



# Pulse Report

As of June 28, 2012  
Confidential

## MyKmart Weekly Pulse Report

### R4 Growth Update:

#### Registrations

##### Month over month trend

- Trending at 6,300 new registrations for June (up 12% from May)

##### Open ID (RPX) Login Overview

- Existing users that map their account to one of their Open ID accounts: Facebook: 50%, Yahoo 29%.

MyKmart RPX Metrics	Week Of (6/14-6/20)	Week Of (6/21-6/27)	Δ	Month Prior (4/27-5/27)	Month to date (5/28-6/27)	Δ
Logins	358	260	-27%	1112	2123	91%
Unique logins	311	190	-39%	903	1762	95%
New Users	251	172	-31%	777	1422	83%
Returning Users	60	18	-70%	126	340	170%

### Reviews (Moderation, trends, promotions)

#### Month over month trend

- Trending at 1,500 new reviews for June (up 3% from May)

#### Moderation

- Review Volume – 48 MyKmart reviews, 174 Kmart reviews, 10% rejected

#### Weekly Review Trends - Top 5 categories with the highest growth rate (Sears & Kmart combined):

- Movies Music & Gaming > Software > All Software
- Baby > Diapering > Disposable Diapers
- Computers & Electronics > Blu-ray & DVD Players > DVD Players
- Baby > Furniture > Changing Table Pads & Covers
- Baby > Diapering > Wipes

### Reach (Traffic, Social Sharing)

#### Month over month trend

- Trending at 241,000 new visits for June (down 2% from May)

#### Social Sharing

Co-brand	Reviews	Shares	Shares/Reviews
MyKmart	222	4	2%
Grand Total	63,929	2,138	3%

### Weekly Community Pulse:

#### Community Highlights

##### Discussion Highlights:

##### Trends:

- [Kmart greeters](#)
- [Difficulty placing order](#) on Kmart.com
- [Feedback](#) regarding recent in-store [experiences](#)
- Thoughts on new [Sandra Lee line](#)

##### On-site Community Feedback and Resolution:

- Customer Service (2)** – 2 pending final resolution from SHC/BU
  - [In-store experience](#)
  - Online order [functionality](#) issue
- Product & service (1)** – 1 pending final resolution from SHC/BU
  - [Jewelry pricing](#) unreasonable

##### Member Highlights:

- [blonderan](#), a member since December 2011, has become an active contributor in the community in recent weeks posting in [discussions](#) and submitting [ideas](#) to improve her local Kmart.
- [Tessa0618](#), also a member since 2011, has been contributing frequently this week in [discussions](#).
- [Workaholic](#) is back this week, sharing [priceless insight](#) with the community from an associate's point of view and sharing her thoughts on the [Sandra Lee](#) brand.

##### Idea Highlights:

- Weekly or monthly [in-store drawings](#)
- [Hot dog vendors](#) at Kmart
- [Products](#) for diabetic customers

##### Direct Customer Service & Dispute Resolution:

- Community: 18
  - Ultimate Grill Off promo inquiry
  - SYWR account help
  - Registration, password reset help
  - Pension resources inquiries
- CCN: 0