

BIODERMA Traffic & Revenue Analysis

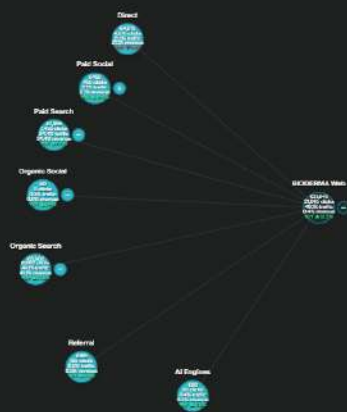
YTD 2025 Q1 2025 Last 3 Months Custom + - Fit to Screen Reset Layout

Sanity Check: Market Total €5,634,619 ✓

Channel Groups & Sources

BIODERMA Web

BIODERMA Sellers



Activate Windows
Go to Settings to activate Windows.

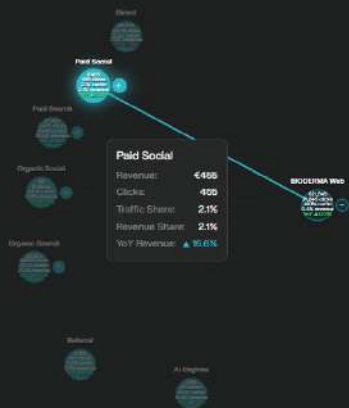
BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fill to Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web



Paid Social Details

Key Performance

| Clicks | Revenue |
|---------------|-----------------|
| 455 ▼ 2.8% | €455 ▲ 10.0% |
| Traffic Share | Revenue Share |
| 2.1% | 2.1% |

Marketing Funnel Analysis

| Analysis | Contribution | Conversion |
|--------------------------|--------------------|------------|
| Impressions 2,890,000 | Reach 1,456,000 | |
| CPA €3.10 | | |

Activate Windows
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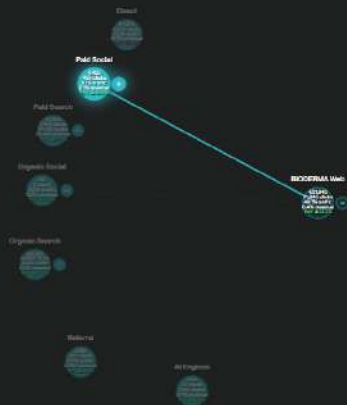
BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fit to Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web



Paid Social Details

Key Performance

| Clicks | Revenue |
|---------------|-----------------|
| 455 ▼ 2.9% | €455 ▲ 10.6% |
| Traffic Share | Revenue Share |
| 2.1% | 2.1% |

Marketing Funnel Analysis

| Awareness | Consideration | Conversion |
|------------------|---------------|------------|
| Clicks 45,600 | CTR 8.04% | |
| CPC €0.07 | | |

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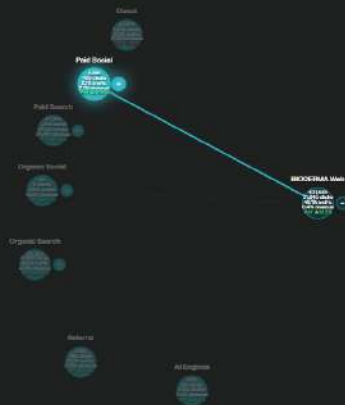
BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fill to Screen Reset Layout

Sanity Check: Market Total €5,034,818 ✓

Channel Groups & Sources

BIODERMA Web



Paid Social Details

Key Performance

| | |
|---------------|---------------|
| Clicks | Revenue |
| 455 | €455 |
| ▼ 2.9% | ▲ 16.6% |
| Traffic Share | Revenue Share |
| 2.1% | 2.1% |

Marketing Funnel Analysis

| | | |
|---------------------|---------------|------------|
| Awareness | Consideration | Conversion |
| Conversions | 1,250 | CVR |
| Cost per Conversion | €2.56 | 2.74% |

