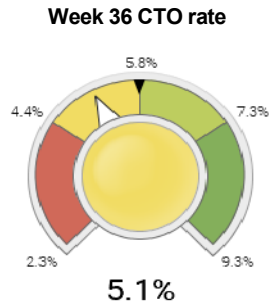
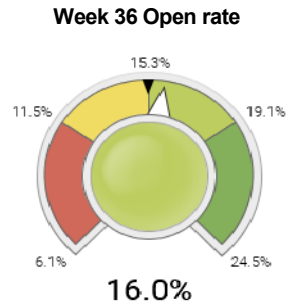


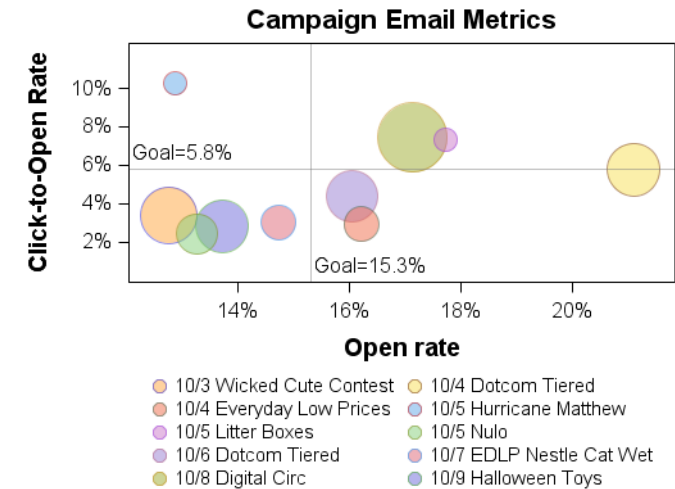
Email Campaign Dashboard

Fiscal Week 36: Oct 03 - Oct 09



Total Sends	Total Opens
32,593,955	7,316,529

Total Clicks	Website Clicks
413,393	297,594



Campaign Summary Results

Incremental Trxns	Incremental Margin	Incremental Sales	Avg Incr. Sales per Customer
22,149	\$590,388	\$1,611,366	\$0.049

Week 36 Incr. Sales
\$ 1.6 M



YTD Incremental Sales
\$ 51.4 M



Campaign Detail

Date	Campaign	Size	Open Rate	CTO Rate	Incremental Transactions	Incremental Margin	Incremental Sales - Ttl	Incr. Sales per Customer	Incremental Sales .com
10/03/16	Everyday Low Prices	2,001,467	16.2%	2.9%	1,690	\$45,906	\$84,150	\$0.04	\$21,677
10/03/16	Wicked Cute Contest	4,834,322	12.8%	3.4%	.	\$30,638	.	.	\$-74,240
10/04/16	Dotcom Tiered	4,196,110	21.1%	5.7%	5,446	\$44,268	\$116,402	\$0.03	\$159,048
10/05/16	Dover SN	30,081	19.0%	33.7%	728	\$1,446	\$10,698	\$0.36	\$-281
10/05/16	Hurricane Matthew
10/05/16	Litter Boxes	957,435	17.7%	7.3%	161	\$8,989	\$18,572	\$0.02	\$3,148
10/05/16	Nulo	2,666,657	13.3%	2.4%	2,800	\$14,804	\$38,859	\$0.01	\$-4,834
10/06/16	Breeze Box	18,150	21.6%	17.1%	174	\$1,932	\$5,171	\$0.28	\$1,471
10/06/16	CA 20th Anniversary	213,903	29.5%	10.6%	975	\$23,484	\$63,849	\$0.30	\$-4,691
10/06/16	Dotcom Tiered	3,956,063	16.1%	4.3%	6,493	\$71,038	\$285,306	\$0.07	\$82,444
10/07/16	CA Tidy Cats	90,373	26.8%	5.6%	163	\$4,432	\$17,838	\$0.20	\$2,201
10/07/16	EDLP Nestle Cat Wet	1,962,223	14.7%	3.0%	452	\$2,622	\$100,945	\$0.05	\$-13,187
10/07/16	Water Care	201,058	15.2%	9.1%	\$2,847
10/08/16	Digital Circ	7,270,156	17.2%	7.4%	2,460	\$305,014	\$780,985	\$0.11	\$93,740
10/09/16	Halloween Toys	4,182,796	13.7%	2.8%	608	\$35,816	\$88,591	\$0.02	\$-11,591