



# BOYLES CAMPAIGN PERFORMANCE SNAPSHOT

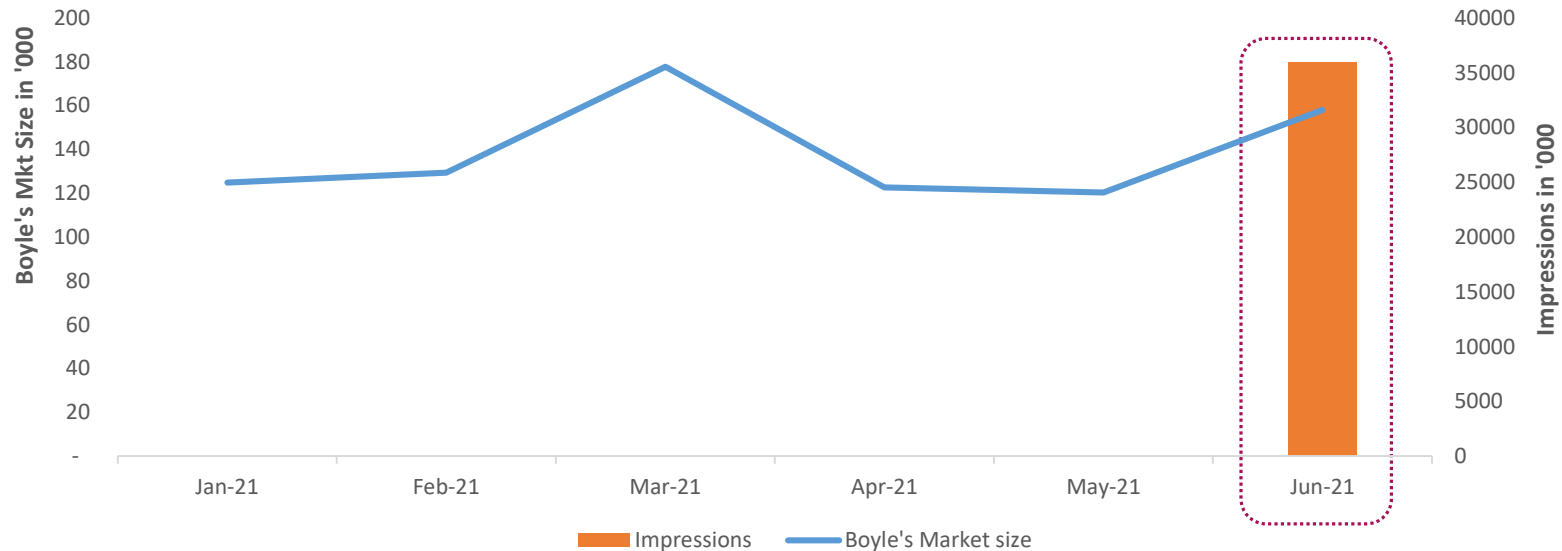
17.07.2021

Get in front. Stay in front.

