

VAP Report

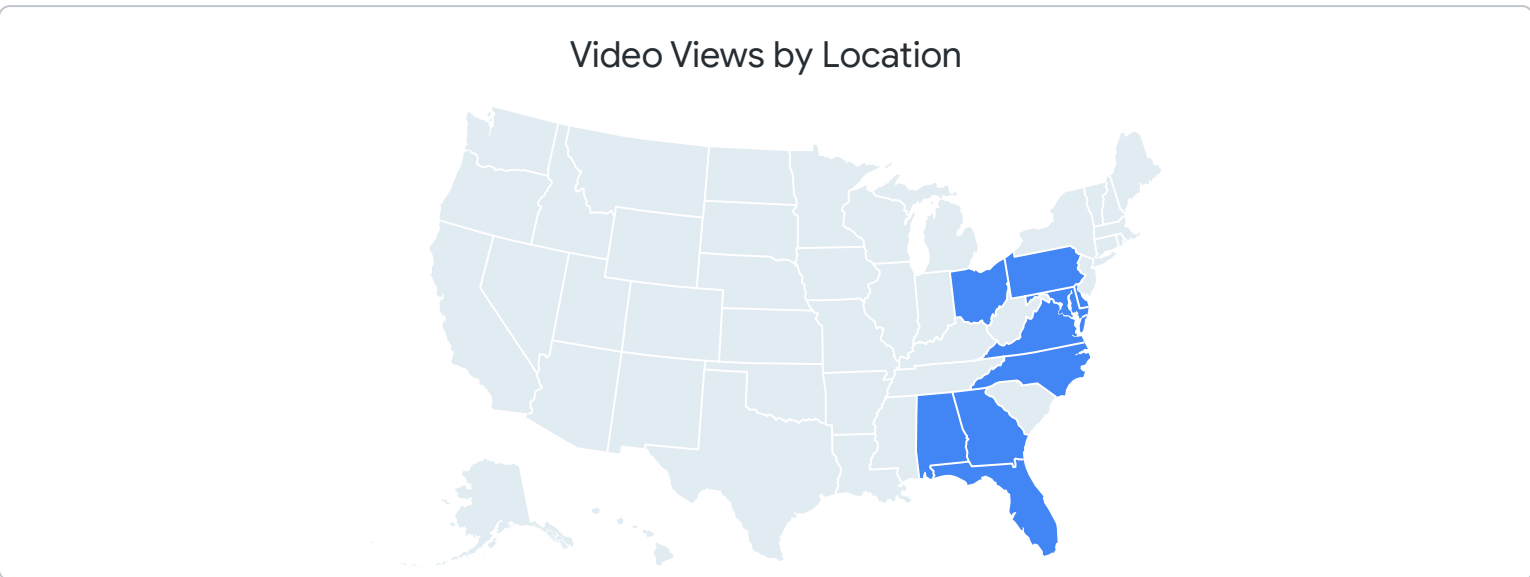
Reporting Period is in the last 30 days

87,686,823

Video Views

74,398,083

Customer Visits



	Store State	Store Count	Video Views	Customer Visits
1	FL	293	40,133,608	32,963,356
2	PA	183	19,692,580	17,463,644
3	VA	114	14,315,535	12,338,189
4	MD	64	6,687,821	5,774,145
5	AL	5	564,081	524,741
6	NC	8	874,442	736,829
7	DE	38	4,947,921	4,203,769
8	GA	6	470,701	393,285
9	🌀	0	133	124
10	OH	1	1	1

