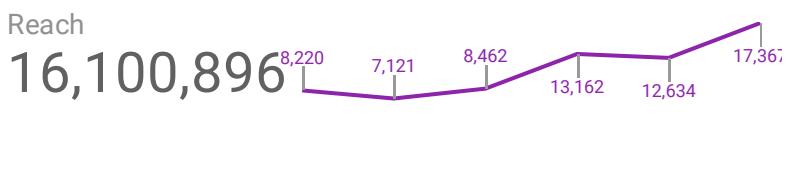
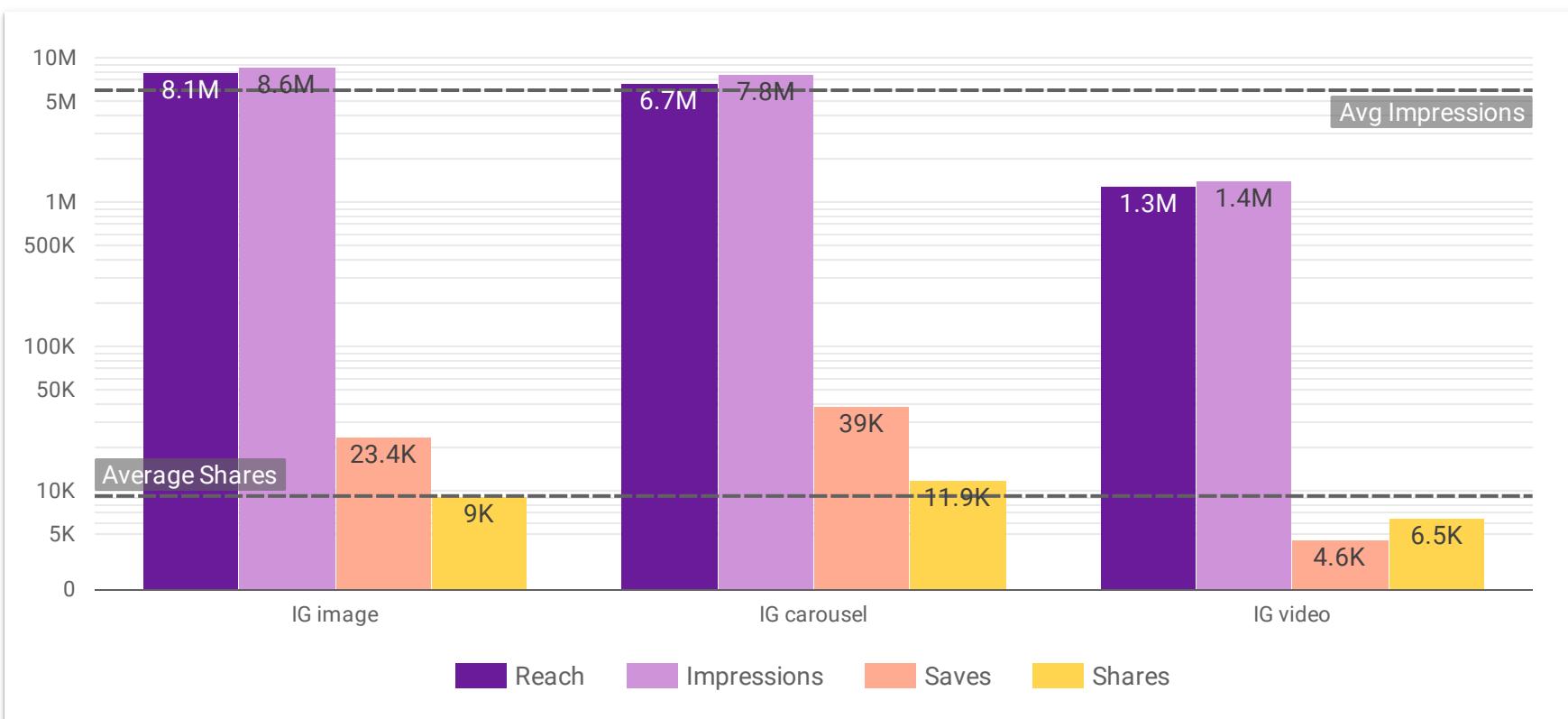