Activate Windows
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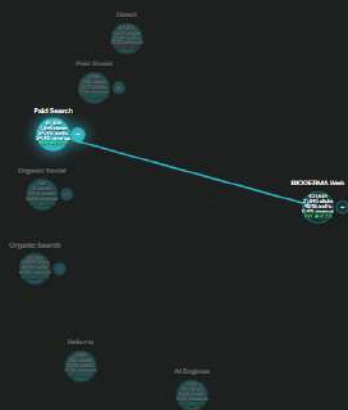
BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Full Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web



Paid Search Details

Key Performance

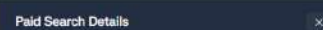
| Clicks | Revenue |
|------------------|------------------|
| 7,455 ▲ 11.7% | €7,455 ▲ 6.5% |
| Traffic Share | Revenue Share |
| 34.4% | 34.4% |

Marketing Funnel Analysis

| Awareness | Consideration | Conversion |
|------------------------|---------------|------------------|
| Impressions 158,000 | | Reach 158,000 |
| CPM €26.58 | | |

Activate Windows
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YTD 2025 **Q1 2025** Last 3 Months Custom + - Fit to Screen Reset Layout

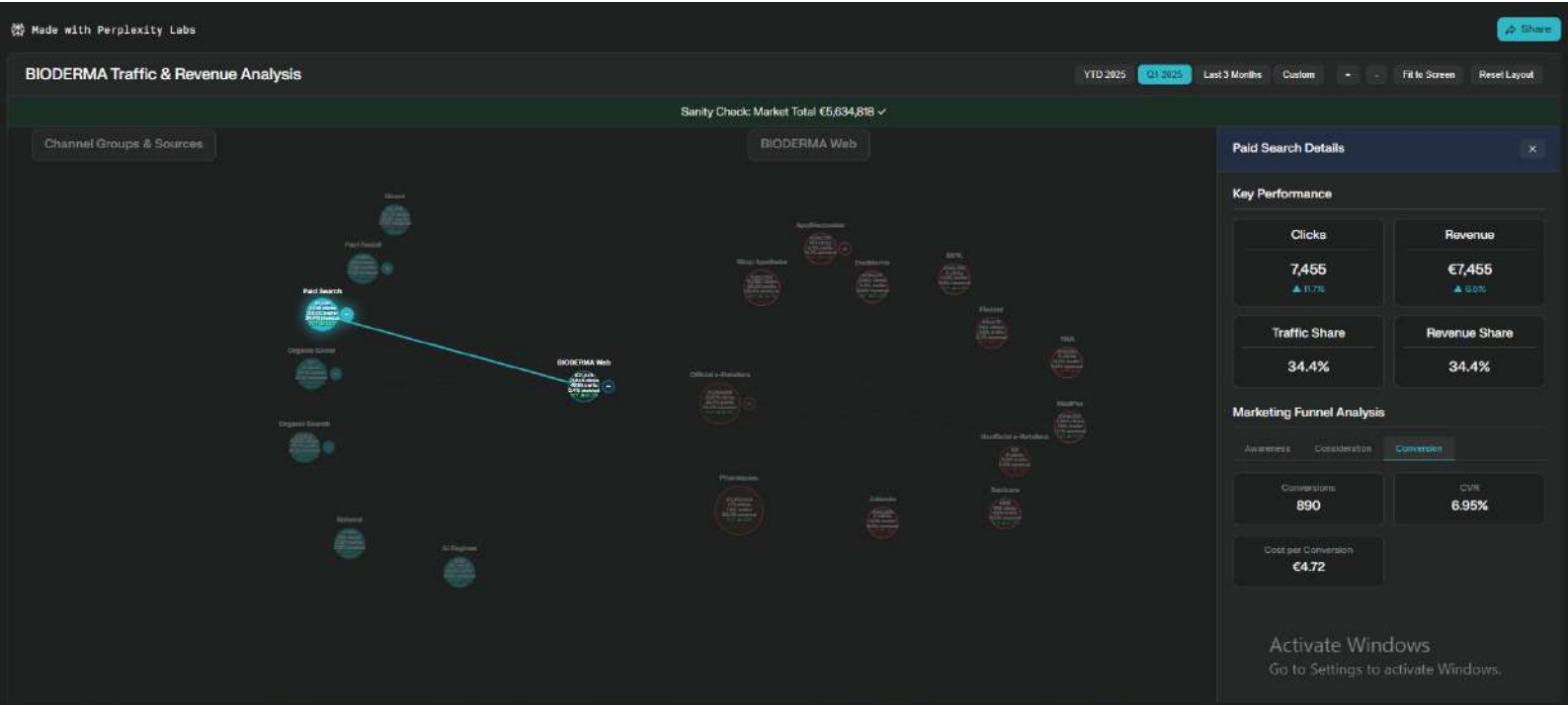


Key Performance

| | |
|------------------|------------------|
| Clicks | Revenue |
| 7,456 ▲ 11.7% | €7,455 ▲ 6.5% |
| Traffic Share | Revenue Share |
