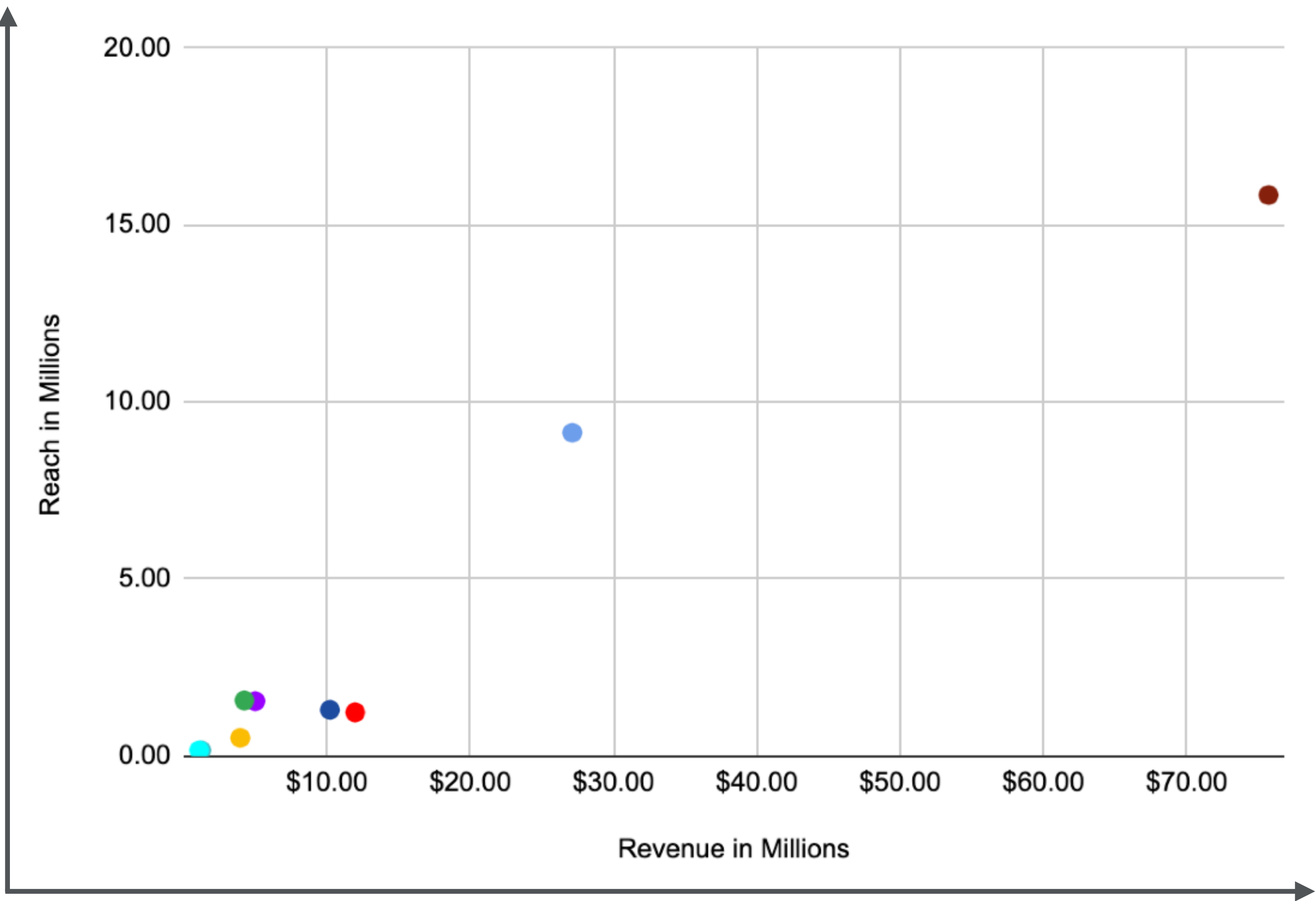


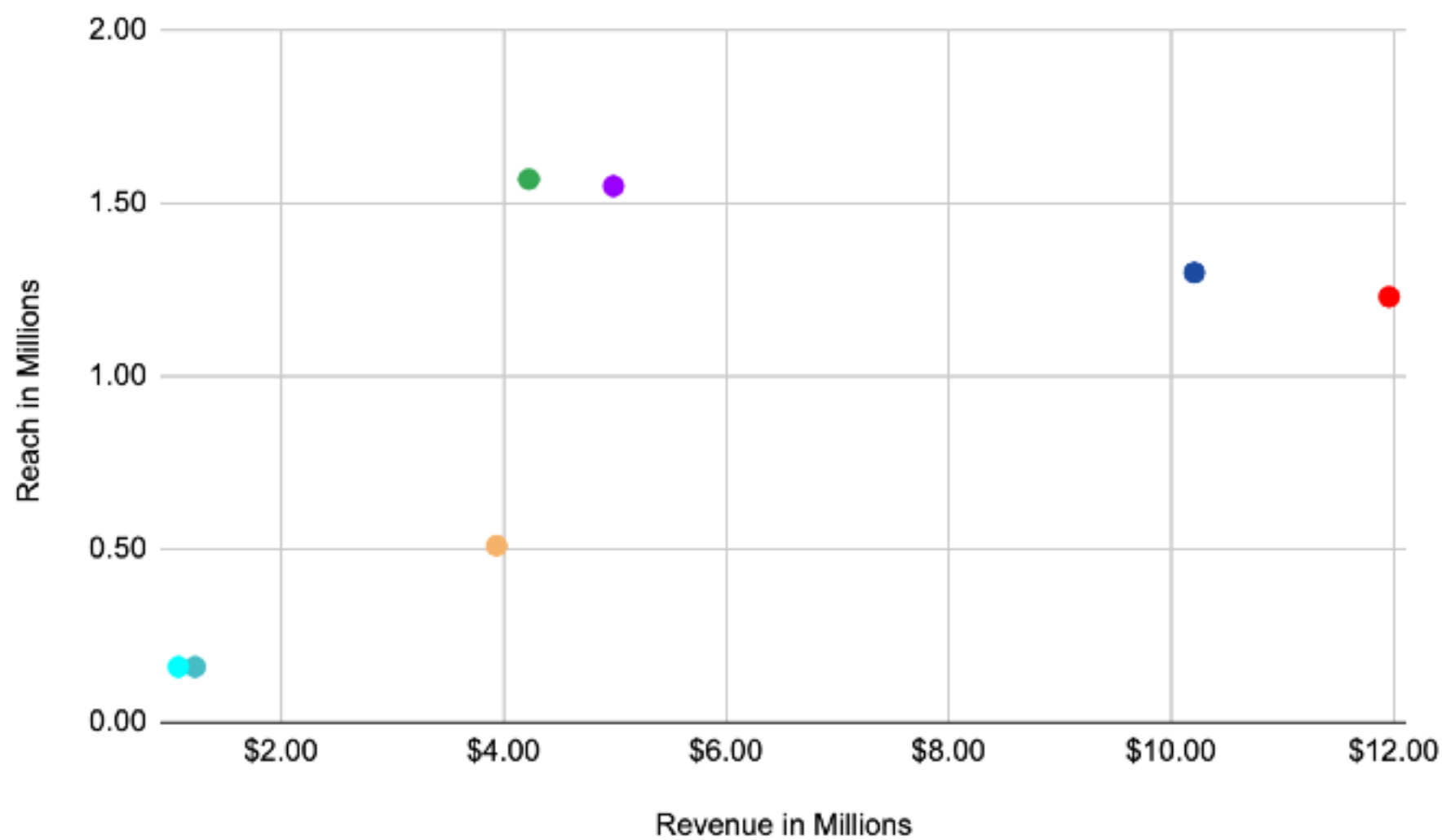
# Market Share

## Revenue vs Reach Scatter Chart



### Legend

Brand	Revenue	Reach
Market	\$75.72M	15.84M
Dr. Scholl's	\$27.12M	9.13M
Superfeet	\$11.96M	1.23M
Powerstep	\$10.21M	1.3M
WalkHero	\$4.99M	1.55M
Easyfeet	\$4.23M	1.57M
Timberland	\$3.94M	0.51M
Samurai Insoles	\$1.23M	0.16M
Walkfit Platinum	\$1.08M	0.16M



# Market Share Summary

Brand	Traffic	Retail Sales	Conversion	Traffic - Organic	Traffic - Paid	Ad Spend	Products	Avg. Price	Units Sold	Rating	Content Score
Market	15.84M	\$75.72M	23.42%	6.89M	1.75M	\$2.30M	1,710K	\$20.41	3.71	4.26	65.91%
Dr. Scholl's	9.13M	\$27.12M	23.30%	4.34M	0.77M	\$0.92M	256	\$12.75	2.13	4.33	54.62%
Superfeet	1.23M	\$11.96M	20.76%	0.65M	0.09M	\$0.09M	84	\$47.05	0.25	4.40	86.51%
Powerstep	1.30M	\$10.21M	24.38%	0.48M	0.20M	\$0.25M	187	\$32.30	0.32	4.41	73.46%
WalkHero	1.55M	\$4.99M	20.80%	0.45M	0.40M	\$0.60M	29	\$15.47	0.32	4.27	100.00%
Easyfeet	1.57M	\$4.23M	16.62%	0.46M	0.50M	\$0.74M	17	\$16.22	0.26	4.31	61.79%
Timberland	0.51M	\$3.94M	15.36%	0.34M	0.01M	\$0.01M	69	\$50.26	0.78	4.39	54.40%
Samurai Insoles	0.16M	\$1.23M	31.03%	0.03M	0.02M	\$0.03M	17	\$23.95	0.05	4.00	95.76%
Walkfit Platinum	0.16M	\$1.08M	21.97%	0.06M	0.03M	\$0.04M	9	\$29.80	0.04	3.86	76.15%