

SUPPLIER PCA DASHBOARD

8 STEP GUIDE

At A.S. Watson, we recognise the significance of transparent communication and effective campaign analysis with our Suppliers. This Dashboard is specifically designed for seamless navigation of campaign data. This guide will help you leverage the dashboard's features, understand metrics, and gain valuable insights for both you and our Suppliers.



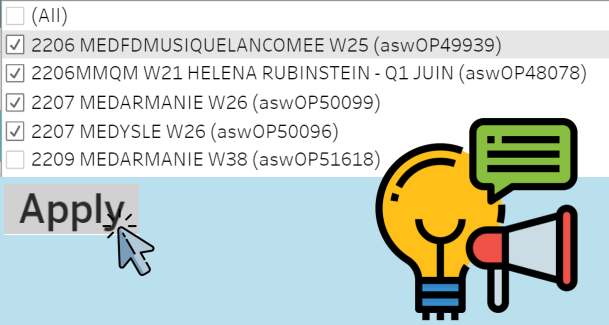
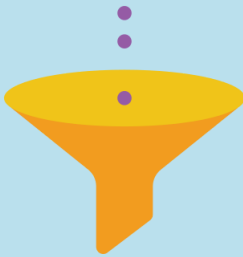
1) ACCESSING THE DASHBOARD

Open up the Supplier PCA homepage on Watson View.

2) SELECTING A SUPPLIER

Filter Options

Choose the Supplier from the dropdown menu available on the dashboard. This allows you to focus on specific campaigns associated with that Supplier.



3) EXPLORING CAMPAIGNS FOR ANALYSIS

Filter through the list of campaigns and select the ones you want to analyse further. Click 'Apply'.

4) RUNNING ANALYSIS

Click "Run Analysis" button, the dashboard will guide you to the next page. This step will reveal valuable insights on Supplier campaign performance.



EMAIL CAMPAIGN

DM CAMPAIGN

5) SUPPLIER RESULTS OVERVIEW

On the Results page, the supplier's overall performance for the filtered Campaigns in terms of Shopped, Shopped Rate and Sales are shown. Assess the supplier's effectiveness in driving customer engagement and sales.

6) CAMPAIGN METRICS ANALYSIS

Valuable insights into the campaign's performance across multiple performance indicators are highlighted (*target, open rate, click-through rate (CTR), shop rate, shop rate uplift, sales, and incremental sales*).



7) EVALUATING CAMPAIGN OBJECTIVES

Campaigns with '0' incremental sales can still achieve important goals like increasing brand awareness, introducing new products, or fostering customer engagement. Consider specific campaign objectives when assessing effectiveness.



8) EXPORTING REPORTS

Insights can be shared by exporting your view as a PDF report using the dashboard's built-in functionality. Collaborate with suppliers and facilitate productive discussions. To return to step 1 click 'Home'.



SUPPLIER METRICS

Supplier Brand Results

SHOPPED

of Members that made a Supplier purchase following the Campaigns.



SHOPPED RATE

% of members that shopped the supplier following the campaigns.



SALES

The total amount of Supplier sales generated by the Campaign.



Campaign Results

TARGET

of Members sent the Campaign.



...captures the total reach of the Supplier Campaign.



OPEN RATE

of Members who opened the Campaign out of those who received it.

Indicates the level of engagement with the Supplier Campaign.

CLICK-THROUGH RATE

% of Members that clicked on a link out of those who were sent it.



Measures the effectiveness of the campaign in driving member interaction.

SHOPPED

of members who made a purchase from the Supplier following the Campaign.

...reflects the conversion of Campaign recipients into Supplier customers.



SHOP RATE

% of members shopped the Supplier following the campaign.



SHOP RATE UPLIFT

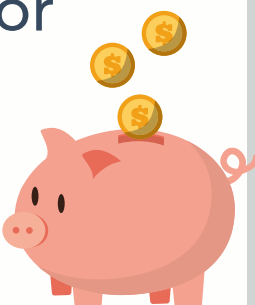
% increase in Supplier Shop Rate compared to the group that didn't receive the campaign



Shop Rate Uplift showcases the incremental impact of the Campaign on driving Supplier purchases.

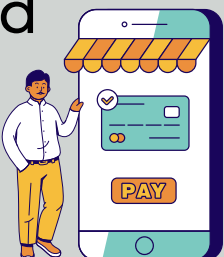
SALES

Total amount of sales generated for the supplier as a result of the campaign.



INCREMENTAL SALES

Sales directly linked to the campaign's influence.



If a campaign does not yield Incremental Sales, it may have other objectives such as enhancing brand awareness, introducing new products, or fostering customer engagement. When evaluating campaign effectiveness, it is essential to consider the campaign's specific goals.