Reporting Period is previous guarter Data Attribution is Multi-Touch 100,816,684 IMPRESSIONS ①

Kiosk Report

\$577,346.14 AD SPEND (i)

\$0.64

125,299

96,369

125,299

\$370,258.90

REVENUE (i)

ROAS (i) UNITS SOLD (i)

TRANSACTIONS (i)

CONVERSIONS (i)

\$30.00K

\$20.00K

\$10.00K

\$0.00K

Jan 13

Jan 27

SPEND

Feb 10

REVENUE

Revenue by Brand

SPEND / REVENUE

REMAINING WALLET (i)

161,480 TOUCHES (i) \$0 \$5.73 CPM (i) \$5.99 CPT ①

0.10% CVR ①

Spend, Revenue and ROAS

Feb 24 ROAS

> Herrs 11.39% Fiji 10.40%

> > Celsius 5.19% C4 3.34%

> > Nerds 1.72% Skittles 1.62%

▲ 1/2 ▼

Mar 10

Monster 21.86% Red Bull 13.44% Mountain Dew 11.70% Bodyarmor 8.99% 5 Hour Energy 2.79% Powerade 1.74% Airheads 1.59%

0.50

0.14

0.11

0.80

1.07

2.24

1.27

0.41

0.20

0.20

0.75

1.99

0.19

0.31

0.32

0.34

0.16

0.00

0.83

0.00

\$0.64

0.89

0.37

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0.02

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0.98

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3.31

1.87

0.95

0.81

0.92

0.49

0.56

0.11

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0.02

0.24

0.17

0.92

0.88

0.79

0.67

0.62

0.62

0.52

0.41

0.34

0.02

0.01

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0.62

0.21

0.23

0.20

0.17

0.13

0.09

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0.02

2.48

2.21

2.09

1.19

1.17

1.18

0.88

0.66

0.82

1.49

0.43

0.17

0.17

0.14

1.05

0.73

0.65

0.68

0.66

0.58

0.27

0.24

0.50

0.40

0.16

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1.32

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0.00

10.95

9.18

6.05

2.35

2.29

2.15

1.94

2.03

1.81

1.58

1.42

1.39

1.39

1.35

1.38

1.16

1.68

0.02

0.01

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0.01

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9.22

5.89

4.16

4.24

1.93

2.53

2.65

2.51

2.14

2.07

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1.57

1.04

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2.72

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2.57

1.54

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1.01

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\$0.64

4,682.11

4,075.58

3,852.54

3,133.23

2,787.27

17,138.52

9,546.51

4,821.33

4,110.50

4,648.99

2,462.69

2,800.87

1,647.49

1,174.91

3,932.47

3,756.24

3,381.29

2,839.21

2,647.12

2,643.51

1,854.79

1,447.50

1,206.57

79.94

34.53

3.09

0.00

2,075.09

715.85

755.64

660.48

562.30

443.09

307.57

295.47

78.25

6,918.57

6,168.83

5,802.29

3,288.92

3,231.15

3,253.86

2,420.20

1,784.80

1,801.94

2,245.34

4,074.18

1,172.85

467.02

456.97

372.97

2,650.99

1,818.46

1,620.80

1,692.65

1,659.50

1,440.43

664.41

602.29

1,263.36

999.98

407.98

357.44

366.12

352.12

240.51

156.75

189.50

831.38

374.79

353.59

304.80

0.00

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2,652.77

2,329.44

1,408.29

1,223.62

676.19

881.67

588.54

649.55

130.35

102.36

108.82

45.87

24.46

2.99

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17,610.45

14,549.20

9,402.26

3,560.60

3,456.29

3,244.69

2,924.86

3,061.08

2,719.67

2,369.24

2,127.41

2,089.03

2,084.34

2,030.23

2,075.06

1,740.46

2,277.56

28.21

17.49

6.49

9.99

0.00

8,373.76

5,236.38

3,670.83

3,710.39

1,672.14

2,183.65

2,288.31

2,173.45

1,843.49

1,787.64

1,625.51