| 34.4% | 34.4% |

Marketing Funnel Analysis

| Awareness | Consideration | Conversion |
|-----------|---------------|--------------|
| Clicks | 12,800 | CTR 8.10% |
| CPC | €0.33 | |



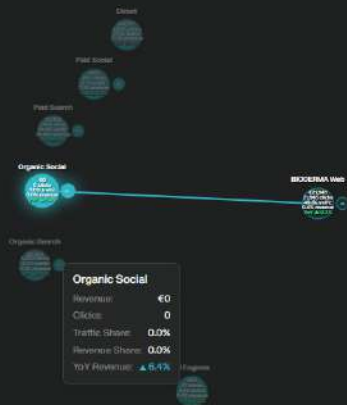
BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fill to Screen Reset Layout

Sanity Check: Market Total €5,634,618 ✓

Channel Groups & Sources

BIODERMA Web



Organic Social Details

Key Performance

| Clicks | Revenue |
|---------------|---------------|
| 0 ▲ 13.4% | €0 ▲ 6.4% |
| Traffic Share | Revenue Share |
| 0.0% | 0.0% |

Activate Windows
Go to Settings to activate Windows.

BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fit to Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web

Organic Search Details

Key Performance

Clicks

8,902

▲ 15.6%

Revenue

€8,902

▲ 14.2%

Traffic Share

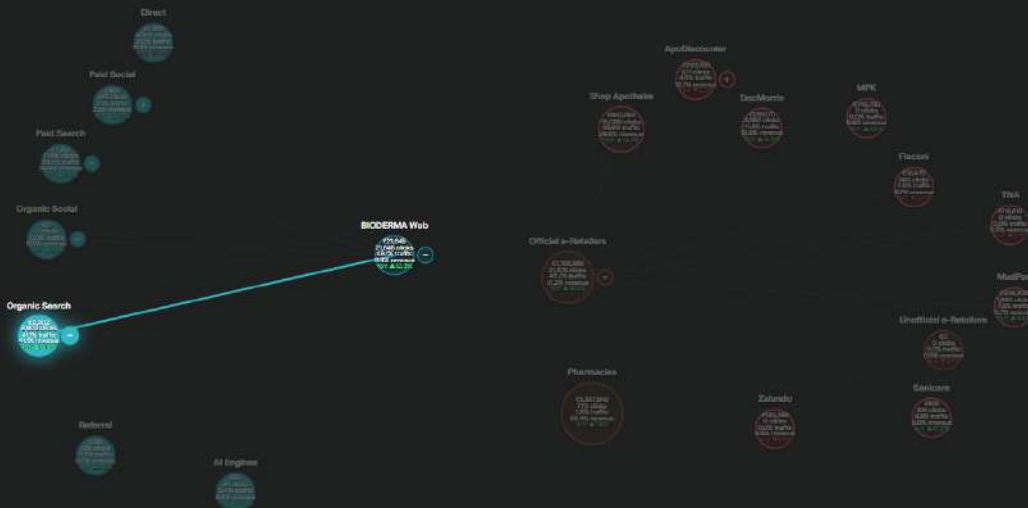
41.1%

Revenue Share

41.1%

Activate Windows

Go to Settings to activate Windows.



