

DIGITAL MARKETING CAMPAIGN

Sample Analytics

FY24 Campaign Schedule

January

[Sponsored Search Material Ads](#) - Tavolini Meatballs

May

[eCommerce Homepage Ad](#) - Brickman's Pickles

[Sponsored Search Banner Ad](#) - Sienna Cookies

Promotion Views
49,304

Promotion Clicks
1,677

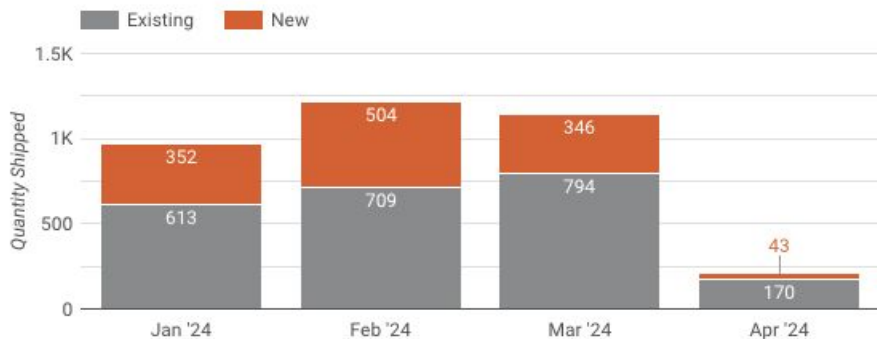
Add Item to Cart
1,776

Quantity Shipped
3,531

New Cases Shipped
1,245

New Customers
407

New vs Existing Customer Cases Shipped



Top Items Purchased

sku	Description	Brand	Quantity
426857	MEATBALL CKD 1Z ITAL PREM	Tavolini	2,918
417980	MEATBALL ITAL CKD 0.5Z	Tavolini	360
417990	MEATBALL ITAL CKD 2Z	Tavolini	253
Grand total			3,531

Engagement by Promo Type

Promotion Name	Promo Views	Promo Clicks
r3_rosinatavolini_meatballs_vm	13,588	686
r1_rosinatavolini_meatballs_vm	19,789	537
r2_rosinatavolini_meatballs_vm	15,927	454
Grand total	49,304	1,677