1,252.62

1,551.39

1,631.89

1,368.84

1,348.88

896.02

799.99

1,692.67

1,153.35

817.54

508.55

547.39

807.35

780.03

23.37

9.79

0.00

0.00

404.44

365.84

379.56

226.61

222.44

211.67

228.56

190.98

213.50

185.30

147.66

134.80

88.92

116.53

119.65

97.99

112.96

64.33

77.88

40.96

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370,258.902

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833.09

531.78

76.70

5,920.97

5,916.65

5,916.57

5,911.34

5,909.64

5,184.68

5,111.88

5,052.37

5,045.97

5,044.90

5,023.89

5,010.47

5,003.69

4,999.49

4,998.96

4,996.48

4,993.63

4,257.85

4,256.33

4,254.57

4,250.78

4,249.79

4,249.03

3,542.61

3,539.57

3,538.65

3,530.18

3,529.96

3,529.56

3,529.54

3,342.51

3,335.44

3,334.12

3,333.25

3,332.32

3,331.84

3,330.82

3,330.26

3,329.40

2,791.43

2,785.31

2,782.82

2,759.34

2,758.60

2,758.52

2,751.06

2,745.69

2,745.53

2,741.29

2,740.90

2,739.78

2,710.81

2,710.63

2,710.34

2,514.41

2,506.91

2,505.22

2,504.46

2,504.37

2,504.33

2,502.96

2,502.45

2,502.25

2,501.00

2,500.33

2,499.83

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2,499.40

2,498.78

2,498.09

2,497.72

2,497.71

2,495.86

2,494.88

2,494.72

2,494.43

2,491.99

2,491.99

2,006.55

2,004.27

2,001.22

1,997.68

1,991.32

1,991.16

1,990.18

1,990.07

1,984.41

1,984.12

1,983.80

1,983.30

1,983.11

1,982.87

1,982.83

1,982.83

1,982.83

1,608.00

1,584.49

1,553.80

1,512.38

1,510.43

1,509.55

1,508.94

1,508.63

1,506.51

1,502.92

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1,502.32

1,502.22

1,501.88

1,499.84

1,357.90

1,343.00

1,342.91

1,342.89

1,342.85

1,342.83

907.98

889.25

882.70

875.77

865.93

864.74

864.45

864.43

862.83

861.97

861.04

860.55

860.25

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854.45

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148.65

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577,346.1385

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473

329

1,230

1,175

1,058

889

829

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696

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452

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13

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563

305

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213

187

145

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63

33

2,572

2,293

2,157

1,223

1,201

1,210

900

664

670

446

849

436

166

162

134

935

647

579

457

208

512

212

190

446

125

111

111

99

95

75

66

52

225

102

96

83

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0

735

647

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431

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234

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5,645

4,670

3,093

1,151

1,133

1,069

927

1,008

882

772

706

690

682

654

684

579

734

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2,503

1,584

1,375

1,138

632

659

689

660

557

537

487

471

460

347

413

408

338

303

331

349

311

191

207

244

231

7

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133

78

81

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125,299

Revenue by Market

0

\$4