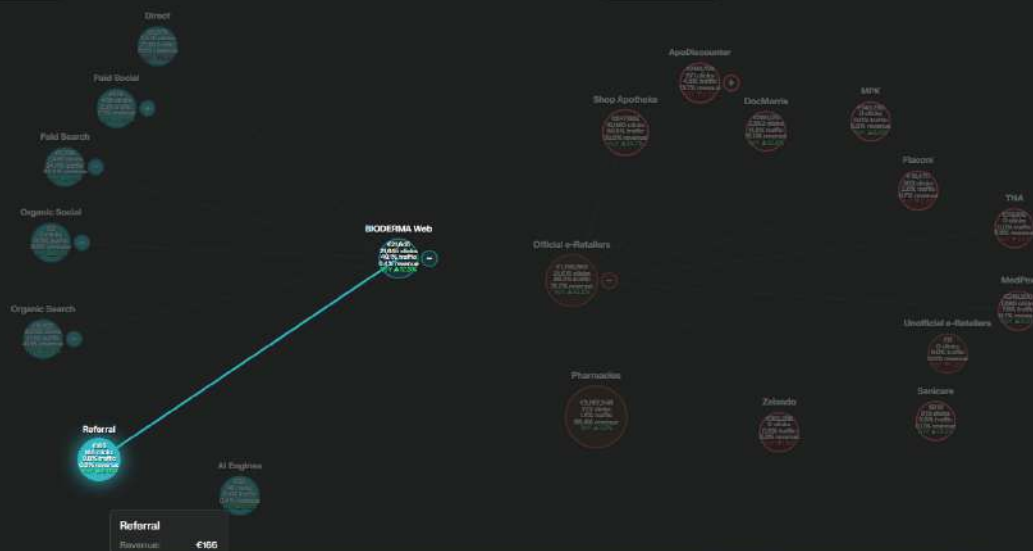
BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fit to Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web



Referral Details

Key Performance

| | |
|---------------|---------------|
| Clicks | Revenue |
| 165 | €165 |
| ▲ 12.1% | ▲ 8.0% |
| Traffic Share | Revenue Share |
| 0.8% | 0.8% |

Activate Windows
Go to Settings to activate Windows.

BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fit to Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web

AI Engines Details

Key Performance

Clicks

Revenue

93

€93

▼ 4.7%

▲ 11.9%

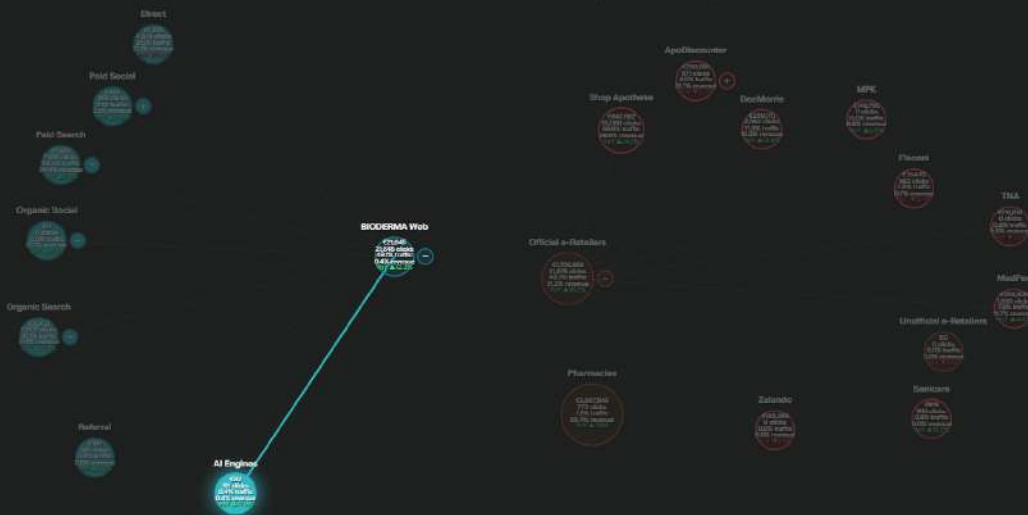
Traffic Share

Revenue Share

0.4%

0.4%

Activate Windows
Go to Settings to activate Windows.



BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fit to Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

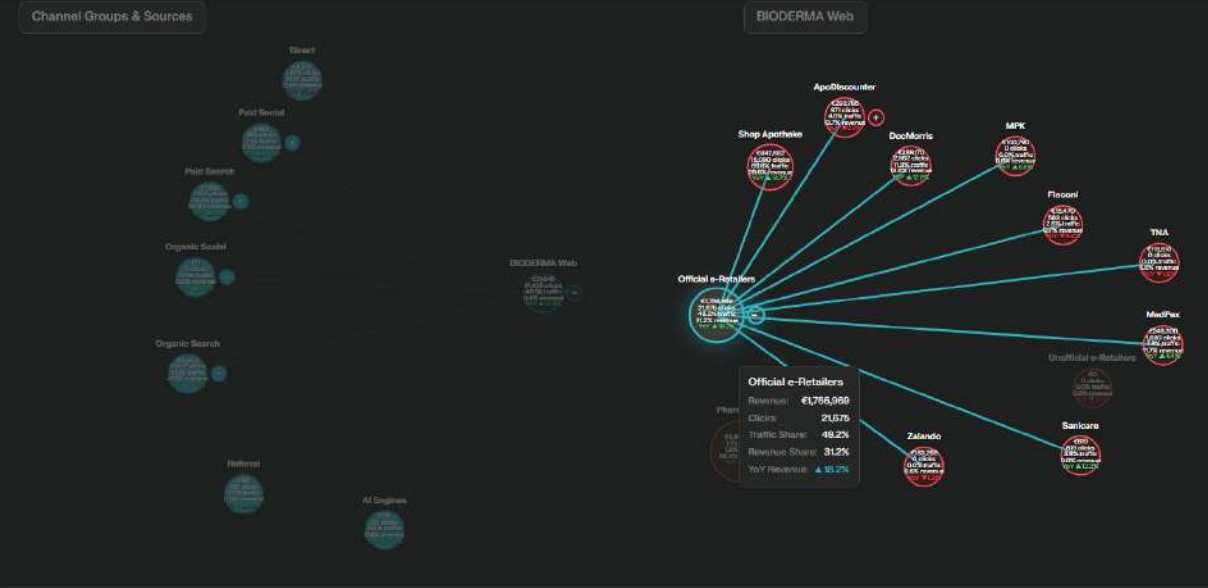
BIODERMA Web

Official e-Retailers Details

X

Total Sell-Out Revenue
€1,766,969

YoY Revenue
▲ 10.2%



Activate Windows
Go to Settings to activate Windows.

BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fill to Screen Reset Layout

