


Brand Name
Select..

Activity Type
Select..

Activity
Select..



Google Ads

Spend


\$7,564.08

CPC

\$1.37

CPA

\$5.46



Emails Sent


2,973,322

Open Rate

69.81 %

Click Rate

7.11 %



Meta

Post Engagements

791,369

Post Likes

15,794

Post Shares

1,100

Brand & Activity Performance

*Select a Dimension & Metric to generate insights

Switch Dimension

Brand **Activity Type** Activity

Switch Metric

Paid Search CTR Post Likes Post Shares Post Clicks Email Open Rate **Email Click Rate**

Top Performing Activity Name by Message Click Rate

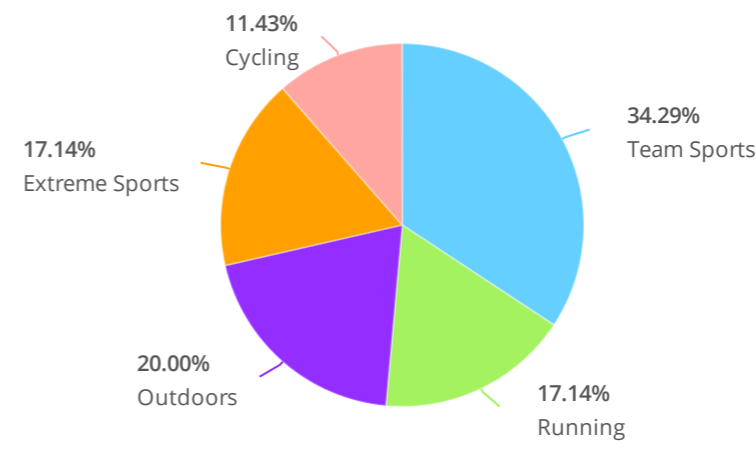
Team Sports - 7.80 %
Outdoors - 7.31 %

Switch Dimension

Brand Activity Type **Activity**

% Share

Paid Search Campaigns



Switch Metric

Paid Search Campaigns

Paid Search Ads

Social Posts

Emails Sent

Paid Search Preview

Campaigns

28

Ads

44

Switch Dimension

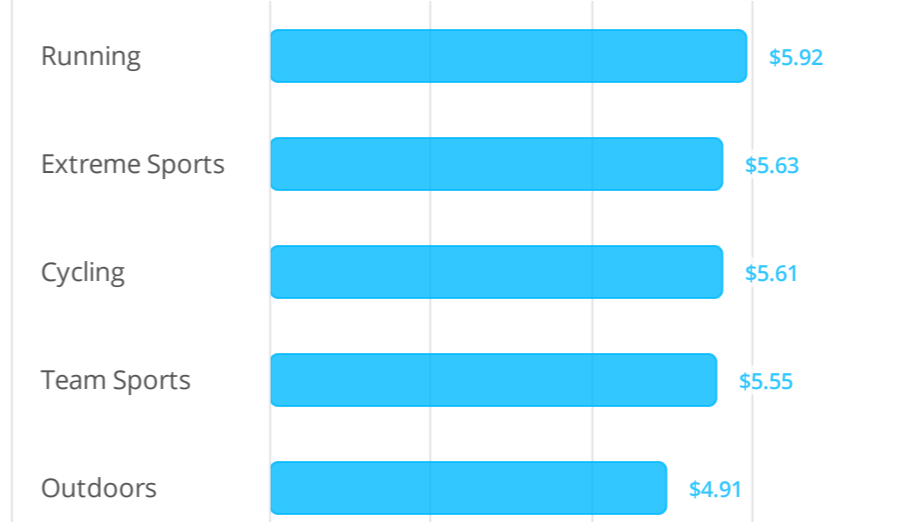
Brand Activity Type **Activity**

Top Performing Brand by CTR

Early Sports - 0.38 %
Blood Diamond - 0.36 %

Bottom Performers by CPA

CPA



Top Performing Activity Type by CTR

Extreme Sports - 0.38 %
Team Sports - 0.36 %

Top Performing Activity by CTR

Horse Riding - 0.48 %
Beach Volleyball - 0.43 %

Email Performance Preview

*Most clicked Email subjects

End of Season Offers

65,196

Brand Unveil Offers

59,678

New Release Offers

18,135

Top Performing Brand by Click Rate

Blood Diamond - 8.66 %
New Practice - 8.00 %

Email Subject contains

End of Season Sale Brand Distributor Brand Unveil New Release Registered Customer

Top Performing Activity Type by Click Rate

Team Sports - 7.80 %
Outdoors - 7.31 %

Top Performing Activity by Click Rate

Hunting - 10.38 %
Volleyball - 8.77 %

Email subject ↓	# Click Rate	# Emails Sent	# Ope
Early Sports End of Season sale - Track & F...	6.08 %	84,213	6
Early Sports End of Season sale - Hunting ...	12.14 %	82,941	7
Early Sports End of Season sale - City Bikin...	6.12 %	123,954	6
Armored Run End of Season sale- Volleyba...	8.83 %	89,032	7
Armored Run End of Season sale- Volleyba...	5.74 %	82,113	6
Armored Run End of Season sale- Surfing -...	6.25 %	89,266	7
Armored Run End of Season sale- Horse Ri...	8.07 %	128,442	6
Armored Run End of Season sale- Football ...	6.93 %	80,691	7
Total	7.02 %	929,043	6

1 - 10 of 10 items

Social Media Presence

Social Posts

51

Photo Posts

11

Video Posts

10

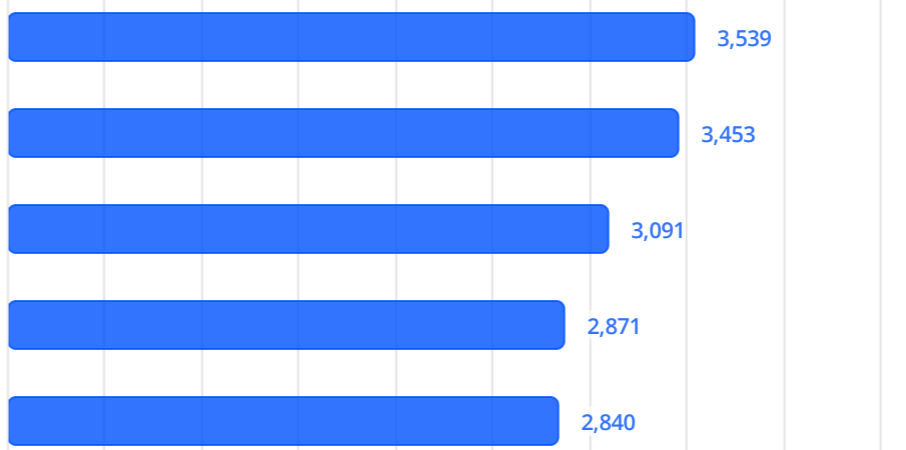
Switch Dimension

Social Post Type

Social Post Status Type

Top Performers

Post Likes



Switch Metric

Likes

Shares

Post Clicks