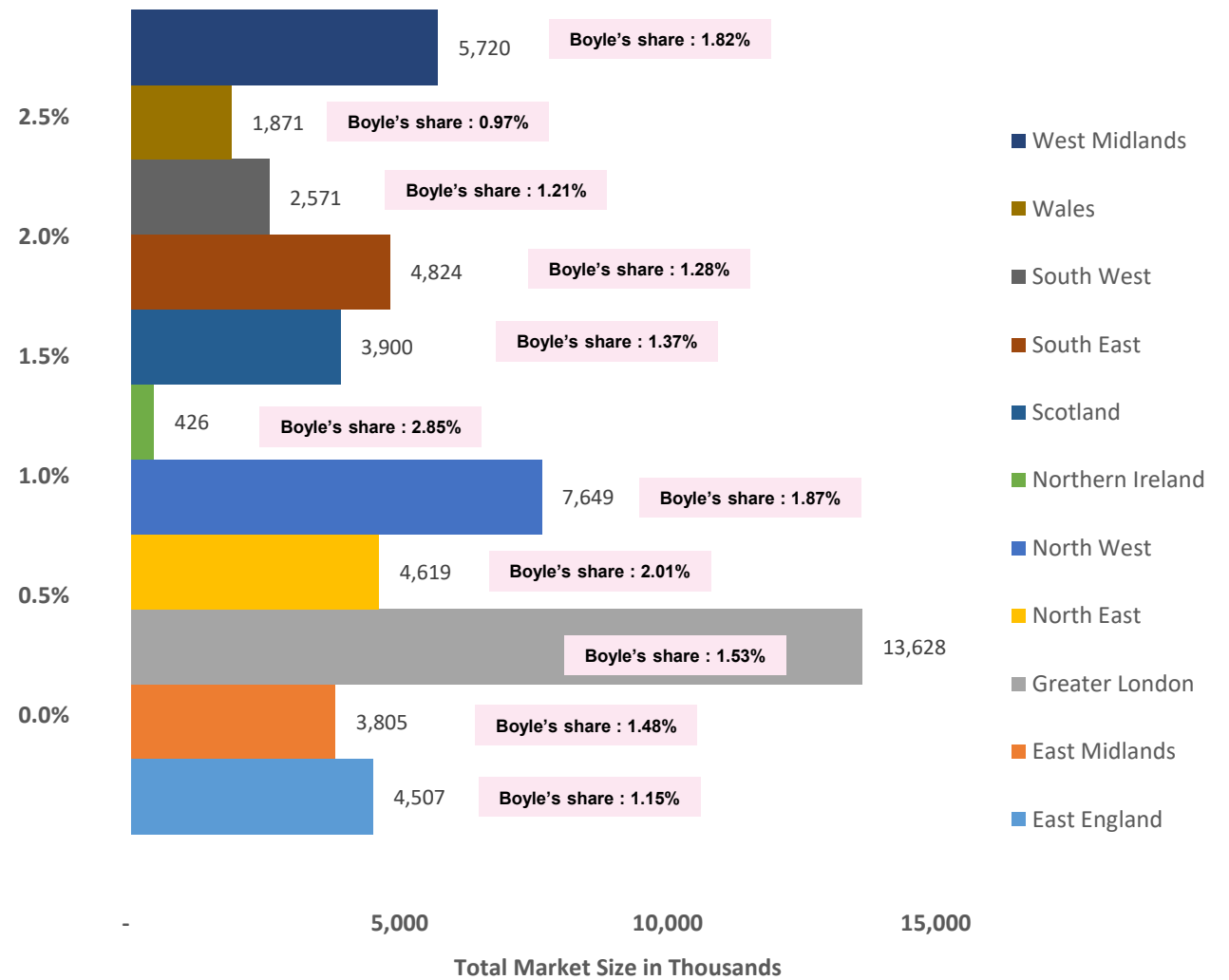
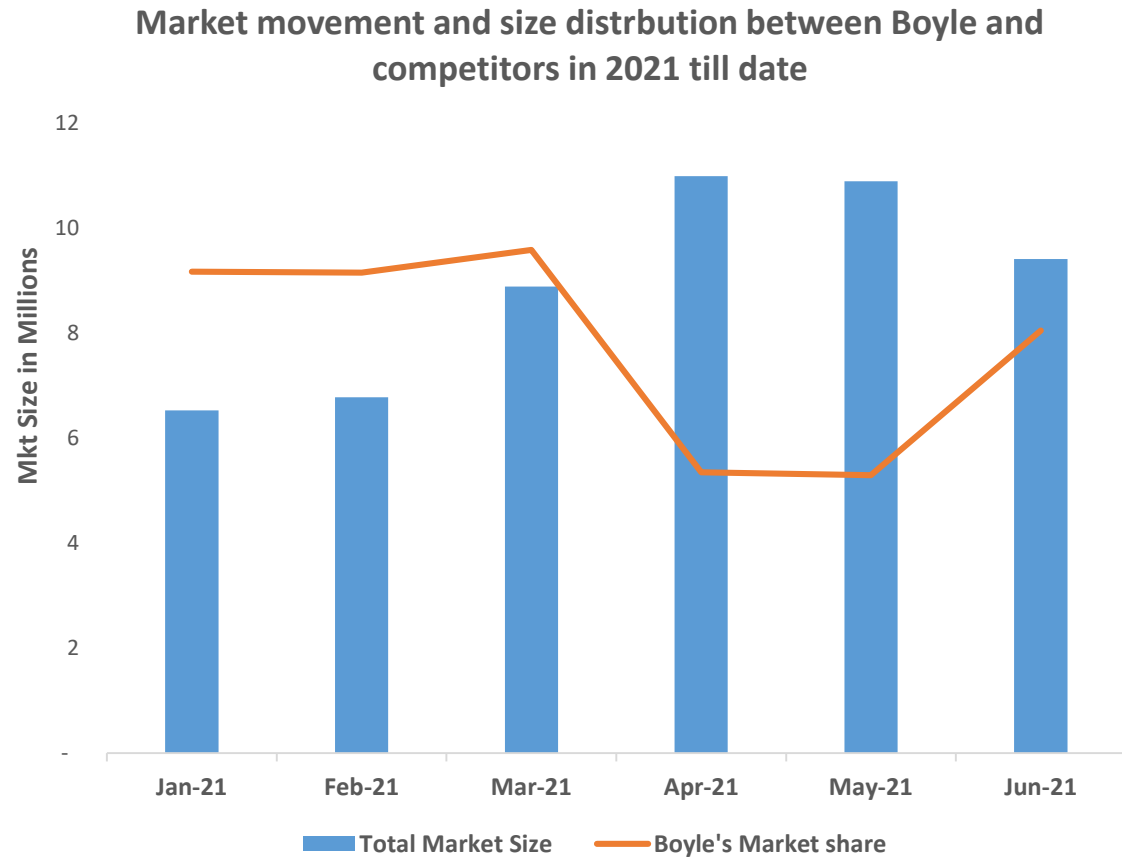
# CAMPAIGN EXECUTION JUNE, JULY -2021 - **OVERALL**