Sanity Check: Market Total €5,634,816 ✓

Channel Groups & Sources

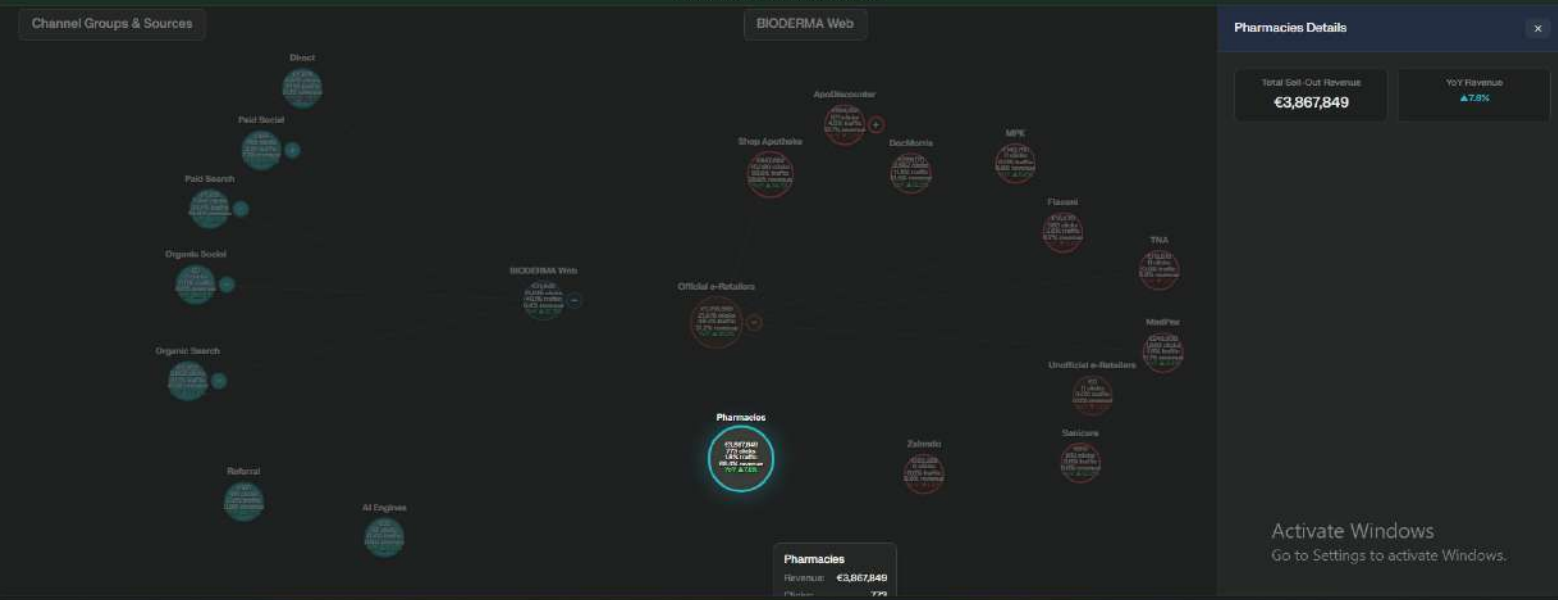
BIODERMA Web

Pharmacies Details

x

Total Sell-Out Revenue
€3,867,849

YoY Revenue
▲7.8%



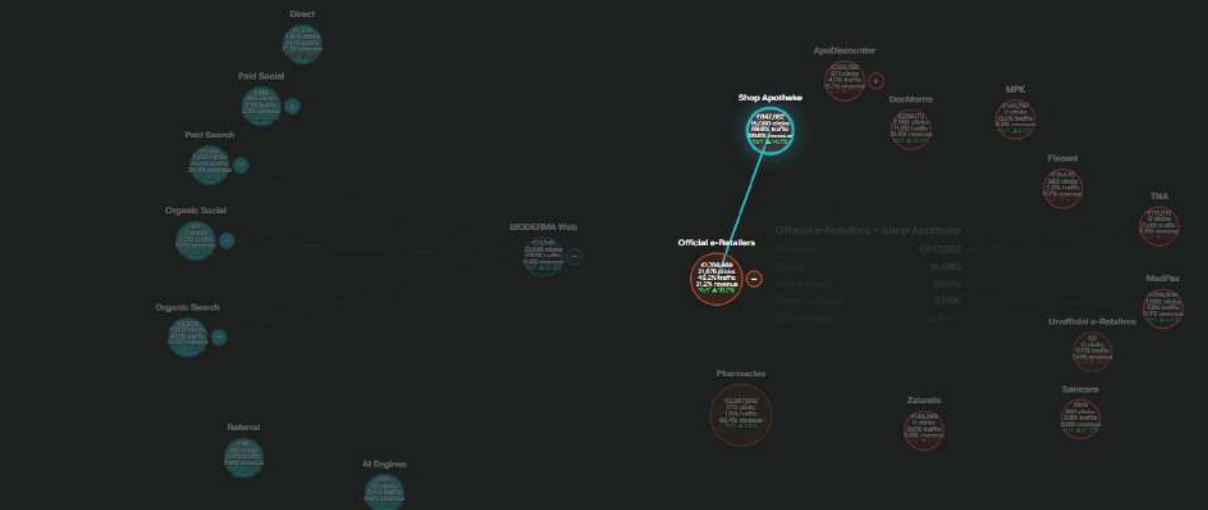
BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom Fit to Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web