Units Sold by Product Monster Energy Original 16oz 14.81% Fiji 1l 14.56% Mtn Dew 20oz 14.41% Monster Ultra Zero 16oz 12.23% Mtn Dew Baja Blast 20 Oz Monster Energy Ultra Blue Hawaiian 16oz 7.91% Bodyarmor Straw Banana 28oz Fiji 1.5l 7.48% Red Bull Original 12oz 7.04% Fiji 700ml 6.02% **Impressions Units Sold** ROAS(\$) **Brand** Spend(\$) ~ Revenue(\$) Fiji 3,684,793 14,020 77,500.12 38,513.37 5 Hour Energy 3,052 75,000.28 10,331.29 3,561,644 44,967.07 Met Rx 2,051,047 1,389 5,160.17 1,933,505 41,450.09 Bodyarmor 11,142 33,278.94 Mountain Dew 1,622,897 18,104 40,466.33 43,337.02 80,949.84 Monster 369,950 26,123 36,057.92 Herrs 1,291,070 14,620 33,100.27 42,162.94 C4 1,308,169 4,082 30,003.31 12,351.25 Skittles 1,329,680 1,344 30,000.22 5,996.59 Airheads 1,262,373 1,833 29,999.95 5,893.74 Celsius 1,106,023 6,009 25,518.35 19,199.84 Red Bull 805,798 15,434 25,000.31 49,755.21 Prime 1,130,664 1,737 24,740.09 4,626.42 14 Nerds 327,205 1,966 20,505.51 6,352.89 Powerade 953,996 2,553 20,000.06 6,456.35 **Sweetarts** 106,578 1,391 13,317.02 4,472.03 Olipop 369,195 1,296.96 462 8,131.79 Pepsi 52,494 0.00 0 1,437.39 Reign 38 150.05 124.05 0 Wawa 77,549,536 0.00 0.00 100,816,683.7699 125,299 577,346.1385 370,258.902 Spend(\$) ~ **Product Impressions Units Sold** Revenue(\$) ROAS(\$) Fiji 11 5,988 19,424.47 923,627 17,310.67 Fiji 700ml 920,878 3,341 19,369.48 7,160.43 Fiji 1.5l 920,261 2,244 19,357.14 8,890.59 Fiji 16.9 Oz 920,028 2,447 19,349.04 5,151.69 5 Hour Energy Ex... 890,724 1,129 18,757.16 3,917.09 890,350 18,749.68 2,553.74 5 Hour Energy Ex... 712 5 Hour Energy Be... 890,376 665 18,746.90 1,920.33 5 Hour Trop Ex St... 890,194 18,746.55 546 1,940.13 Met-Rx Big 100 C... 342,032 421 7,498.89 1,581.81 Met-Rx Big 100 P... 341,869 287 7,495.62 1,064.58 Met-Rx Big 100 V... 341,846 248 7,495.17 912.86 Met-Rx 100 Colo... 341,836 261 7,494.98 962.65 Met-Rx Choc Chi... 341,695 132 7,492.16 489.69 Met-Rx Big 100 S... 341,769 40 7,490.24 148.58 Bodyarmor Straw... 277,549 5,948.81 2,906 8,939.28 276,414 1,926 5,926.12 5,808.94

276,157

275,941

276,179

275,675

275,590

209,828

205,449

202,474

202,153

202,100

201,049

239,011

200,040

238,462

199,803

238,311

238,211

184,551

184,627

184,387

184,198

184,148

184,110

161,909

161,757

161,711

161,496

161,277

161,257

161,256

140,905

140,347

140,281

140,237

140,190

140,166

140,116

140,088

140,045

109,216

108,910

108,785

107,611

107,574

107,570

107,197

106.929

106,921

107,035

106,689

106,633

123,100

123,055

123,040

109,689

109,314

109,229

109,191

111,012

109,185

110,941

110,916

109,081

110,843

110,810

110,785

110,765

110,763

110,885

110,698

110,679

108,854

110,586

108,712

108,705

108,690

108,952

108,568

26,299

26,185

26,032

26,995

25,537

25,529

25,481

25,475

25,192

25,178

25,162

25,137

25,127

25,115

25,113

25,113

25,113

21,123

19,948

18,413

16,343

16,245

16,201

16,170

16,155

16,049

15,870

15,857

15,845

15,840

15,834

15,817

15,716

16,554

14,755

14,750

14,749

14,747

14,746

30,055

29,118

28,791

28,444

27,953

27,893

27,878

27,877

27,797

27,754

27,708

27,683

27,668

27,627

27,609

27,599

27,564

27,547

27,534

27,502

27,499

27,403

27,393

27,384

27,378

27,100

27,095

27,854

27,091

551

512

511

498

489

487

481

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475

461

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728

457

454

450

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77,549,536

100,816,683.7699

Skittles Sour Kin...

