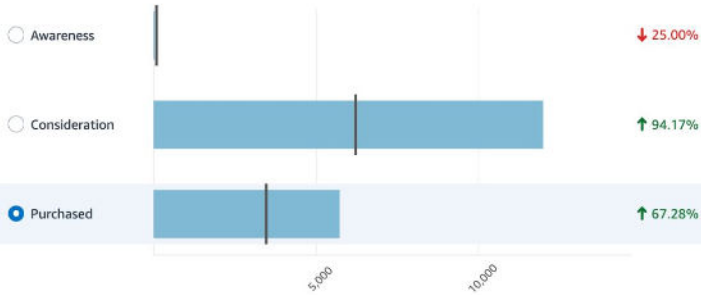


Brand Metrics: Understanding the Metrics

Funnel performance metrics

Identify opportunities to drive shoppers from awareness to purchased more efficiently.

Your shoppers: ■ Current period (Jan 01 - Jan 31) vs ■ Previous period (Dec 01 - Dec 31)



2,303 more shoppers purchased from your brand in the current period compared to the previous period.

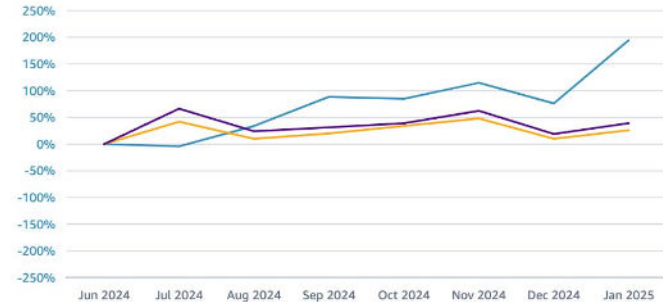
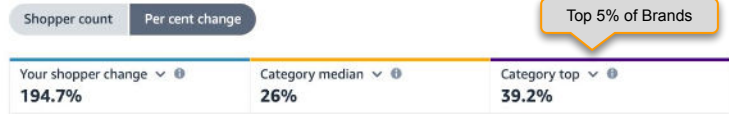
Purchased

Purchased measures the number of shoppers who purchased from your brand or those with Subscribe & Save subscriptions.



Shoppers over time

Purchased Shoppers (Jun 2024 - Jan 2025)



New-to-Brand: Benchmarking



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Overall category metrics

Understand how efficiently your brand drives shoppers through different stages of the funnel.

Metric name	Your brand ⓘ	Category median ⓘ	Category top ⓘ
Shopper engagement rate ⓘ	0-5% Was 0-5%	0-5%	0-5%
Customer conversion rate ⓘ	32% ↓ 8.57%	16%	36%
% New-to-brand customers ⓘ	66% ↑ 13.79%	75%	100%
% Subscribe & Save new-to-brand customers ⓘ	53% ↑ 26.19%	56%	100%
Subscribe & Save customers ⓘ	1,383 ↑ 67.84%	18	1,831

New-to-Brand: Campaign View

SB & SD Columns ▾ Date range: 1 Jan - 31 Jan 2025 ▾ Export

Type	Spend ⓘ	Orders ⓘ	Sales ⓘ	ROAS ⓘ	% of orders NTB ⓘ	NTB sa... ⓘ ↓	% of sales NTB ⓘ
Sponsored Brands Manual targeting	\$687.35	179	\$4,321.83	6.29	67.60%	\$2,899.34	67.09%
Sponsored Display Manual targeting	\$186.00	29	\$610.16	3.28	79.31%	\$500.09	81.96%
Sponsored Display Manual targeting	\$256.92	24	\$589.04	2.29	87.50%	\$474.20	80.50%
Sponsored Display Manual targeting	\$136.59	31	\$545.68	4.00	83.87%	\$442.85	81.16%
Sponsored Display Manual targeting	\$95.56	20	\$467.11	4.89	60.00%	\$304.02	65.09%
Sponsored Display Manual targeting	\$107.14	14	\$320.74	2.99	78.57%	\$261.31	81.47%
Sponsored Brands Manual targeting	\$75.02	9	\$193.60	2.58	77.78%	\$141.65	73.17%
Sponsored Brands Manual targeting	\$198.49	12	\$276.41	1.39	50.00%	\$139.04	50.30%
Sponsored Display Manual targeting	\$5.88	1	\$26.82	4.56	100.00%	\$26.82	100.00%
Sponsored Display Manual targeting	\$20.40	2	\$25.44	1.25	100.00%	\$25.44	100.00%