## **BOGO Offers Count** 35K Multichannel 33K 57K Marketing Campaign - Promotion Performance 14.7% 17.5% 235K ROI by channel ROI by offer Phone 81K 89K L4M Conversion % Web Conversion % Phone 12.7% 10.6% Conversion % by channel 9,394 Conversion % by offer Total Conversion 15.9% Web 15.1% Multichannel **Customer Count** 17.2%

No Offer

Buy One Get One

Discount

No Offer

Buy One Get One

Discount