

## SONOS CHANNEL PERFORMANCE REPORT

Period: January - October 2024

### CHANNEL OVERVIEW

#### PAID SEARCH

Spend: \$2.84M

Revenue Influenced: \$32.5M

ROAS: 11.4:1

Conversion Rate: 6.8%

CAC: \$98

Performance: EXCEEDS TARGET

Top Keywords: "sonos arc", "best soundbar", "wireless speakers"

Optimization: Increased brand protection, expanded product listing ads

#### YOUTUBE

Spend: \$1.92M

Revenue Influenced: \$18.2M

ROAS: 9.5:1

View-through conversions: 42%

CAC: \$156

Performance: MEETS TARGET

Top Content: Product demos, spatial audio explainers, room setup guides

Optimization: Influencer partnerships driving 35% of conversions

#### RETAIL eCOM

Spend: \$1.45M

Revenue Influenced: \$28.7M

ROAS: 19.8:1

Amazon share: 62%

CAC: \$78

Performance: EXCEEDS TARGET

Top Products: Roam (Amazon), Arc (Best Buy), Era 100 (Apple)

Optimization: Enhanced A+ content increased conversion 23%

#### EMAIL

Spend: \$0.68M

Revenue Influenced: \$14.3M

ROAS: 21.0:1

Open rate: 28.5%

Click rate: 5.2%

Performance: EXCEEDS TARGET

Top Campaigns: Product launches, seasonal promotions, back-in-stock

Optimization: Segmentation by product ownership improved relevance

#### SOCIAL MEDIA

Spend: \$1.18M

Revenue Influenced: \$8.9M

ROAS: 7.5:1

Engagement rate: 3.8%

CAC: \$142

Performance: DEVELOPING

Platforms: Instagram 58%, Facebook 32%, TikTok 10%

Optimization: User-generated content testing, Stories ads expansion

#### AFFILIATES

Spend: \$0.42M

Revenue Influenced: \$6.2M

ROAS: 14.8:1

Partner count: 125

CAC: \$105

Performance: MEETS TARGET

Top Partners: Wirecutter, CNET, Referral program

Optimization: Increased commission for new customer sales

#### DISPLAY ADS

Spend: \$0.88M

Revenue Influenced: \$4.1M

ROAS: 4.7:1

CTR: 0.32%

CAC: \$198

Performance: BELOW TARGET

Optimization: Retargeting performing best, expanding contextual targeting

#### PODCAST ADS

Spend: \$0.52M

Revenue Influenced: \$3.8M

ROAS: 7.3:1

Shows: 45

CAC: \$167

Performance: MEETS TARGET

Top Shows: Tech podcasts, lifestyle/design, music industry

Optimization: Host-read ads outperforming produced spots

#### CONTENT MARKETING

Spend: \$0.35M

Revenue Influenced: \$2.9M

ROAS: 8.3:1

Blog traffic: 285K/month

CAC: \$134

Performance: MEETS TARGET

Top Content: Setup guides, room acoustics, product comparisons

Optimization: SEO improvements driving organic growth

#### REFERRAL PROGRAM

Spend: \$0.18M

Revenue Influenced: \$2.1M

ROAS: 11.7:1

Referral rate: 8.5%

CAC: \$92

Performance: EXCEEDS TARGET

Optimization: Increased rewards, streamlined sharing

#### KEY INSIGHTS

1. Paid Search and Retail eCom are highest ROI channels
2. YouTube strong for awareness and consideration
3. Email delivers exceptional efficiency for owned audience
4. Social Media needs creative refresh and better targeting
5. Affiliate partnerships provide steady, qualified traffic

#### RECOMMENDATIONS

- Increase Paid Search budget by 20% for Q4
- Expand YouTube influencer program
- Test TikTok Shop integration
- Improve Display targeting with 1P data
- Launch podcast show partnership tier

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