Promotional Data Summary				
	Promotion Name	Video Views	Customer Visits	
1	03_27_25_BreakfastSandwichesFtBiscu...	8,797,281	6,952,091	
2	03_27_25_MealDeals246_ConvertedTV...	8,748,659	6,905,579	
3	03_27_25_FreshNewFlavors_Converted...	8,725,153	6,896,860	
4	04_01_25_FFT_AirPumps_LocatingCorr...	7,065,228	5,715,737	
5	03_27_25_BlueberryCobbler_Mid-Atlanti...	4,380,227	3,582,215	
6	02_14_25_2DollarIcedCoffeeforReward...	3,874,539	3,489,230	
7	02_13_25_FrenchToastSizzli_DS_VO_C...	3,856,435	3,482,304	
8	02_14_25_AllThingsCaramel(ToastedC...	3,863,029	3,481,169	
9	02_28_25_FFT_WexFleetCard_CORP	3,843,135	3,465,097	
10	02_13_25_AllThingsCaramel(ToastedC...	3,848,524	3,455,102	
11	02_14_25_5DollarMealDeal_TV_CORP	3,813,427	3,443,670	
12	03_27_25_BlueberryCobbler_Southeast...	4,387,165	3,353,584	
13	03_27_25_DillPickleRanch_ConvertedT...	3,406,544	2,918,125	
14	02_28_25_GMN_PALottery_100xthecas...	2,340,340	2,033,175	
15	02_14_25_BTObreakfastSandwiches_Fr...	2,045,661	1,860,458	
16	02_14_25_BTObreakfastSandwiches_Fr...	1,805,685	1,583,367	
17	02_14_25_2DollarIcedCoffeeforReward...	1,200,650	1,099,082	
18	02_14_25_AllThingsCaramel(ToastedC...	1,194,942	1,094,474	
19	02_13_25_FrenchToastSizzli_DS_VO_C...	1,192,410	1,094,292	
20	02_28_25_FFT_WexFleetCard_CORP*	1,188,082	1,088,911	
21	02_13_25_AllThingsCaramel(ToastedC...	1,187,978	1,084,473	
22	02_14_25_5DollarMealDeal_TV_CORP*	1,182,212	1,084,178	
23	04_02_25_MAHiringPush_Spot1_MA	731,051	683,511	
24	04_02_25_MAHiringPush_Spot2_MA	726,781	679,774	
25	04_14_25_GMN_Pepsi_BuyAHoagieGet...	723,329	661,089	
26	04_14_25_GMN_Coke_ShareACoke_CO...	722,500	659,993	
27	02_14_25_BTObreakfastSandwiches_Fr...	646,113	593,582	
28	02_14_25_BTObreakfastSandwiches_Fr...	542,778	486,999	
29	02_28_24_ShoreHiringPush_Converted...	417,378	363,183	
30	04_14_25_WawaDay2025_Teaser_Stan...	275,276	259,979	
31	04_14_25_WawaDay2025_Teaser_Stan...	265,255	237,364	
32	02_28_25_GMN_PALottery_100xthecas...	252,940	230,475	
33	04_14_25_PizzaLowPrice_Tampa_DS_V...	106,313	94,657	
34	02_24_25_5DollarMealDeal_Bilingual	54,006	44,918	
35	03_20_25_BreakfastDaypart_Sizzli_TV_...	48,619	45,400	
36	03_20_25_EverydayNewBev_SpecialtyB...	48,462	45,259	
37	03_20_25_EverydayNewFood_Hoagies_...	48,289	45,060	
38	04_08_25_FreshNewFlavors_TV_Bilingual	53,641	41,339	
39	04_08_25_MealDeals246_TV_Bilingual	53,752	41,268	
40	02_24_25_5DollarMealDeal_Bilingual*	14,833	13,231	
41	04_14_25_PizzaLowPrice_LHV_DS_VO_...	7,084	6,776	
42	NewMarket_Campaign6_Rewards	523	491	
43	NewMarket_Campaign6_DinnerFamily	520	488	
44	12_30_24_WawaRewards_2025_Q1_V1	7	7	
45	03_27_25_WawaRewards_2025_Q2_V5	7	7	
46	12_30_24_WawaRewards_2025_Q1_V6	6	6	
47	03_27_25_WawaRewards_2025_Q2_V4	6	6	
48	12_30_24_WawaRewards_2025_Q1_V10	5	5	
49	03_27_25_WawaRewards_2025_Q2_V3	5	5	
50	03_27_25_WawaRewards_2025_Q2_V7	4	4	
51	12_30_24_WawaRewards_2025_Q1_V4	4	4	
52	03_27_25_WawaRewards_2025_Q2_V6	4	4	
53	03_27_25_WawaRewards_2025_Q2_V8	3	3	
54	03_27_25_WawaRewards_2025_Q2_V2	3	3	
55	12_30_24_WawaRewards_2025_Q1_V8	3	3	
56	03_27_25_WawaRewards_2025_Q2_V10	3	3	
57	12_30_24_WawaRewards_2025_Q1_V7	3	3	
58	03_27_25_WawaRewards_2025_Q2_V9	3	3	
59	12_30_24_WawaRewards_2025_Q1_V3	2	2	
60	12_30_24_WawaRewards_2025_Q1_V2	2	2	
61	12_30_24_WawaRewards_2025_Q1_V9	2	2	
62	12_30_24_WawaRewards_2025_Q1_V5	1	1	
63	03_27_25_WawaRewards_2025_Q2_V1	1	1	
64	09_25_24_WawaRewards_2024_Q4_V5	0	0	
65	09_25_24_WawaRewards_2024_Q4_V7	0	0	
66	09_25_24_WawaRewards_2024_Q4_V1	0	0	
67	09_25_24_WawaRewards_2024_Q4_V3	0	0	
68	09_25_24_WawaRewards_2024_Q4_V4	0	0	
69	09_25_24_WawaRewards_2024_Q4_V6	0	0	
70	09_25_24_WawaRewards_2024_Q4_V2	0	0	
71	09_25_24_WawaRewards_2024_Q4_V9	0	0	
72	09_25_24_WawaRewards_2024_Q4_V10	0	0	
73	09_25_24_WawaRewards_2024_Q4_V8	0	0	
Totals		87686823	74398083	