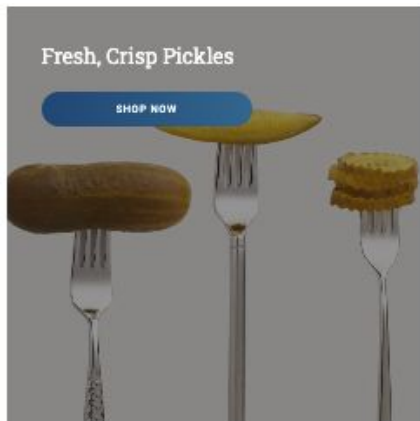
Promotion Views
3,675

Promotion Clicks
59

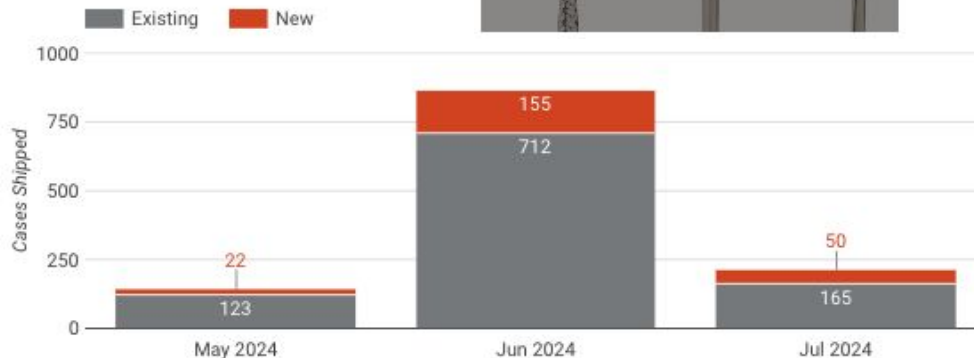
Total Shipped
1,227

New Cases Shipped
227

New Customers
119



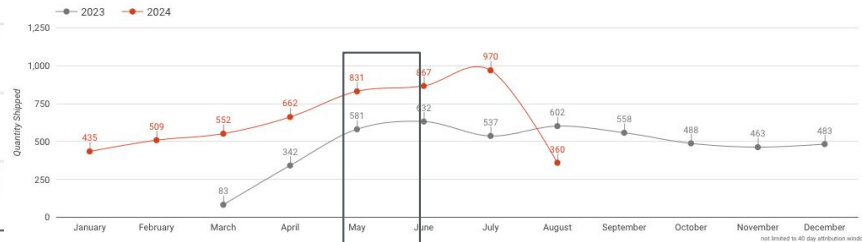
New v. Existing Cases Shipped



Top Items Purchased

sku	Brand	Description	Quantity
1445521	Brickman's	SAUERKRAUT FRSH REFR	215
1452722	Brickman's	RELISH SWT HMSTYL KOSHER	214
1445503	Brickman's	PICKLE DILL DELI CHIP CC SL...	213
1452721	Brickman's	PICKLE DILL SLCD HAMB	176
1445514	Brickman's	PICKLE DILL SPEAR W/GARLIC...	147
1445522	Brickman's	PICKLE DILL SPEAR W/ GARLI...	124
Grand total			1,227

Cases Shipped Historical Trend



Promotion Views
18,501

Promotion Clicks
153

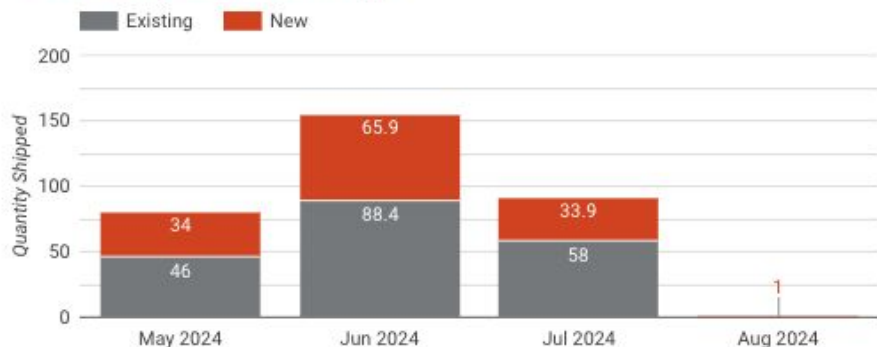
Add Item to Cart
0

Quantity Shipped
327

New Cases Shipped
135

New Customers
118

New vs Existing Customer Cases Shipped



Top Items Purchased

sku	Description	Brand	Quantity
427169	DOUGH CKY PECAN BTRSCOTCH CHNK	Sienna Bakery	58
564511	DOUGH CKY BUTTER PECAN	Sienna Bakery	41
812460	DOUGH CKY TOFFDDL CINN SGR	Sienna Bakery	41
826630	DOUGH CKY SWT&SALTY	Sienna Bakery	39
645402	COOKIE OATML CRAN WLNT 1.35Z	Sienna Bakery	39
Grand total			327

Engagement by Promo Type

Promotion Name	Promo Views	Promo Clicks
ba_siennabakerydesserts_cookies_ok	18,501	153
Grand total		153

Sienna
BAKERY.

Sienna Bakery Cookies
Chip, Chip, Hooray!

Shop Now →



US Campaign Sales - *FRIED*

Total Fulfillment: 91

Total Dollar: \$364

SKUs

143641
493945
789399
492963
455465

Dollars Off Per Case: \$4

DC Breakdown

50th Street: 0
Brighton: 16
Clay Ave: 5
Kenosha: 23
Springfield: 25
Shepherdsville: 4
Imperial: 0
Aberdeen: 4
Taunton: 0
Kannapolis: 0
Douglasville: 6
Houston: 0
Plant City: 6
Miami: 0
Dallas: 2
Green Oak: 0
Coppell: 0

Analytics Definitions

Ad Clicks: The number of times an ad was clicked on an ad platform (social, email, ecommerce).

Add to Cart: An item was added directly to cart from the material item list that resulted from the ad view.

Ad Views: The number of times the ad was viewed on an ad platform. (For ecommerce this metric is being captured once the ad is visible). Multiple views could happen within the same session.

Attribution Window: The window of time (inclusive of the promo window) where the campaign influence on customers is tracked.

Campaign Case History: This is shown to help visualize base level sales for customers that had campaign views. Any campaign case sold in the past three or so years to a customer that had an ad view is shown.

Click-Through-Rate (CTA): Calculated by the number of unique clicks/total delivered.

New Cases: Cases of a campaign item sold to a customer where that customer had not purchased that item in the previous 12 months prior to viewing the ad.

Number of times a customer tried a new item: The number of times a customer who was influenced to purchase by the ad and purchased a new case. A customer could have been buying 7 of the 10 items in the campaign before the ad, but if they bought one or more of the 3 items they had not purchased we would count those instances as the customer trying a new item as a result of the campaign.

Open Rate: Calculated by the number of unique opens/total delivered.

Total Quantity Shipped: Number of product cases shipped.

Total Quantity Ordered: Number of product cases customers have placed orders for.