Follows Shares

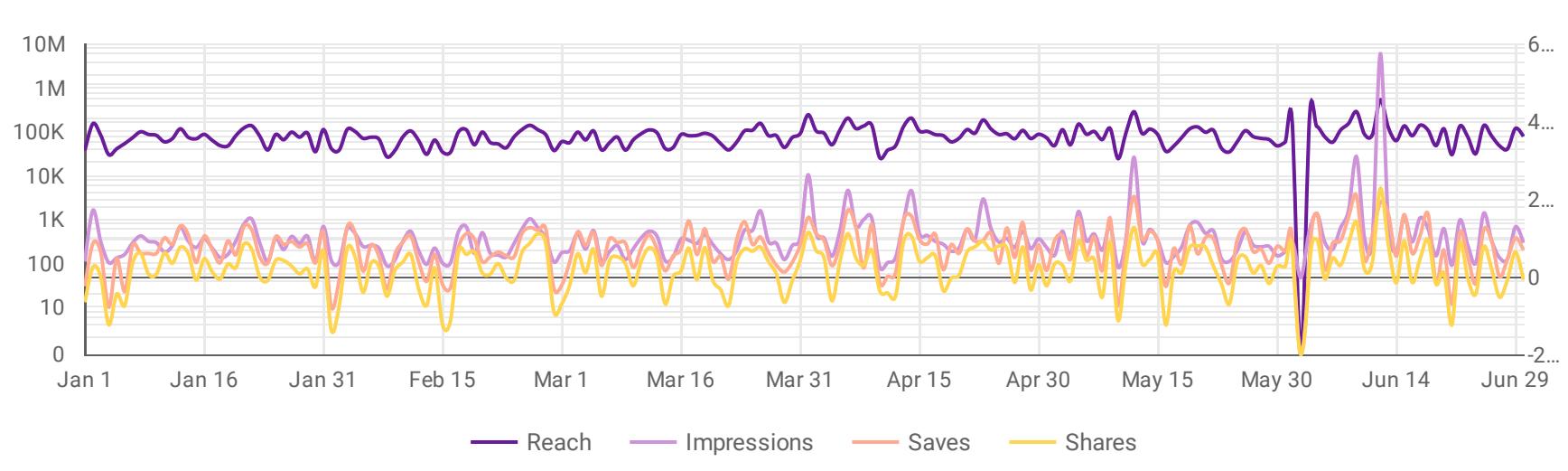




IG Stories - Image / Carousel / Video

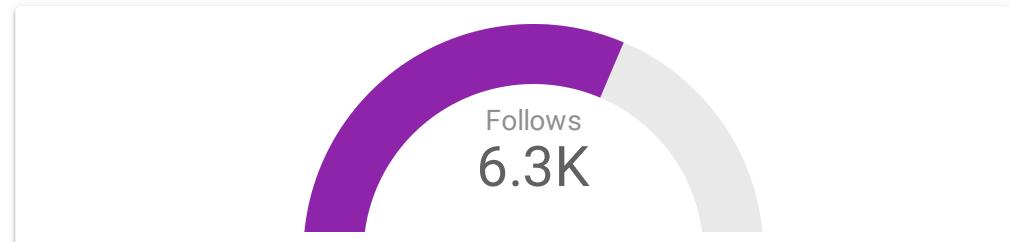
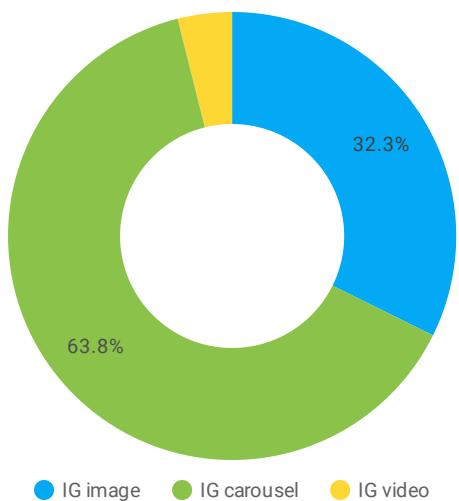
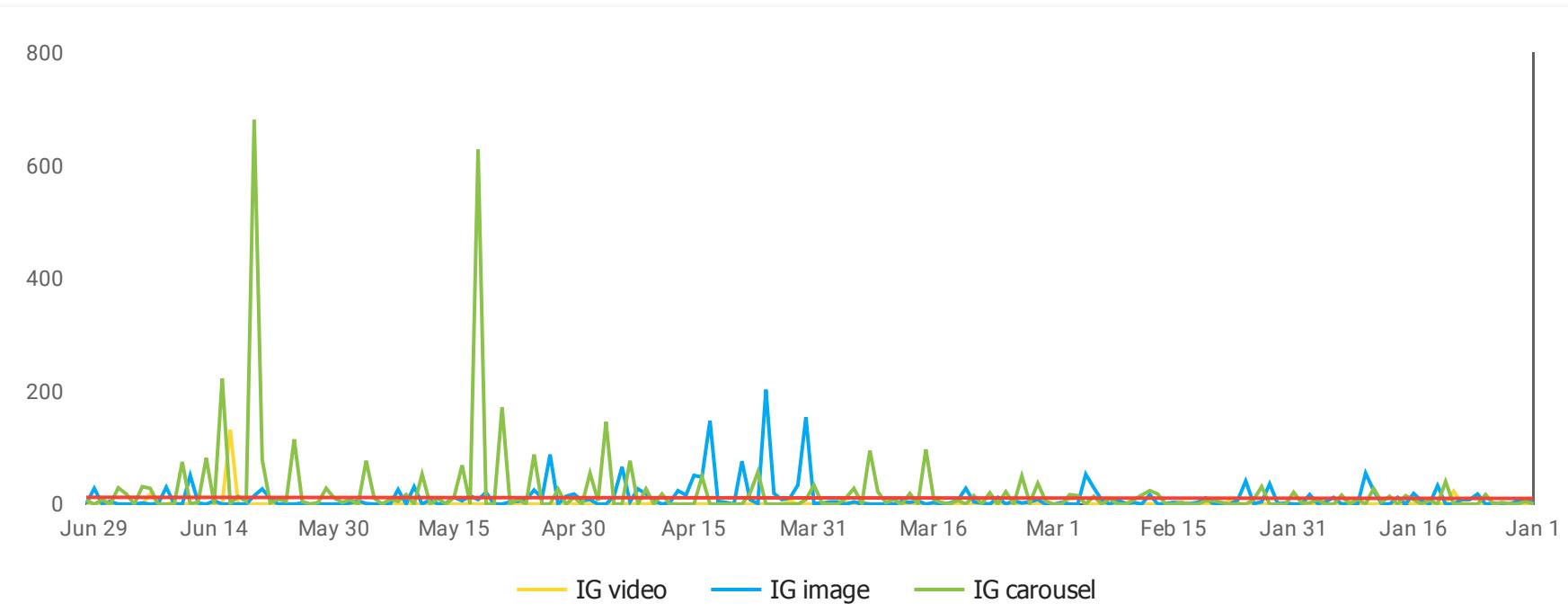


