



Score Card

Platform

All

Category

All

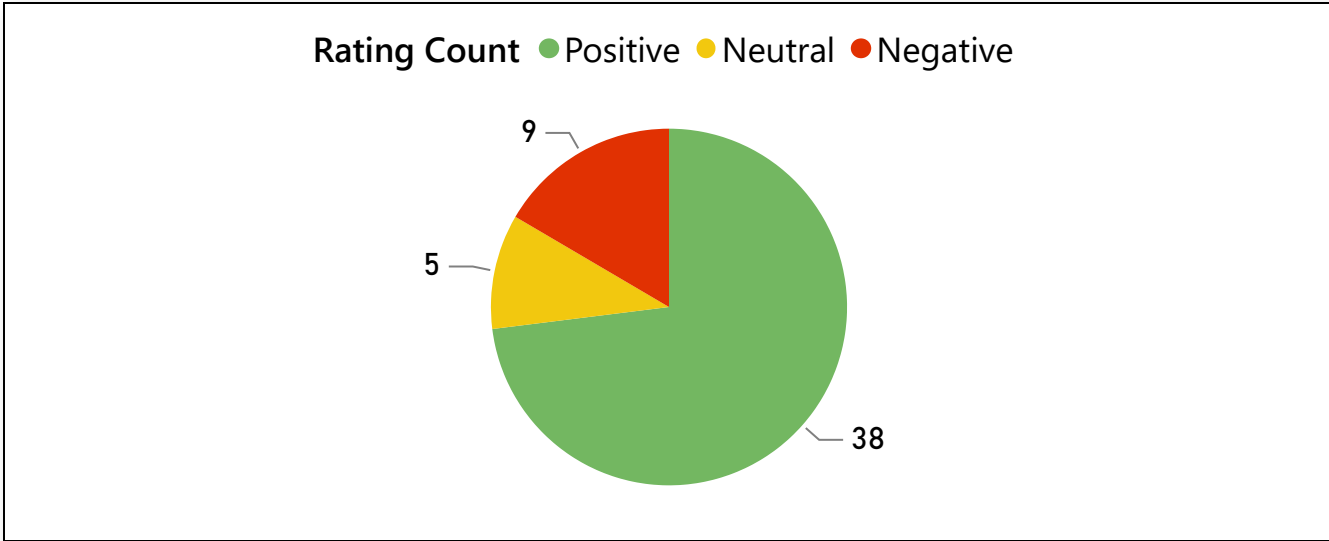
Keyword

All

Brand

All

| Overall Summary |       |                 |                  |                 |
|-----------------|-------|-----------------|------------------|-----------------|
| Platform        | OSA % | Content Score % | Share of Search% | Avg. Discount % |
| Amazon          | 0.00% | 0.00%           | 0.00%            | 0.00%           |
| Flipkart        | 0.00% | 0.00%           | 0.00%            | 0.00%           |