Shop Apotheke Details

Sell-In Performance

| | |
|-----------------|-------------|
| Sell-In Target | YTD Sell-In |
| €1,050,000 | €578,038 |
| Goal Completion | |
| 55% | |

Sell-Out Breakdown

| Retail Ads | BIODERMA Web Traffic | Other Sources |
|------------|----------------------|---------------|
| Ad Cost | €50,860 | Ad Revenue |
| €50,860 | €84,768 | |
| ROAS | 1.67 | Revenue Share |
| | | 10.0% |

Activate Windows
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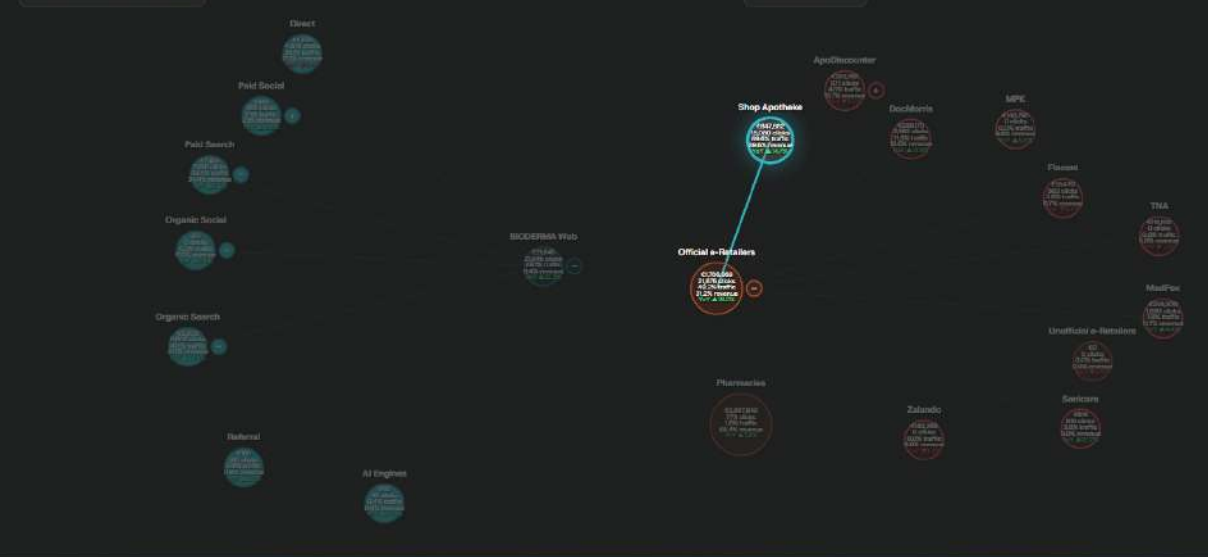
BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom Fill to Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web



Shop Apotheke Details

Sell-In Performance

| Sell-In Target | YTD Sell-In |
|-----------------|-------------|
| €1,050,000 | €578,038 |
| Goal Completion | 55% |

Sell-Out Breakdown

| Retail Ads | BIODERMA Web Traffic | Other Sources |
|---------------|----------------------|---------------|
| Clicks | 15,080 | Revenue |
| | | €15,080 |
| Revenue Share | 1.8% | |