Over 6 Months

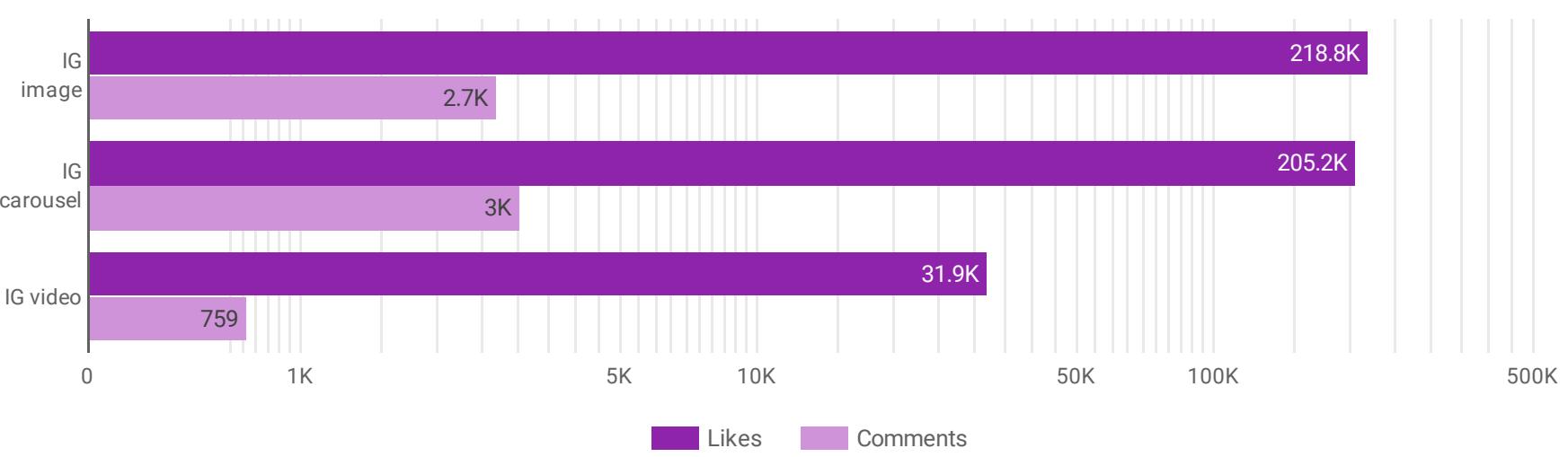




IG Stories - Followers



IG Stories - Likes & Comments



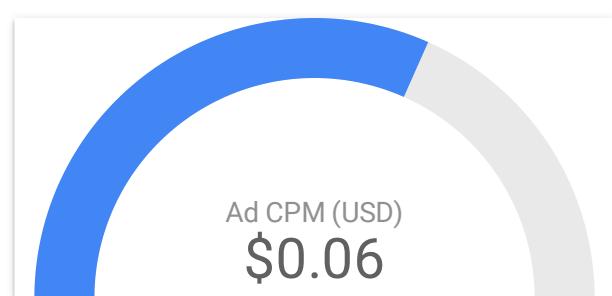
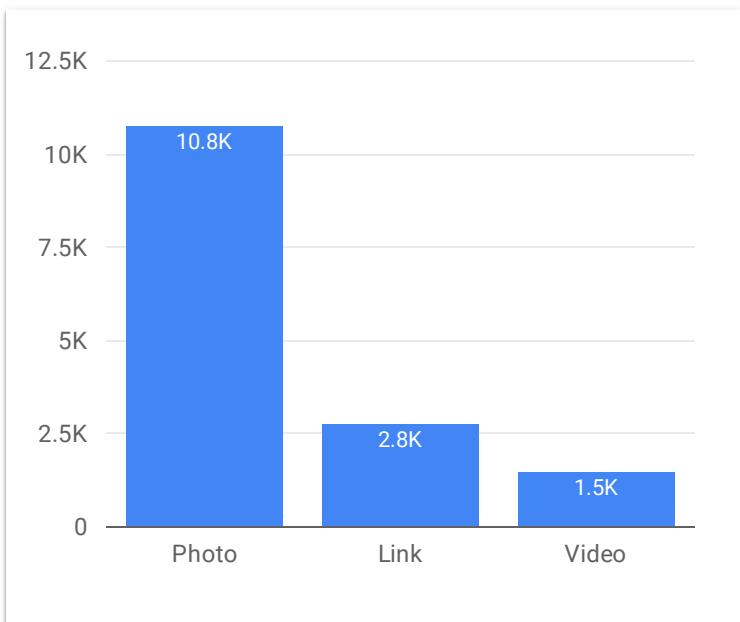
Facebook Data

Jan 1, 2020 - Jun 30, 2020

Definition Document [Here](#)