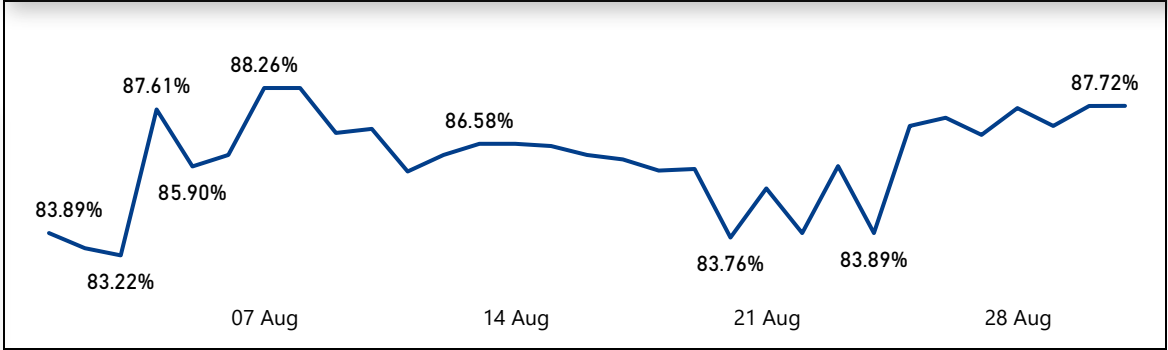


0.00%  
Last Day % Change

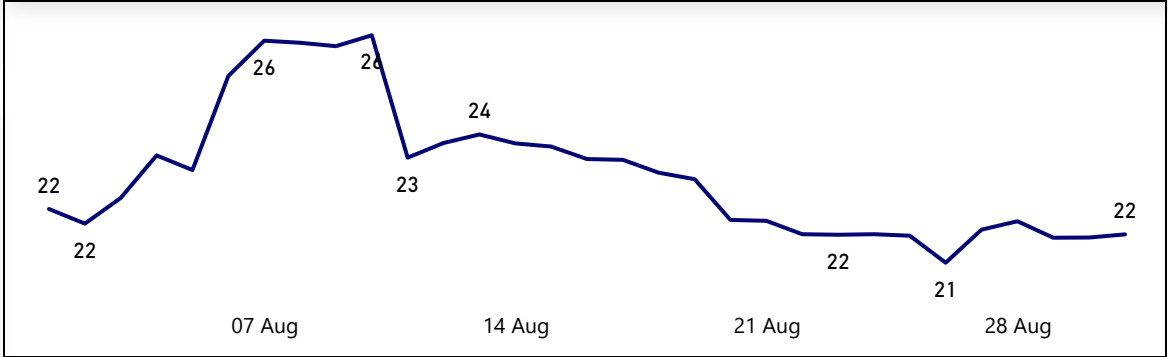
0.00%  
Last Day % Change

0.00%  
Last Day % Change

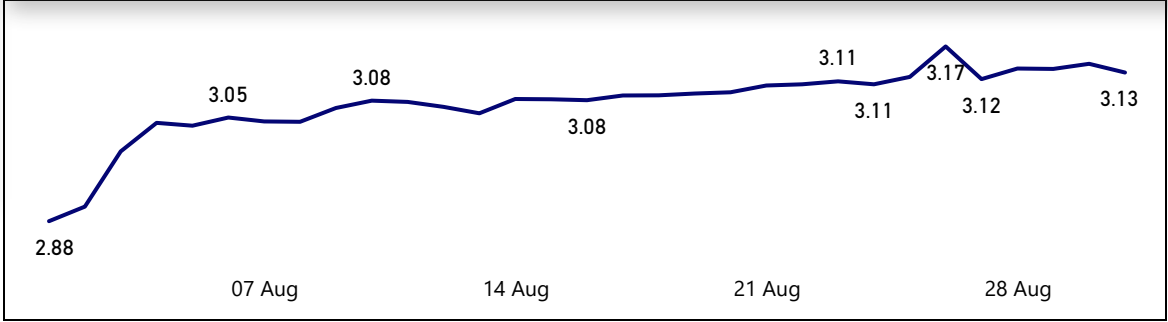
Product Availability Trend



Discount Trend



Rating Trend





# Marketing Reach



Flipkart

Amazon

Campaign Name

All

Campaign Category

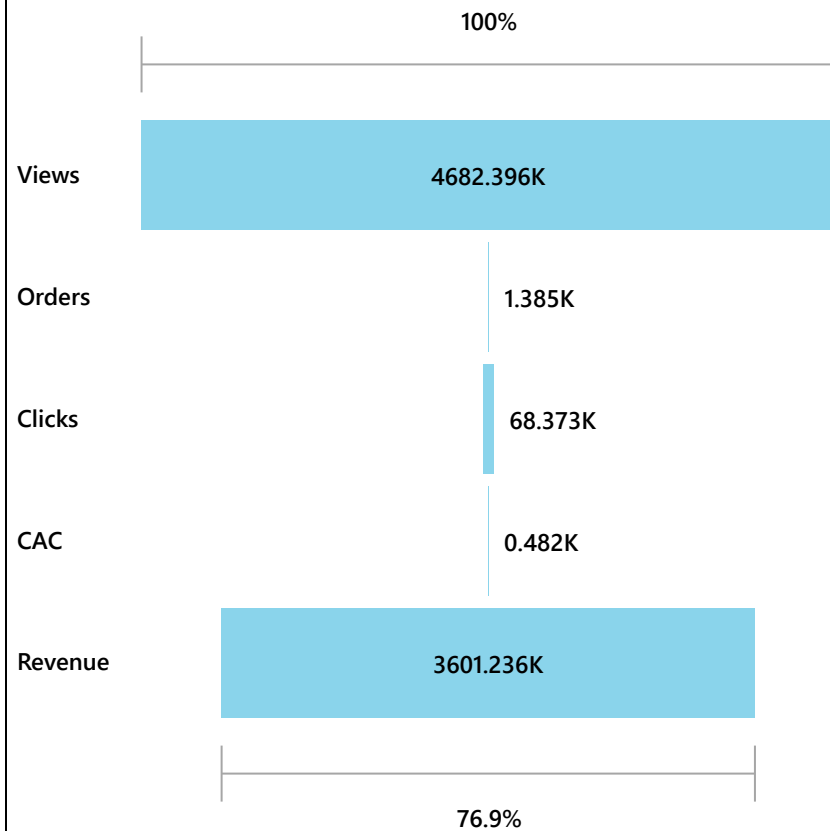