Activate Windows
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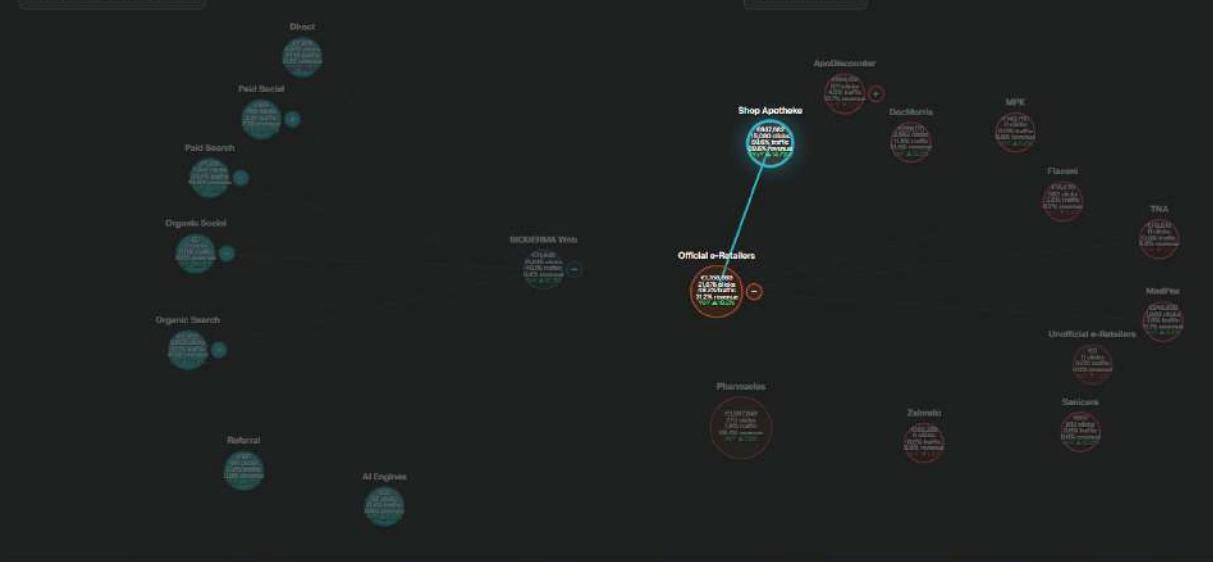
BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom + - Fill to Screen Reset Layout

Sanity Check: Market Total €5,634,816 ✓

Channel Groups & Sources

BIODERMA Web



Shop Apotheke Details

Sell-In Performance

| | |
|-----------------|-------------|
| Sell-In Target | YTD Sell-In |
| €1,050,000 | €578,038 |
| Goal Completion | |
| 55% | |

Sell-Out Breakdown

| | | |
|------------|----------------------|---------------|
| Retail Ads | BIODERMA Web Traffic | Other Sources |
| Revenue | Revenue | Revenue Share |
| €747,834 | | 88.2% |

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BIODERMA Traffic & Revenue Analysis

YTD 2025 Q1 2025 Last 3 Months Custom Fill to Screen Reset Layout

Sanity Check: Market Total €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web

Unofficial e-Retailers Details

Total Sell-Out Revenue
€0

YoY Revenue
▼1.6%



Unofficial e-Retailers

Revenue: €0
Clicks: 0
Traffic Share: 0.0%
Revenue Share: 0.0%
YoY Revenue: ▼1.6%

Activate Windows
Go to Settings to activate Windows.

Sanity Check: Market Total: €5,634,818 ✓

Channel Groups & Sources

BIODERMA Web

BIODERMA Web Details

Total Web Traffic
21,645 clicks
▲15.5%

Generated Revenue
€21,645
▲12.3%

Revenue Contribution by Channel Group



Top Sources

| Source | Clicks | Revenue | Share % | YoY % |
|----------------|--------|---------|---------|--------|
| Paid Social | 486 | €166 | 2.1% | ▲15.6% |
| Paid Search | 7,455 | €7,455 | 34.4% | ▲6.5% |
| Organic Search | 3,076 | €3,076 | 14.2% | ▲14.2% |
| Direct | 1,085 | €1,085 | 5.4% | ▼5.4% |
| Referral | 185 | €185 | 0.8% | ▲8.8% |