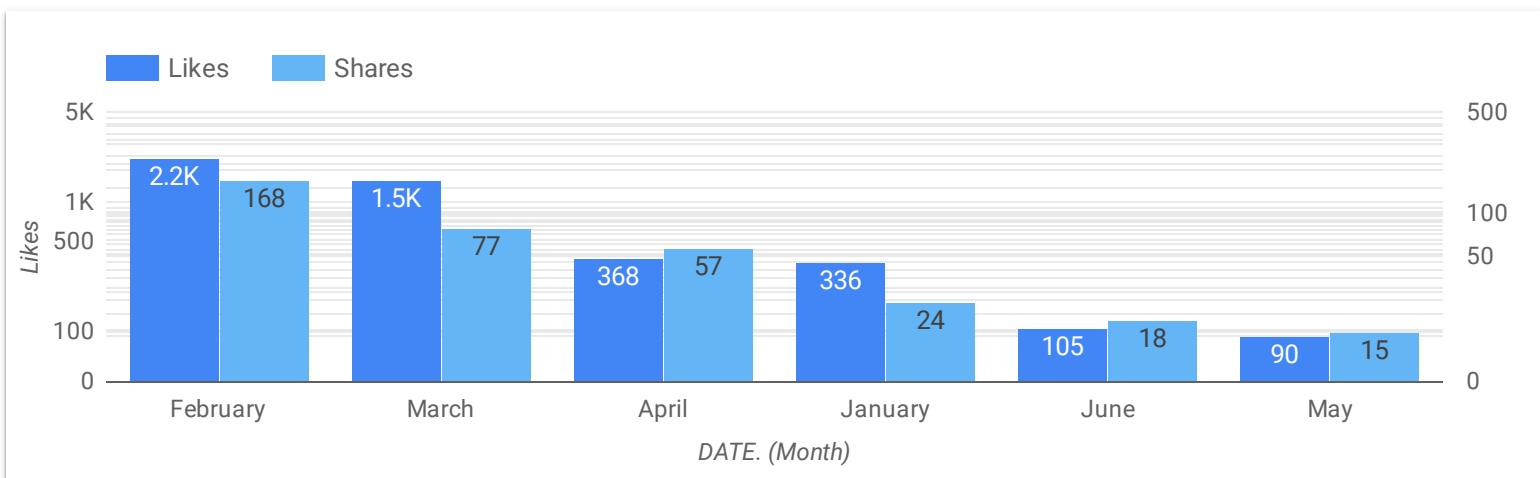
Facebook POSTS

Post Type

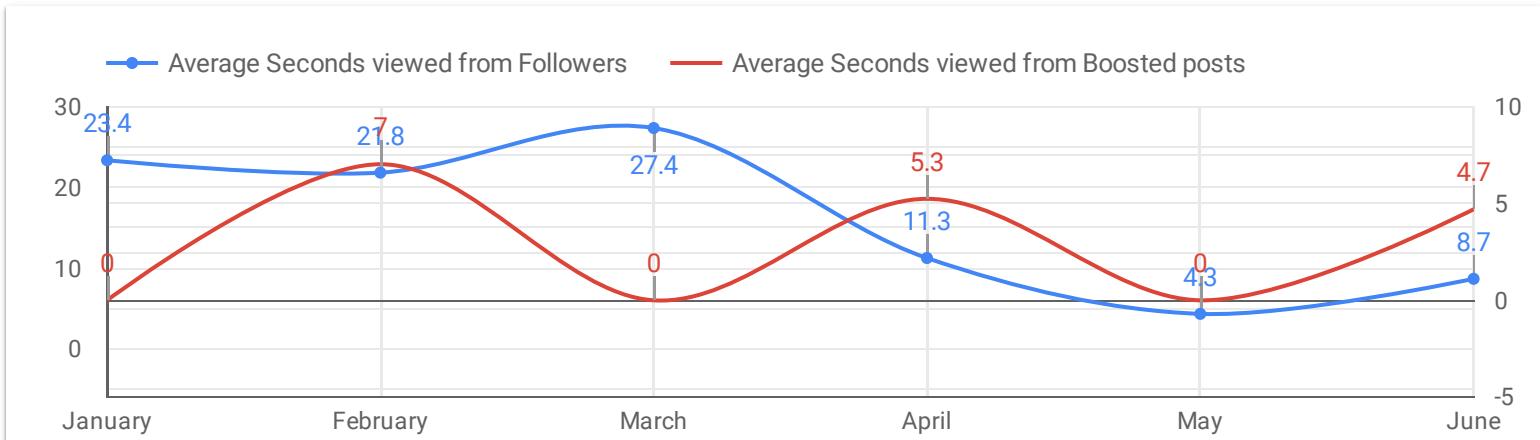


Facebook VIDEOS

Shares vs Likes

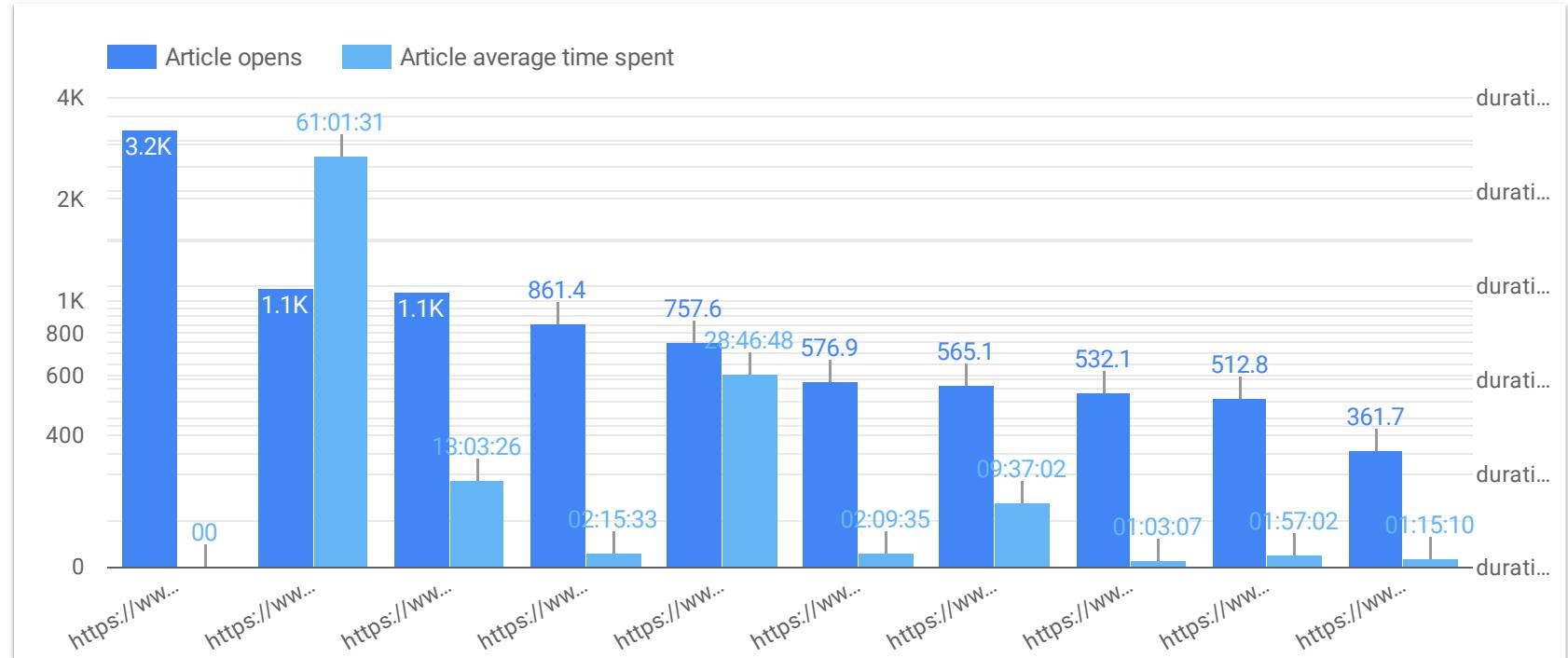


Average seconds viewed from Boosted Post

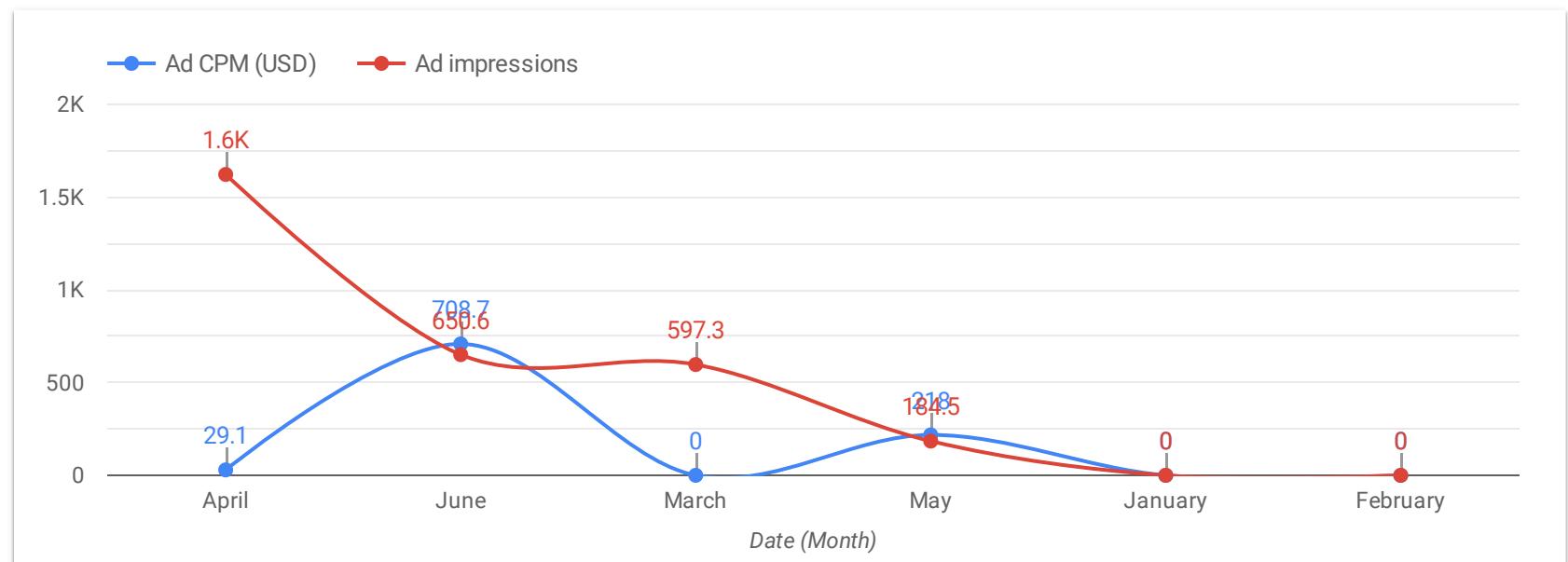




Articles Open vs Time Spent

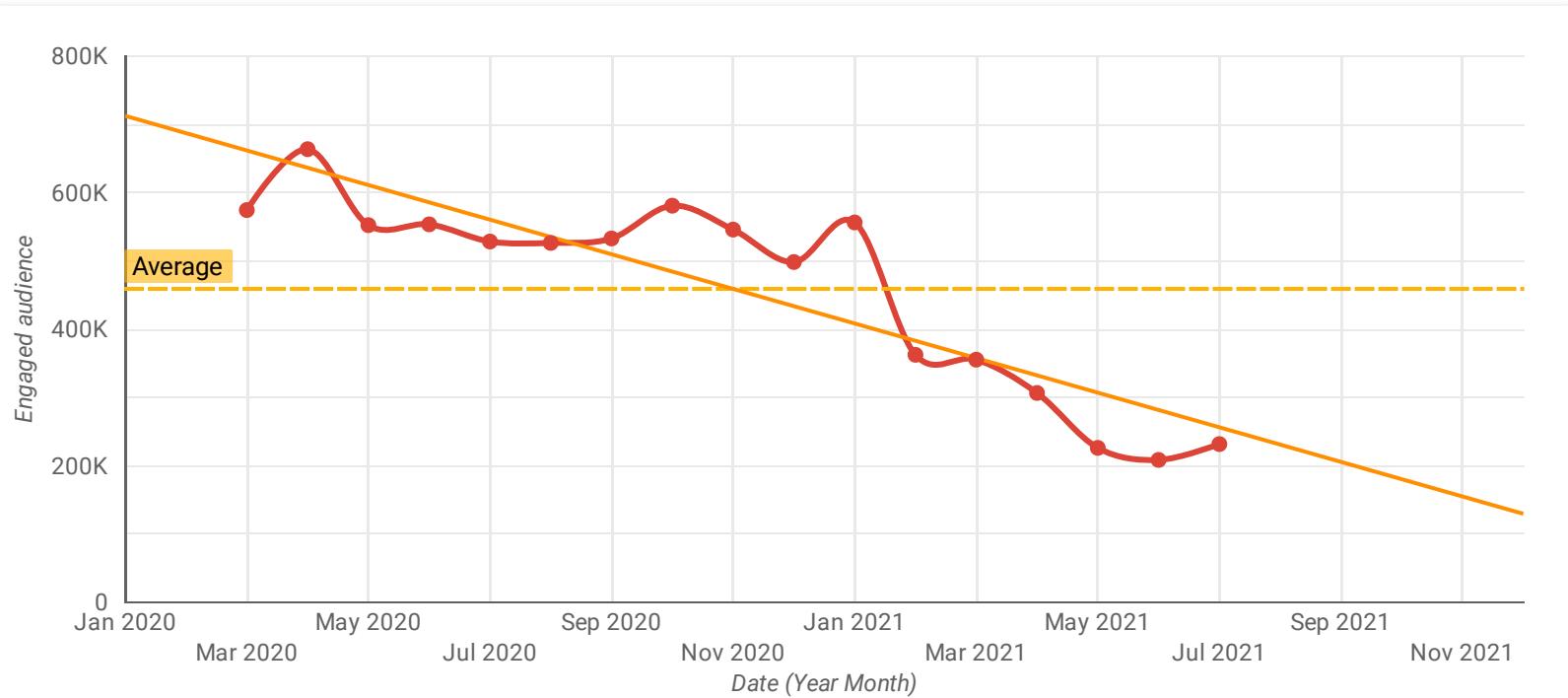


AD CPM vs Impressions