All

Date

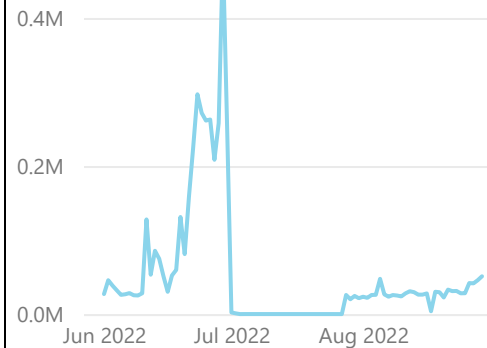
01-06-2022

29-08-2022

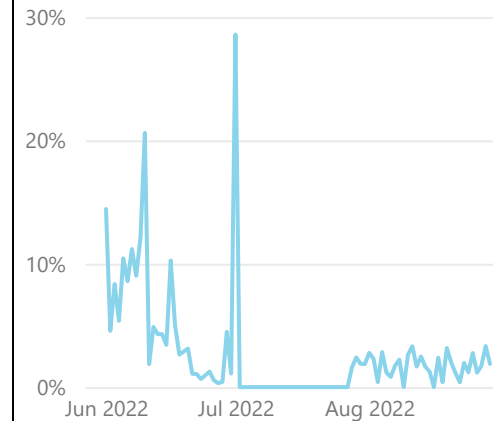
## Marketing Funnel



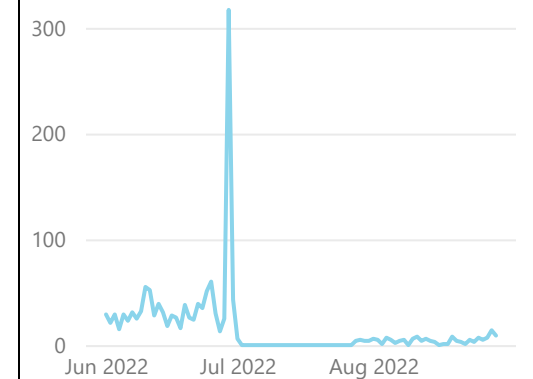
## Trend by Impressions



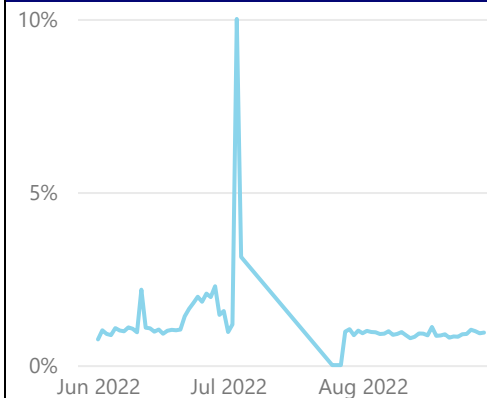
## Trend by Conversion Rate(%)



## Trend by Orders



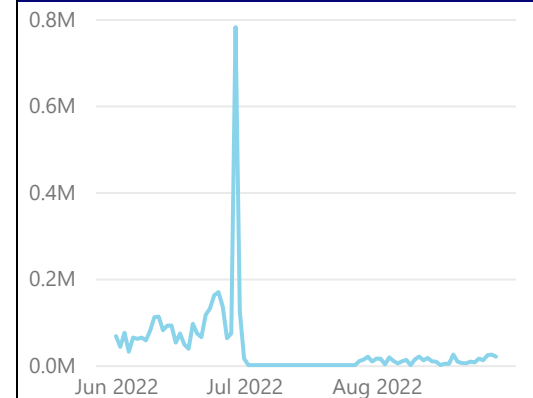
## Trend by Click Through Rate(%)