Campaign	Impression	Clicks	Post View Conversions	Post Click Conversions
Avocet - Prospecting	30338361	14165	122	122
Avocet - Skinz	1388930	20546	8	8
Blis - Audio	546699	555	9	9
Blis - Path	1545285	6846	4	4
Blis - Proximity	2097416	5841	4	4

Boyle's Sales vs Campaign execution in June-21



# MARKET MOVEMENT IN 2021 TILL DATE :



# REGION WISE PRE-POST MKT SHARE ANALYSIS:

Region Wise Pre-Post Campaign Mkt Share analysis														
Regions	Pre Campaign		Post Campaign											
	Total Market Size	Boyle's Market share	Total Market Size	Boyle's Market share	Total Impressions all	Total Clicks all	Post View Conversions all	Pctg of regional conversions	CVR	Total Impressions FTD +Reg	Total Clicks FTD+Reg	Post View Conversions FTD+Reg	Pctg of regional conversions	Delta in Mkt Share
East England	38,43,266	1.12%	6,63,278	1.32%	1,58,348	64	1600	3.0%	1.01%	0	0	2	0.6%	0.20%
East Midlands	30,85,560	1.46%	7,19,660	1.60%	20,67,265	1019	4629	8.7%	0.22%	0	0	36	10.1%	0.14%
Greater London	1,15,29,284	1.48%	20,98,914	1.76%	27,43,133	878	705	1.3%	0.03%	0	0	1	0.3%	0.28%
North East	37,77,858	2.02%	8,41,000	1.92%	21,75,385	977	4680	8.8%	0.22%	0	0	17	4.8%	-0.10%
North West	62,21,394	1.84%	14,27,936	1.99%	44,83,847	2234	14765	27.7%	0.33%	0	0	113	31.7%	0.14%
Northern Ireland	3,53,326	2.83%	72,476	2.93%	3,13,438	172	5473	10.3%	1.75%	0	0	8	2.2%	0.09%
Scotland	32,12,398	1.36%	6,87,318	1.41%	17,07,260	898	5166	9.7%	0.30%	0	0	31	8.7%	0.05%
South East	39,06,520	1.25%	9,17,570	1.41%	14,41,675	691	2189	4.1%	0.15%	0	0	13	3.7%	0.16%
South West	20,76,786	1.18%	4,94,498	1.34%	17,14,850	722	3610	6.8%	0.21%	0	0	38	10.7%	0.15%
Wales	15,16,776	0.96%	3,54,210	1.06%	5,88,814	309	1618	3.0%	0.27%	0	0	14	3.9%	0.10%
West Midlands	45,81,876	1.82%	11,38,198	1.85%	33,57,661	1551	8827	16.6%	0.26%	0	0	83	23.3%	0.04%

## Key Highlights :

- Baring North East Region , all other regions have seen a growth in Boyle’s Market share post the campaign execution in June 2021
- This essentially helps to build confidence on the effectiveness on the campaign executed

# TOP 10 CITIES IN TERMS OF MKT SHARE GAIN:

City Name	Pre Campaign		Post Campaign						
	Total Market Size	Boyle's Market share	Total Market Size	Boyle's Market share	Total Impressions	Total Clicks	Post View Conversions	CVR	Delta in Mkt Share
Aldershot	24516	0.00%	6258	2.17%	33598	25	16	0.05%	2.17%
Bournemouth - Centre	26286	0.66%	6500	2.77%					2.11%
Windsor	28902	0.00%	6766	1.92%	35330	18	60	0.17%	1.92%
Biggleswade	33674	0.00%	6784	1.92%	23560	8	1	0.00%	1.92%
Stanhope / East Pennines	25198	0.67%	5470	2.49%					1.82%
Bedworth	26506	0.59%	6542	2.26%	4392	3	139	3.16%	1.67%
New Forest	45330	0.31%	11300	1.98%					1.67%
Horsham	31734	0.00%	7914	1.64%	58307	34	38	0.07%	1.64%
Dover	27682	0.53%	6734	2.11%	23853	6	9	0.04%	1.57%
Chiswick	42094	0.67%	8936	2.22%	11417	5	0	0.00%	1.55%