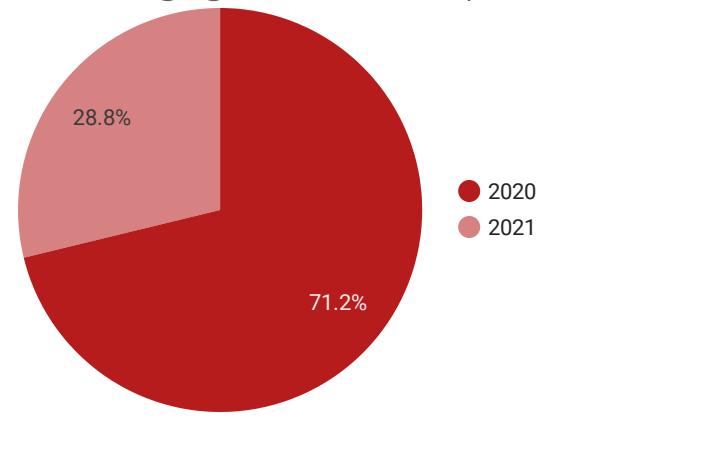


Definition Document [Here](#)

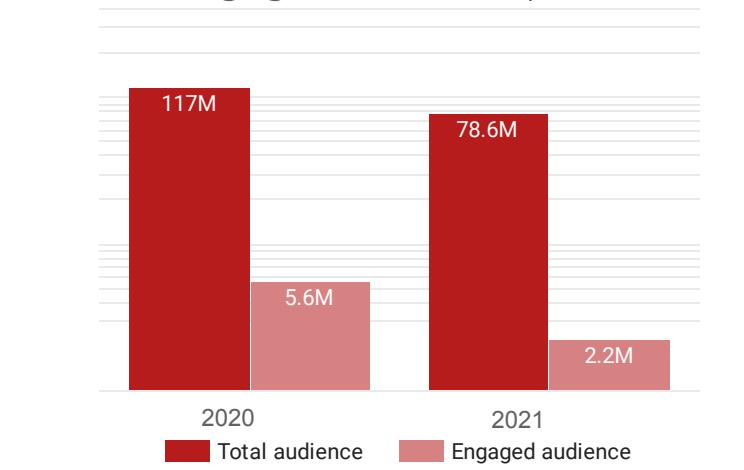
Total Engaged Audience per Month



Total Engaged Audience per Year



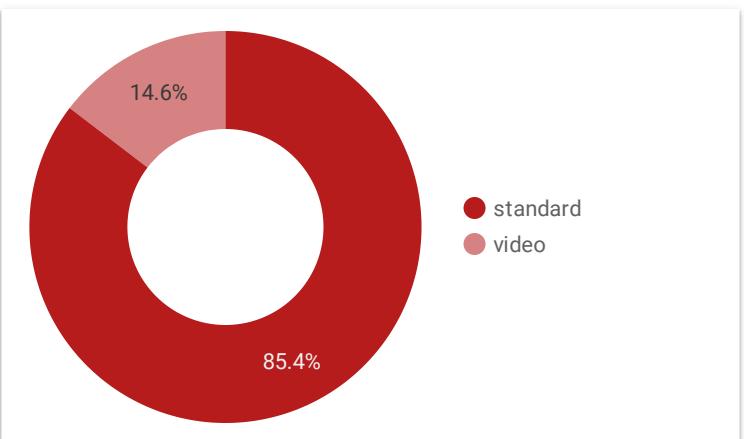
Total vs Engaged Audience per Year



TOP Pins: Impressions by Content Type

Content Type	Impressions
1. Organic, Paid	38.7M
2. Paid	4.2M
3. Organic	3.7M
Grand total	46.6M