## Trend by CPC



## Trend by Revenue



# Multi Platform Analysis

Platform

All

Month

All

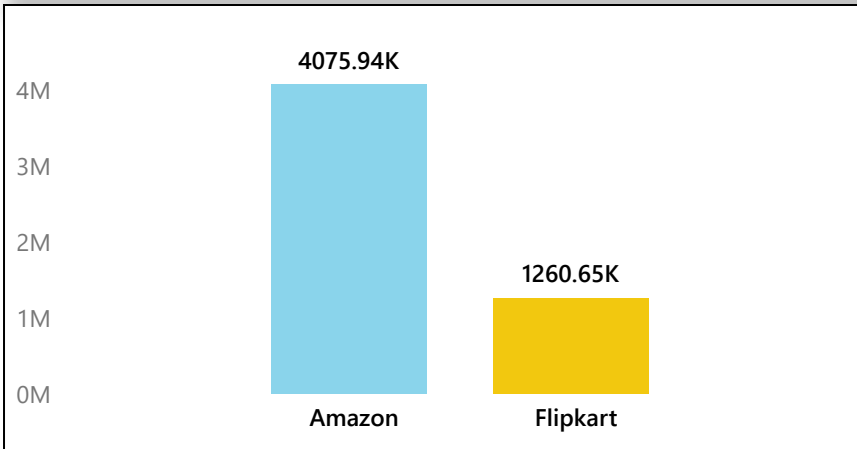
Campaign Category

All

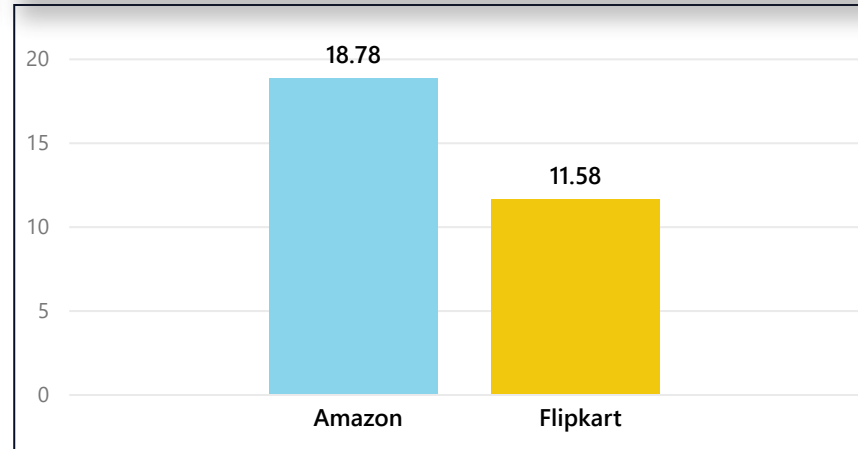
Date

01-06-2022 31-08-2022

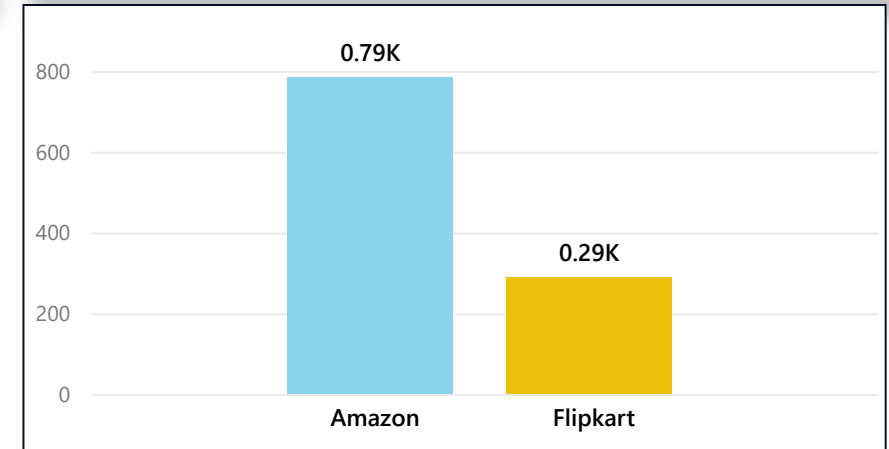
## AP Spend across platform



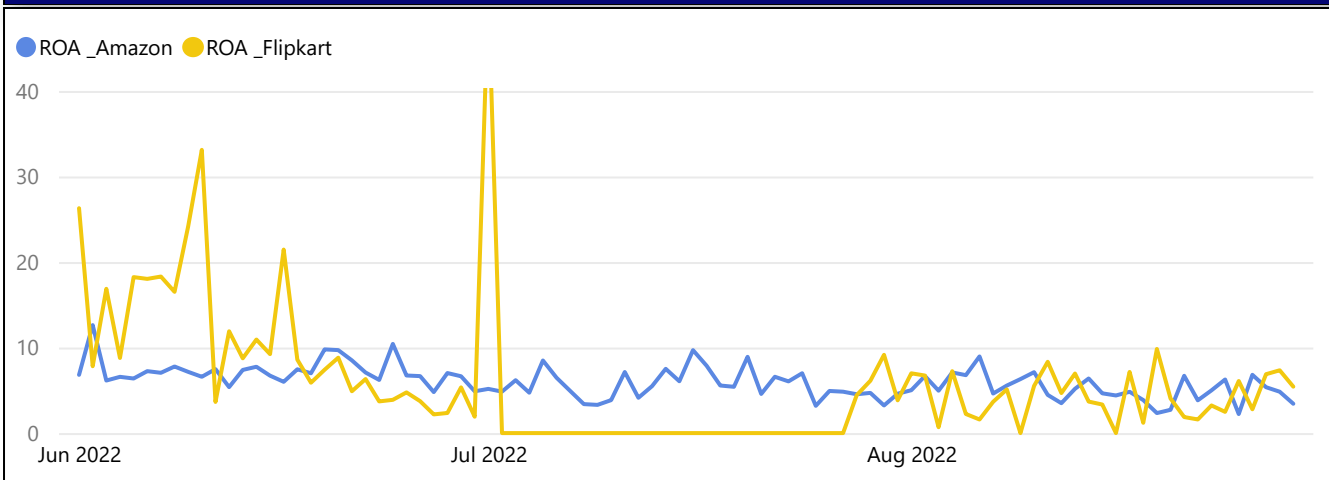
## Cost per click platform



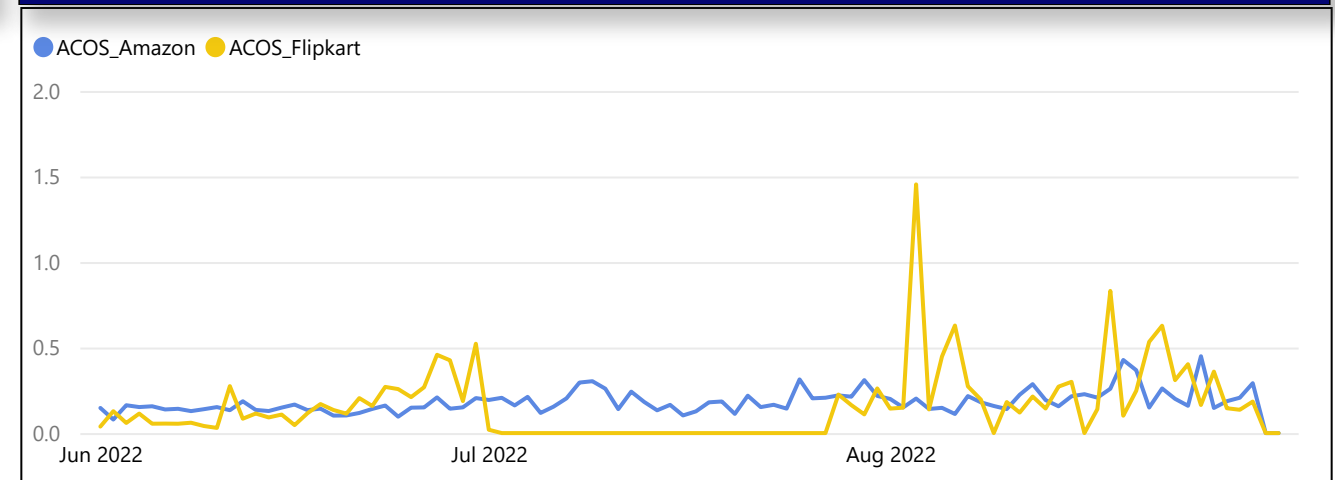
## CAC across platform



## RoAS across Marketplace



## ACoS across Marketplace



| Reviews | Rating & Review Trend |
|---------|-----------------------|
|---------|-----------------------|


### Rating & Review Trend

**Review Date**


04-08-2020      28-08-2022

A horizontal timeline with two circular nodes. The first node is on the left and is labeled '04-08-2020'. The second node is on the right and is labeled '28-08-2022'. A horizontal line connects the two nodes.