C4 Candy Shopp...

Skittles Pop'd So...

Skittles Gummie...

Skittles Littles Tu...

Skittles Gummie...

Skittles Gummie...

Skittles Wildberry...

Skittles Standard ...

Skittles Mashups...

C4 Ultimate Fruit ...

Skittles Smoothie...

C4 Ultimate Free...

C4 Wwe Ult Ruthl...

C4 Ult Wwe Berry...

C4 Strawberry W...

C4 Energy Woun...

Nerds Clusters 5oz

Nerds Gummy Cl...

Nerds Clusters V...

Nerds Gummy Cl...

Sweetart Ropes T...

Sweetart Chewy ...

Sweetarts Ropes ...

Sweetarts Ropes ...

Sweetarts Rope ...

Nerds Clstrs Grp ...

Nerds Clstrs Berr...

Nerds Clusters B...

Nerds Clusters G...

Sweetart Chewy ...

Sweetarts Fruity ...

Nerds Gummy Cl...

Nerds Clusters E...

Monster Energy ...

Monster Ultra Zer...

Monster Energy ...

Monster Energy J...

Monster Ultra Fa...

Monster Ultra Pe...

Monster Energy L...

Monster Juice Ri...

Monster Ultra Vio...

Monster Ultra Par...

Monster Energy ...

Monster Energy ...

Monster Energy J...

Monster Juice Au...

Monster Ultra Zer...

Monster Energy 4...

Red Bull Original ...

Red Bull Pink Edit...

Red Bull Original ...

Red Bull Spring E...

Red Bull Pink Edit...

Red Bull Yellow E...

Red Bull Sugar Fr...

Red Bull Sea Blue...

Red Bull Sugar Fr...

Red Bull Amber E...

Red Bull Red Editi...

Red Bull Sugar Fr...

Red Bull Coconut...

Red Bull Original ...

Red Bull Sugar Fr...

Red Bull Sugar Fr...

Red Bull Sugar Fr...

Red Bull Spring E...

Red Bull Original ...

Red Bull Blue Edit...

Red Bull Sea Blue...

Red Bull Sugar Fr...

Red Bull Winter V...

Red Bull Green E...

Red Bull Peach E...

Monster Rehab T...

Monster Energy ...

Monster Ultra Zer...

Reign White Haz...

Monster Energy ...

Monster Energy I...

Monster Rehab P...

Monster Java Lo...

Monster Energy ...

Monster Rehab ...

Monster Energy ...

Monster Energy ...

Monster Energy 1...

Monster Energy ...

Monster Java Sal...

Monster Energy ...

Monster Energy ...

Monster Energy ...

Monster Energy ...

Monster Ultra Fa...

Monster Java Iris...

Monster Ultra Su...

Monster Java Tri...

Monster Energy ...

Monster Java Tri...

Monster Java Ca...

Pepsi Wild Cherry...

Pepsi Diet 12pk 1...

Pepsi 15pk 12oz

Pepsi Zero Sugar...

Pepsi Zero Sugar...

Pepsi Wild Cherry...

Pepsi Diet 2I

Pepsi Dt 20 Oz

Pepsi 20 Oz

Pepsi 12pk 12oz

Pepsi Can 16oz

Pepsi 8pk 12oz

Pepsi Diet 1I

Pepsi 2I

Pepsi Diet 15pk 1...

Pepsi Zero Sugar...

Toasted Bagelus

Pepsi 11

Pepsi 1.25l

Dt Pepsi 1.25l

83

84

87

91

94

95

97

104

111

114

115

116

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124

134

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142

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144

145

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163

164

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167

169

174

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181

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189

194

197

204

Totals

9

2

Totals

Totals

ΑL

DC

ОН

Placement

Kiosk - Co...