TOP Pins: Impressions by Content Format

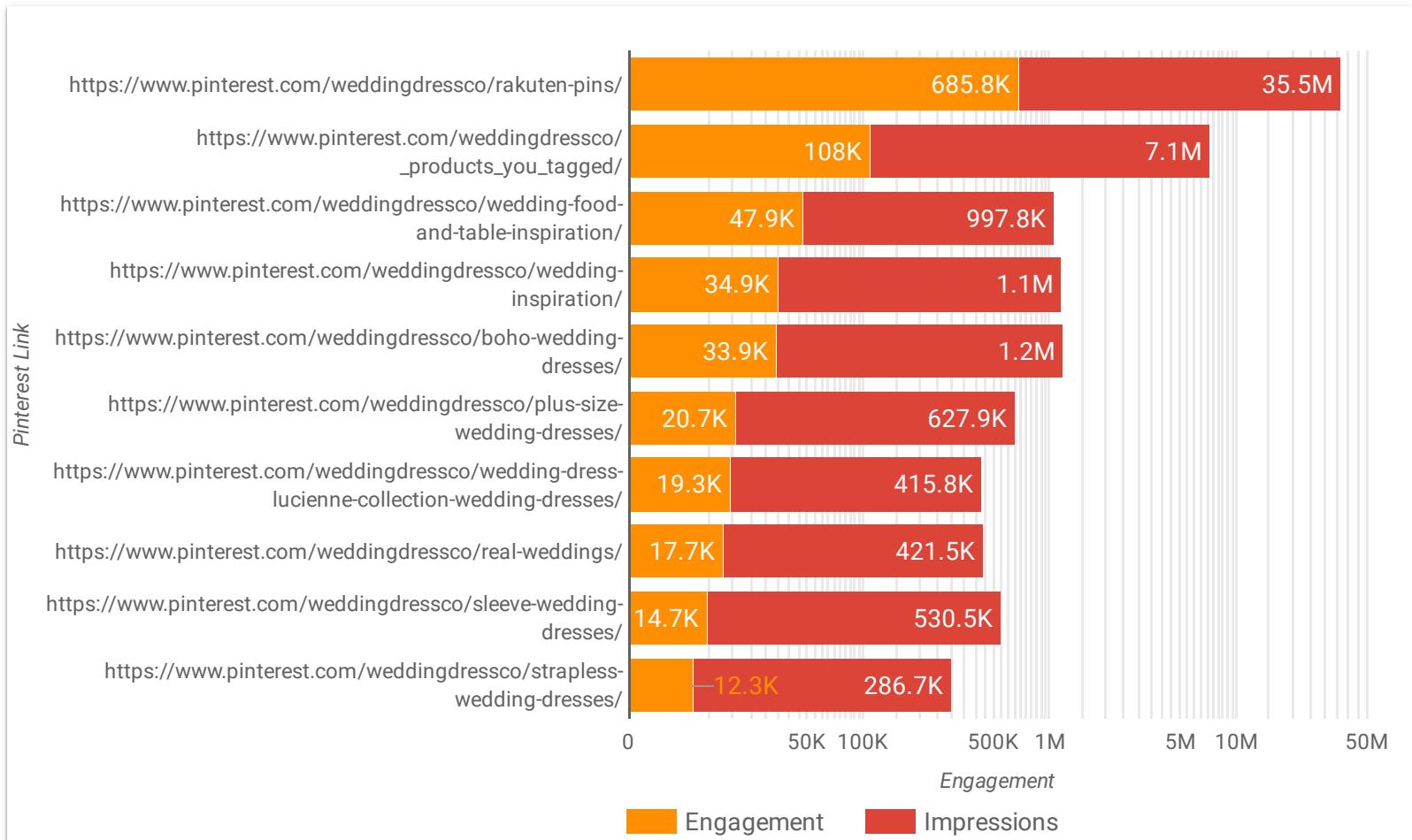


Boards

TOP 10 Links - Pin Clicks vs Outbound Clicks

Pinterest Link ▾	Pin clicks	Outbound clicks
1. https://www.pinterest.com/weddingdressco/weddings-picks/	3,515	234
2. https://www.pinterest.com/weddingdressco/wedding-style-mood-boards/	150	16
3. https://www.pinterest.com/weddingdressco/wedding-planning/	29	10
4. https://www.pinterest.com/weddingdressco/wedding-inspiration/	29,284	1,770
5. https://www.pinterest.com/weddingdressco/wedding-food-and-table-inspiration/	40,120	1,371
6. https://www.pinterest.com/weddingdressco/wedding-flowers-and-bridal-bouquets/	7,685	366
7. https://www.pinterest.com/weddingdressco/wedding-dress-trends/	62	13
8. https://www.pinterest.com/weddingdressco/wedding-dress-platinum-wedding-dresses/	8,713	860
9. https://www.pinterest.com/weddingdressco/wedding-dress-lucienne-collection-wedding-dresses/	15,651	1,399
10. https://www.pinterest.com/weddingdressco/wedding-dress-finola-collection-fall-2019-wedding-dresses/	2,177	130

TOP 10 Links - Engagement vs Impressions



Google Store Data

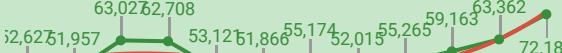
Jan 1, 2021 - Dec 31, 2021

Definition Document [Here](#)