**Platform**

All 


**Sku**

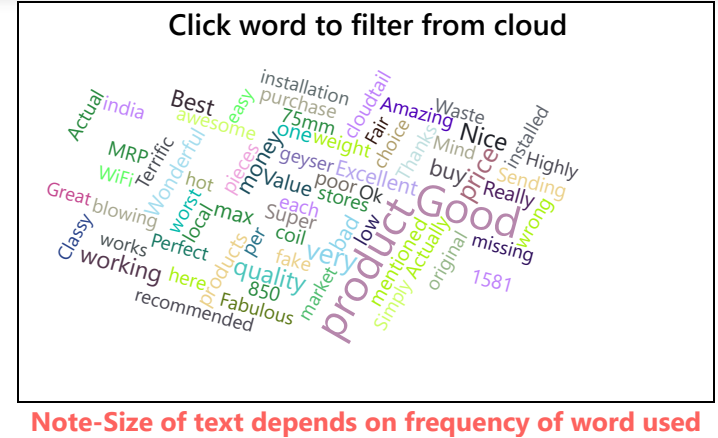
All 

**Color**

All 

**Rating**

All 



| Reviews  |            |                              |               |   |  |                   |             |
|----------|------------|------------------------------|---------------|---|--|-------------------|-------------|
| Platform | Date       | Product                      | Owner         | Title   | Review   | Page URL          | Star Rating |
| Amazon   | 28-08-2022 | Hohm Lanre 10 A Smart Plug   | Rashmi Gosavi | Working as expected                                       | This works great. With energy monitoring so ++ | <a href="#">🔗</a> | 5           |
| Amazon   | 28-08-2022 | Hohm Lanre 16A Smart Plug    | Rashmi Gosavi | Working as expected                                       | This works great. With energy monitoring so ++ | <a href="#">🔗</a> | 5           |
| Amazon   | 27-08-2022 | AEREO                        | Firdous Sofi  | Nice product  | Noise is here but due to speed .               | <a href="#">🔗</a> | 3           |
| Amazon   | 27-08-2022 | AEREO                        | Firdous Sofi  | Nice product  | Noise is here but due to speed .               | <a href="#">🔗</a> | 3           |
| Amazon   | 27-08-2022 | AEREO                        | Firdous Sofi  | Nice product  | Noise is here but due to speed .               | <a href="#">🔗</a> | 3           |
| Amazon   | 27-08-2022 | AEREO                        | Firdous Sofi  | Nice product  | Noise is here but due to speed .               | <a href="#">🔗</a> | 3           |
| Amazon   | 27-08-2022 | AEREO                        | Firdous Sofi  | Nice product  | Noise is here but due to speed .               | <a href="#">🔗</a> | 3           |
| Amazon   | 27-08-2022 | AEREO                        | Firdous Sofi  | Nice product  | Noise is here but due to speed .               | <a href="#">🔗</a> | 3           |
| Amazon   | 27-08-2022 | Hohm Avenir 20W Smart Batten | Sure          | Great cct led batten, connects to wifi without any issues | 1. Connection to wifi and app is easy          | <a href="#">🔗</a> | 4           |

Product Details

Platform

All

SKU

All

Category

All

Color

All

Authorised Seller

All

Location

Delhi

26-08-2022

31-08-2022

| Image | Product | Platform | URL | OSA | Content | MRP | Selling Price | Avg Discount% | Seller | Date | Location |
|-------|---------|----------|-----|-----|---------|-----|---------------|---------------|--------|------|----------|
|-------|---------|----------|-----|-----|---------|-----|---------------|---------------|--------|------|----------|

# Content Score

Platform

Amazon

SKU

AEREO (sku\_name) + CO...

Link to Follow



Date:

26-08-2022

Content Score

81.25

Bulletin Score



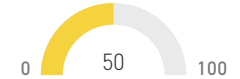
Current Number of Bulletin Points is 1. Bulletin Points  $\geq 5$  are considered good for search rank

Description Score



Description contains less than 500 characters

Rating Score



Current Rating 3.7 which  $\leq 4$  and  $> 3.5$  !Product Quality plays major role in ratings

Title Score



Title has more than 100 characters and most used category keywords

Image Score



Current Image Count 7 is good ,Image count  $> 5$  is considered good in Search Algo

A+ Content Score



Enhanced images count is 0 .A+ Content contains good number of EC image and vidoes