Kiosk - Ord...

5

4

1

Impressions

59,037,088

41,779,596

7699

100,816,683.

Generated by Looker on April 4, 2025 at 1:09 PM UTC

1118

Unique

Impression

44,192,321

41,729,804

85,922,125

17	
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16	
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Totals	-
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25	
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15	Bodyarmor Straw
16	Bodyarmor Orng
17	Bodyarmor Fruit
18	Bodyarmor Tropi
19	Bodyarmor Flash
20	Bodyarmor Straw
21	Bodyarmor Flash
22	Mtn Dew 20oz
23	Mtn Dew Baja Bla
23	Mtn Dew Baja Bla
25	Mtn Dew Voltage
26	Mtn Dew Zere 20
27	Mtn Dew Zero 20
28	Powerade Mt Bla
29	Mtn Dew 2l
30	Powerade Grape
31	Mtn Dew 1.25l
32	Powerade Fruit P
33	Powerade Zero
34	Celsius Green Te
35	Celsius Orange 1
36	Celsius Peach Vi
37	Celsius Tropical
38	Celsius Watermel
39	Celsius Kiwi Gua
40	Prime Hydration I
41	Prime Hydration
42	Prime Hydration
43	Prime Hydration
44	Prime Hydration
45	Prime Hydration
46	Prime Hydration
47	Airheads Xtreme
48	Airheads Xtreme
49	Airheads Xtreme
50	Airheads Bites Fr
51	Airheads Singles
52	Airheads Sour Si
53	Airheads Soft Fill
54	Airheads Xtreme
55	Airheads 5 Pack
56	Herrs Honey Bbq
57	Herrs Honey Jala
57	Herrs Honey Jaia Herr Salt Vin Ktl
58	
60	Herr Salt Vinegar Herrs Honey Che
61	Herrs Honey Che Herrs Sco Kettle
62	
	Herr Reg Chips 2
63	Herr Cheese Curl
64	Herrs Cheddar A
65	Herr Chip Kettle 8
66	Herrs Honey Bbq
67	Herr Jalapeno Cu
68	Olipop Strawberr
69	Olipop Grape Sle
70	Olipop Root Beer
71	C4 Candy Shopp
72	C4 Energy Frozen
73	C4 Popsicle Haw
74	C4 Ultimate Arcti
75	Skittles Pop'd Or
76	C4 Cherry Popsic
77	Skittles King 4 Oz

	State	Store Count	Impressions	Units Sold	Spend(\$) ∨	Revenue(\$)	ROAS(\$)
1	FL	298	32,053,687	35,923	185,980.83	105,547.71	0.57
2	PA	263	27,836,178	36,002	155,957.73	107,443.34	0.69
3	NJ	296	24,200,257	29,401	137,136.04	87,526.23	0.64
4	VA	119	10,694,961	15,216	64,329.17	44,358.94	0.69
5	MD	66	6,148,615	8,301	35,200.94	24,319.10	0.69
6	DE	50	4,811,206	6,755	27,880.53	19,706.53	0.71
7	NC	10	1,911,642	2,093	10,789.80	6,225.75	0.58
8	GA	6	902,318	1,038	5,649.99	3,006.79	0.53

10

221

134,959

s

0

Transaction

63,759

32,611

96,369.116

1,986.41

1,232.13

Spend(\$

331,328.73

246,017.40

577,346.138

)

626,144.5284

0.96

26.50

633.13

398,794.022

Revenue(\$)

244,741.04

125,517.86

370,258.902

0.00

0.01

0.51

0.00

\$0.64

ROAS(\$)

0.74

0.51

\$0.64

346,524

221,207

11

Units Sold

Performance by Placement

82,837

42,462

125,299

109,126,602.76