Users

637.5K

↑ 16.9%



Pageviews

4.4M

↑ 19.0%



Bounce Rate

48.3%

↑ 4.8%



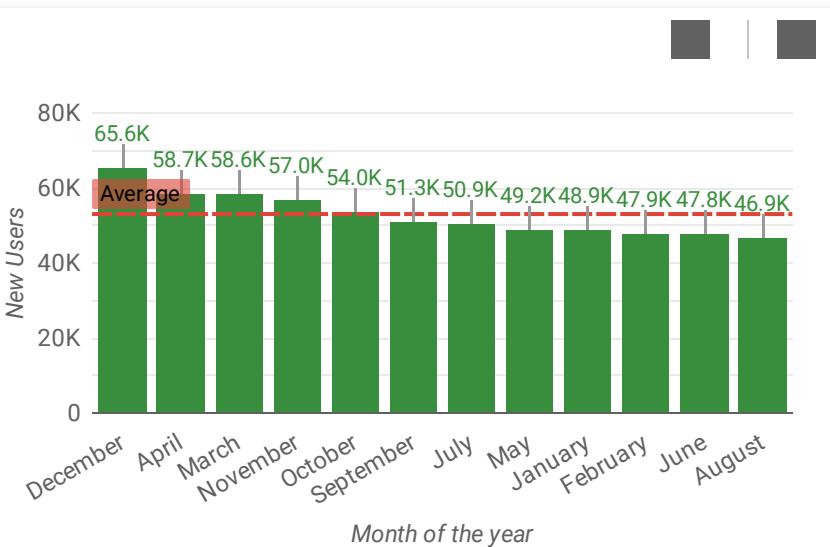
Avg User Duration

04:25

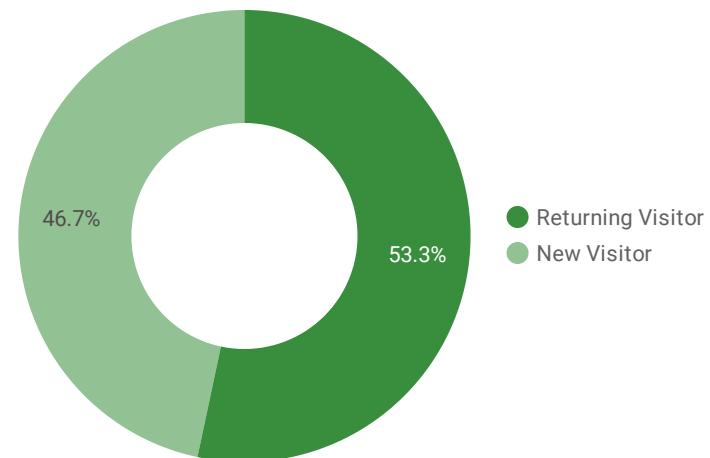
↑ 1.0%



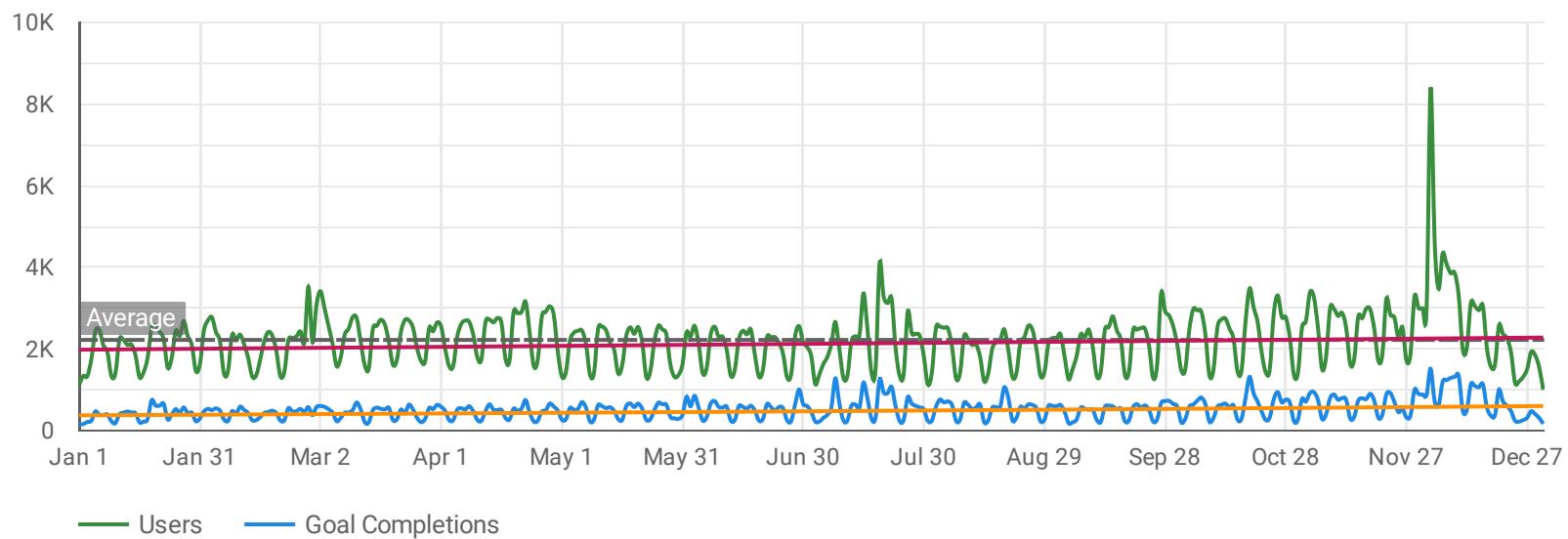
New Users per month



New visitors vs Returning Visitors



Users / Goal Completions

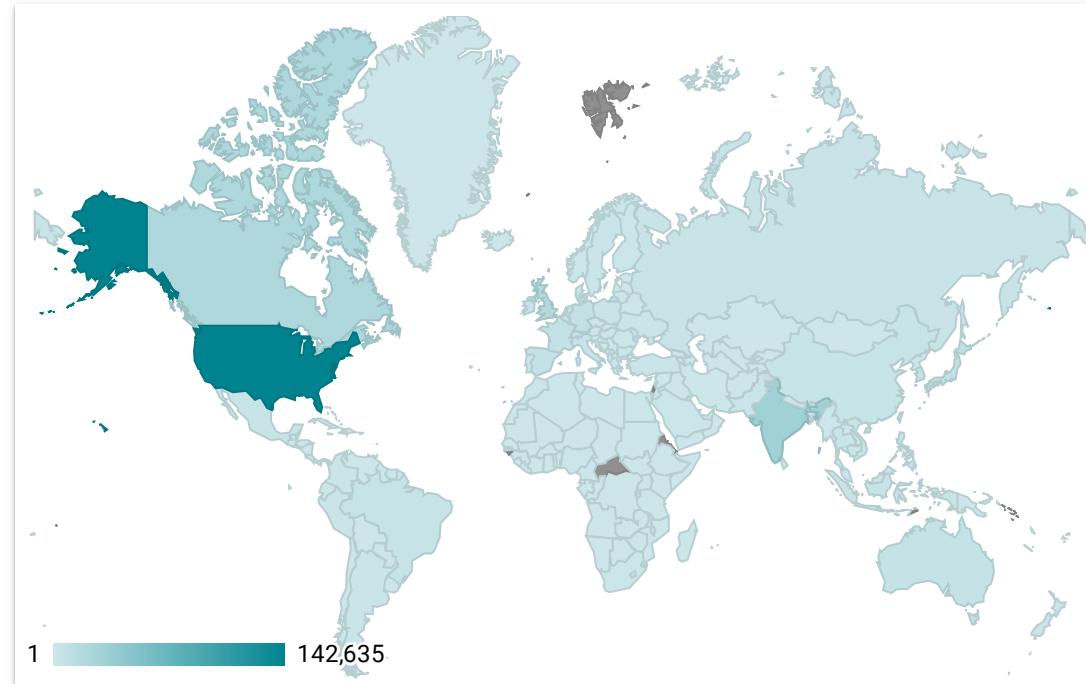


Google Store Data

Jul 1, 2021 - Dec 31, 2021

Definition Document [Here](#)