Review Count Score



Current Review Count is good ,Current Reviews are greater than 10

Rating Count Score



Current Rating Count is 191

# Share of Search - Last 7 Days

Platform

All

Keywords

All

Category

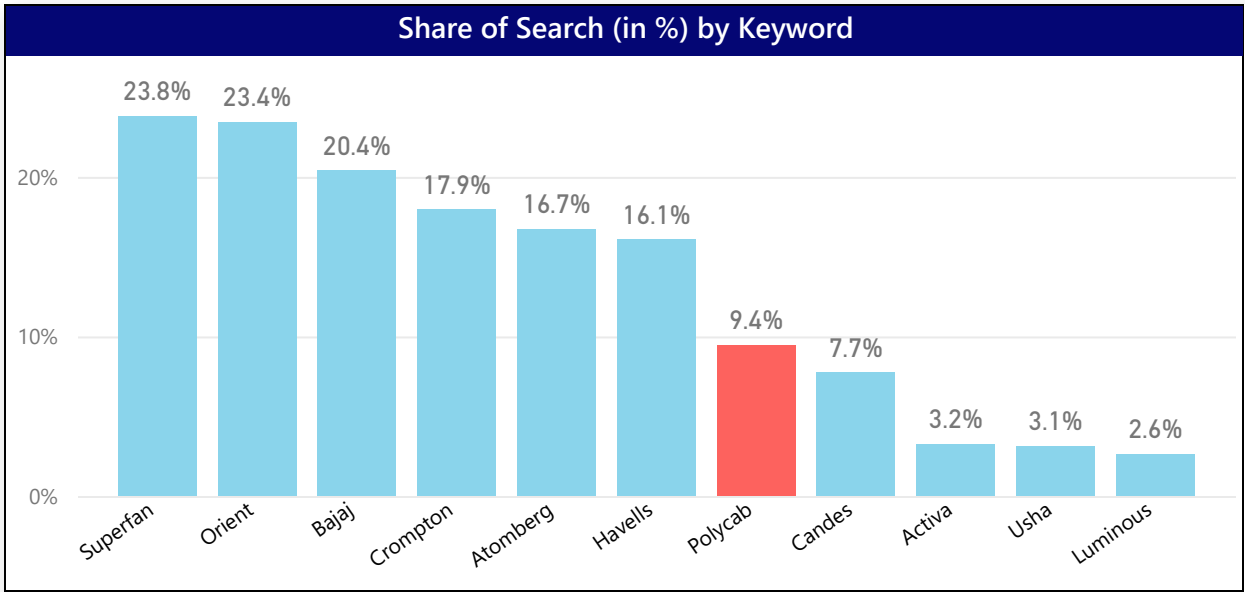
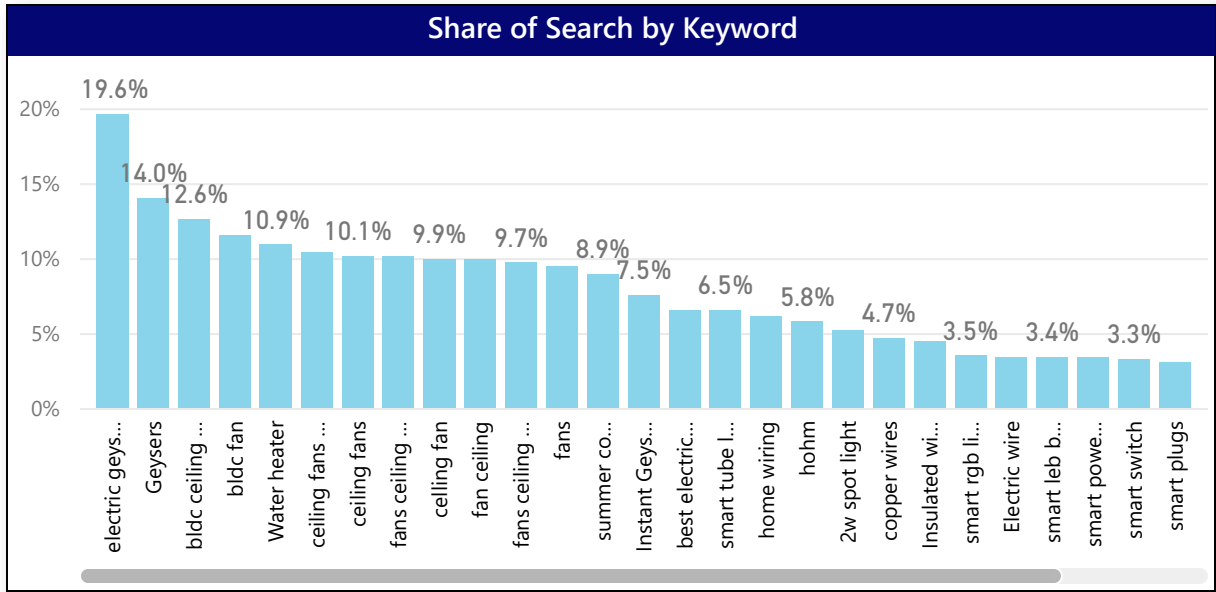
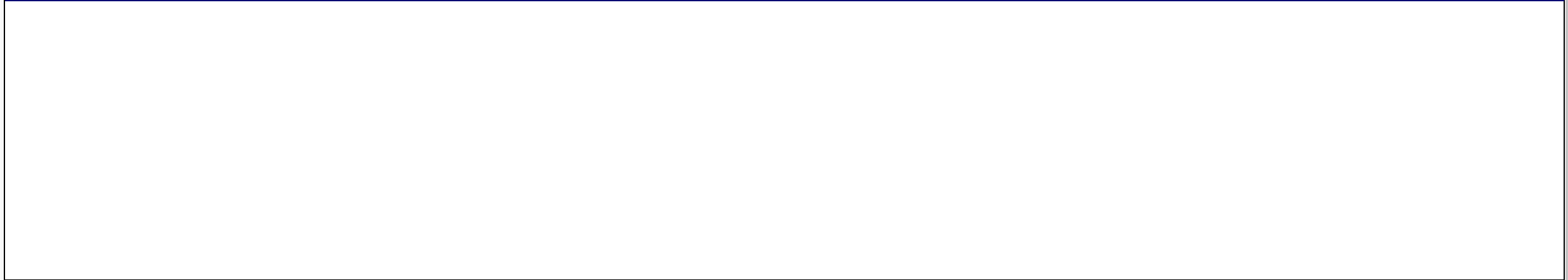
All

