

CAMPAIGN RESULTS

Potential Campaign Report

Campaign Name:

Your Campaign Goes Here

Launch Date:

Your Campaign Date

55k Purchases

207k Impressions

207k Clicks/Engagements

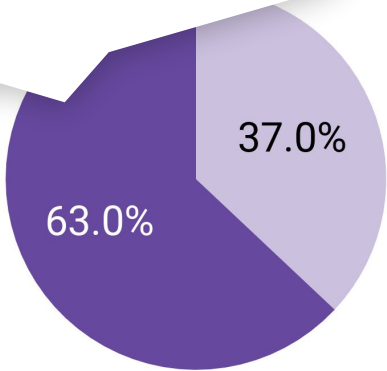
7.2% Lift

976 1st Time Purchasers

Shift Share Percentage

COMPETITOR	PRE	POST
Name of Competitor 1	11%	12%
Name of Competitor 2	9%	7%
Name of Competitor 3	10%	10%
Name of Competitor 4	2.1%	3.0%
Name of Competitor 5	1.5%	1.2%
Name of Competitor 6	0.5%	0.3%

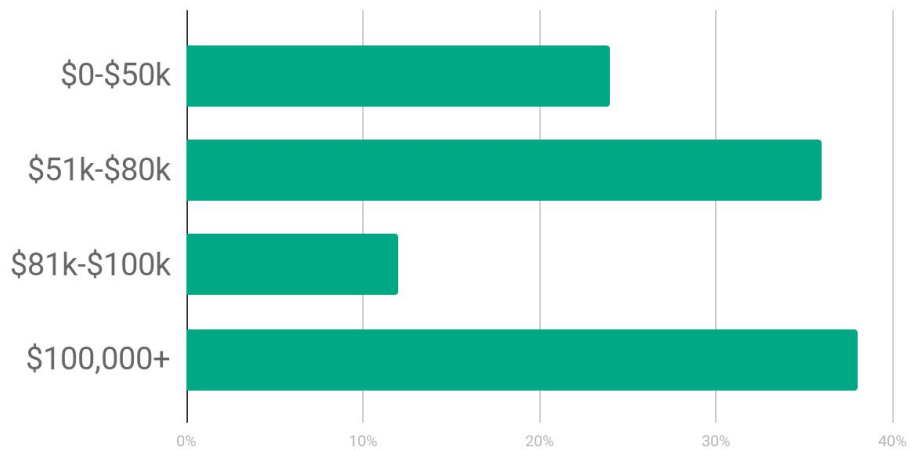
Campaign Insights



Female Male

CONSUMER INSIGHTS

Household Income



What Did You Buy?

35% Product 1

12% Product 2

19% Product 3

35% Product 4

Overall Satisfaction with Purchase

XX%

How Likely Are You to Repurchase?

XX%

Ad Creative used across Swagbucks, MyPoints, and ShopAtHome

Your Creatives Here!

Your Creatives Here!