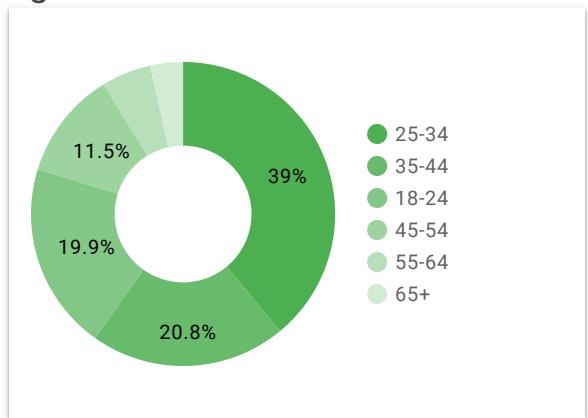
Geographic Location



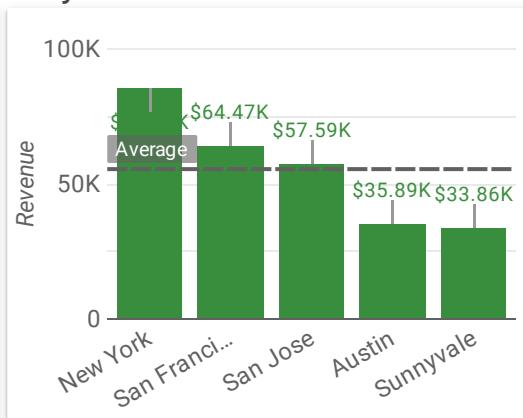
Country	Users
1. United States	142,635
2. India	30,924
3. Canada	20,865
4. United Kingdom	16,890
5. Japan	6,996
6. Germany	6,536
7. France	6,452
8. Taiwan	5,994
9. South Korea	5,808
10. Spain	5,503

1 - 100 / 219 < >

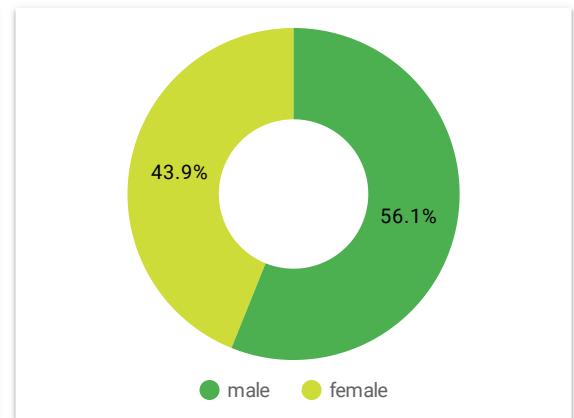
Age / Revenue



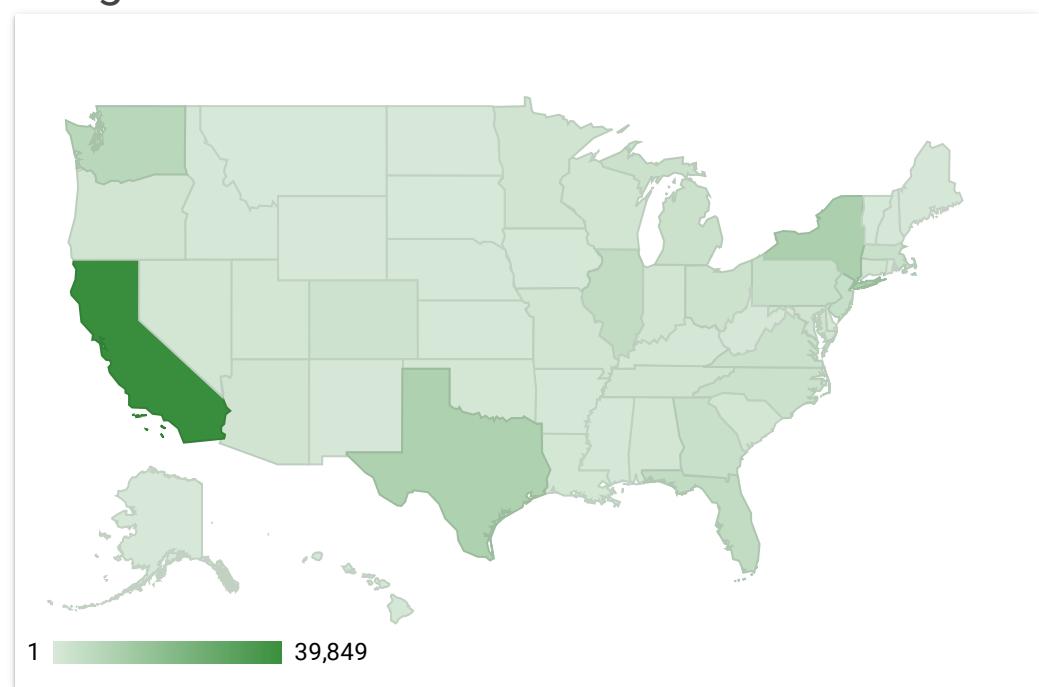
City / Revenue



Gender / Revenue



Region Location



Region	Users
1. California	
2. New York	
3. Texas	
4. Washington	
5. Illinois	
6. Florida	
7. New Jersey	
8. Georgia	
9. Pennsylvania	
10. Massachusetts	

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Google Store Data

Jul 1, 2021 - Dec 31, 2021

Definition Document [Here](#)

MFC Channel Group

MCF Channel Grouping Path ▾	Column1
1. Paid Search > Paid Search > Paid Search > Paid Search > Paid Sea...	19
2. Paid Search > Paid Search > Paid Search > Paid Search > Paid Sea...	17
3. Paid Search > Paid Search > Paid Search > Paid Search > Paid Sea...	15
4. Paid Search > Paid Search > Paid Search > Paid Search > Paid Sea...	7
5. Paid Search > Paid Search > Paid Search > Paid Search > Paid Sea...	13
6. Paid Search > Paid Search > Paid Search > Paid Search > Paid Sea...	6
7. Paid Search > Paid Search > Paid Search > Paid Search > Paid Sea...	6
8. Paid Search > Paid Search > Paid Search > Paid Search > Paid Sea...	11
9. Paid Search > Paid Search > Paid Search > Paid Search > Paid Sea...	5
10. Paid Search > Paid Search > Paid Search > Paid Search > Direct	4

Over 6 Months