Tabular Data

Last 15 Days

Last 30 Days

## Trend by Platform



# Marketing Reach

Flipkart

Amazon



Campaign Type

All

Campaign Name

All

Portfolio Name

All

Category

All

Date

01-06-2022

29-08-2022

## Marketing Funnel

100%

Impressions

88787.275K

Orders

4.120K

CAC

0.500K

Clicks

280.695K

Revenue

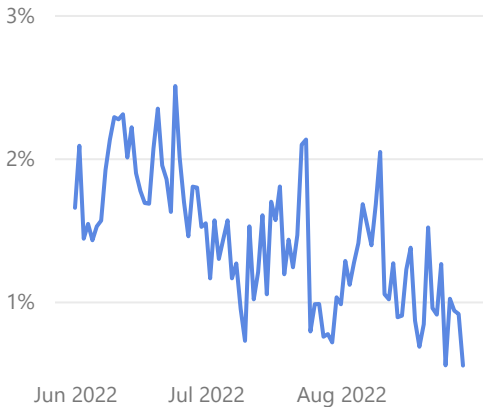
12503.605K

14.1%

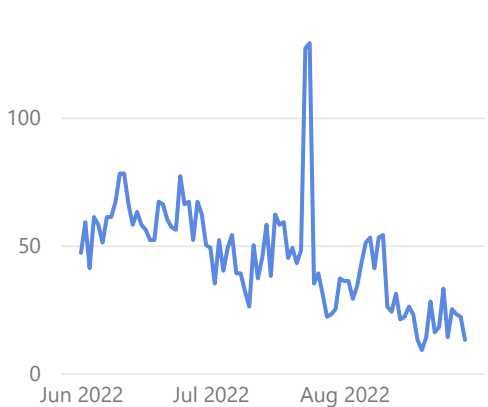
## Trend by Impressions



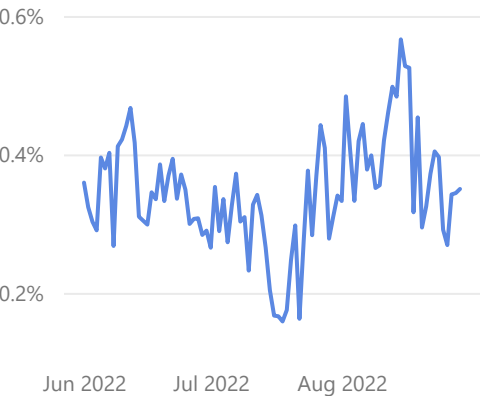
## Trend by Conversion Rate(%)



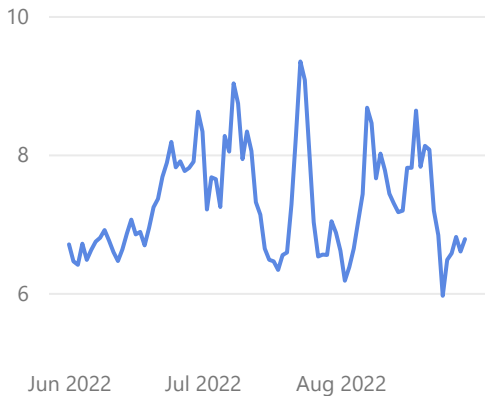
## Trend by Orders



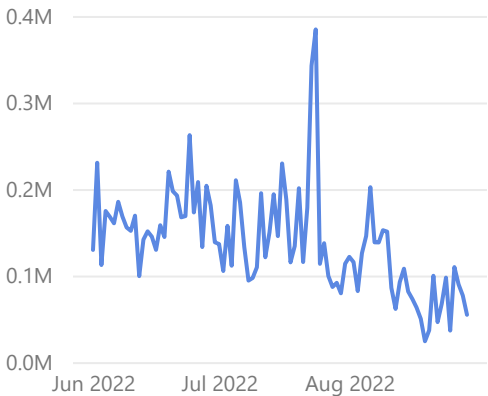
## Trend by Click Through Rate(%)



## Trend by CPC



## Trend by Revenue







## **METRICS INFORMATION**

- 1. PAGE VIEWS** - A Page View is an instance of a page being loaded in a browser. Page Views is a metric defined as the total number of pages viewed.
- 2. IMPRESSIONS** - Impressions are the number of times your content is displayed, no matter if it was clicked or not.
- 3. SESSION** - A session is a group of user interactions with your website that take place within a given time frame.
- 4. CLICKS**- Clicks is a marketing metric that counts the number of times users have clicked on a digital advertisement to reach an online property.
- 5. AD SPEND** - Amount of money you are spending on an advertising campaign.
- 6. ROAs** - ROAs is a marketing metric that measures the efficacy of a digital marketing campaign.
- 7. CLICK THROUGH RATE (CTR)** -  $\text{CLICKS} / \text{IMPRESSIONS}$
- 8. CONVERSION RATE (CVR)** -  $\text{ORDERS} / \text{CLICKS}$
- 9. COST PER CLICK (CPC)** -  $\text{ADVERTISEMENT SPEND} / \text{CLICKS}$
- 10. COST PER MILLE (CPM)** -  $\text{ADVERTISEMENT SPEND} / \text{VIEWS}$
- 11. ROAs** - REVENUE ATTRIBUTABLE TO ADS/COST OF ADS