

Campaign Report

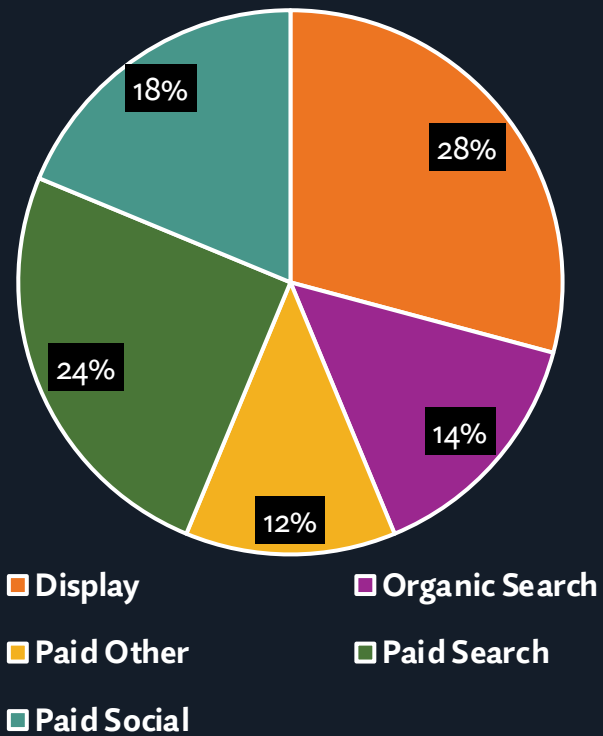
Q4 23 – Q1 24



Product Page

Date Range: 10/1/23 – 3/31/24

Sessions by Channel



Views	Sessions	Engaged Sessions	Total Users	Returning Users	Avg. Engagement Time	Engagement Rate	Bounce Rate
15,693	15,192	5,215	13,152	1,662	0:20	34.33%	65.67%

Insights

The highest number of sessions were generated from the following states, with Iowa having the best engagement of the top five states with an engagement rate of 45.6%

- 1. Illinois
- 2. Minnesota
- 3. Missouri
- 4. Tennessee
- 5. Iowa

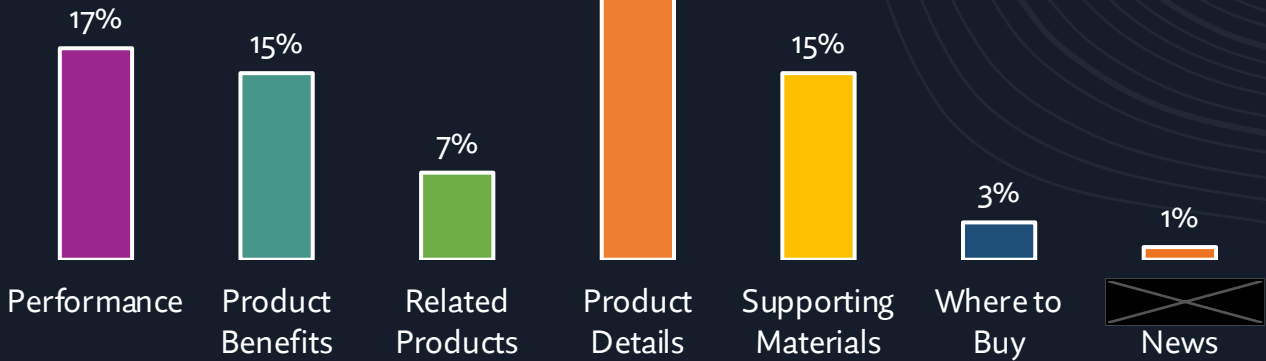
*Direct, Email, Organic Social, and Referral account for less than 2% of traffic each.

Page Interactions

Product Page interactions* received a total of 1,612 clicks, accounting for 11% of total sessions.

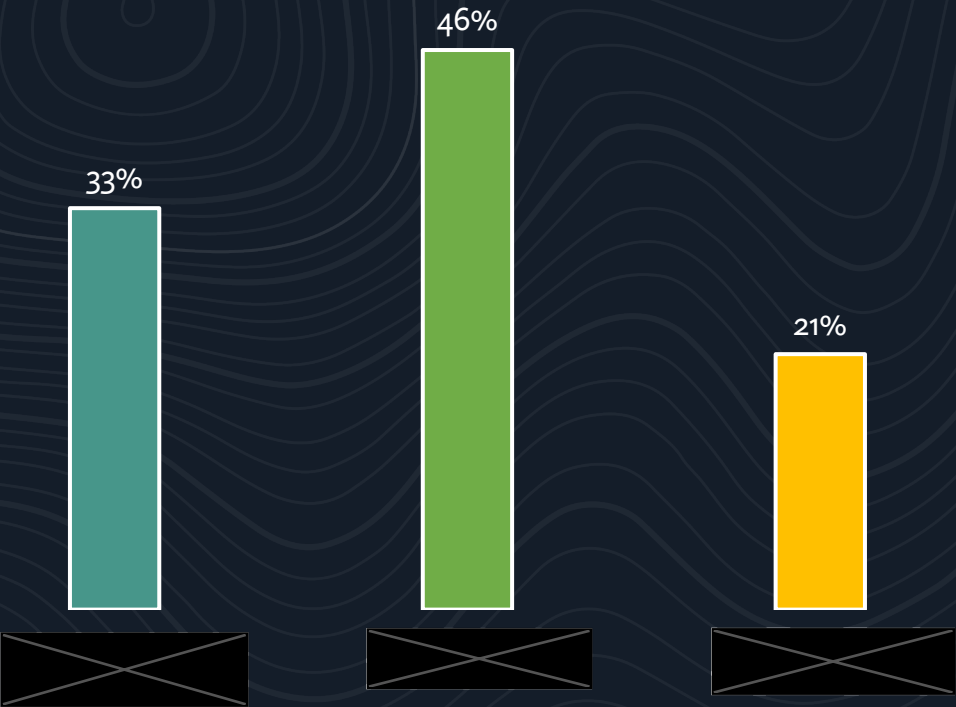
Navigation Clicks

267



Testimonial Clicks

52



* Product Page interactions consist of downloads, navigation clicks, testimonial clicks, carousel clicks, and CTA clicks

Date Range: 10/1/23 – 3/31/24

Pre-existing Design

Key Performance Indicators

- Sessions: 2,168
 - Users: 1,679
 - Returning Users: 163
-
- Top Traffic Source: Paid Search – 1,510
 - Interactions: 34

Post Launch Re-design

Key Performance Indicators

- Sessions: 6,474
 - Users: 5,628
 - Returning Users: 302
- Top Traffic Source: Paid Social – 3,031
 - Interactions: 249

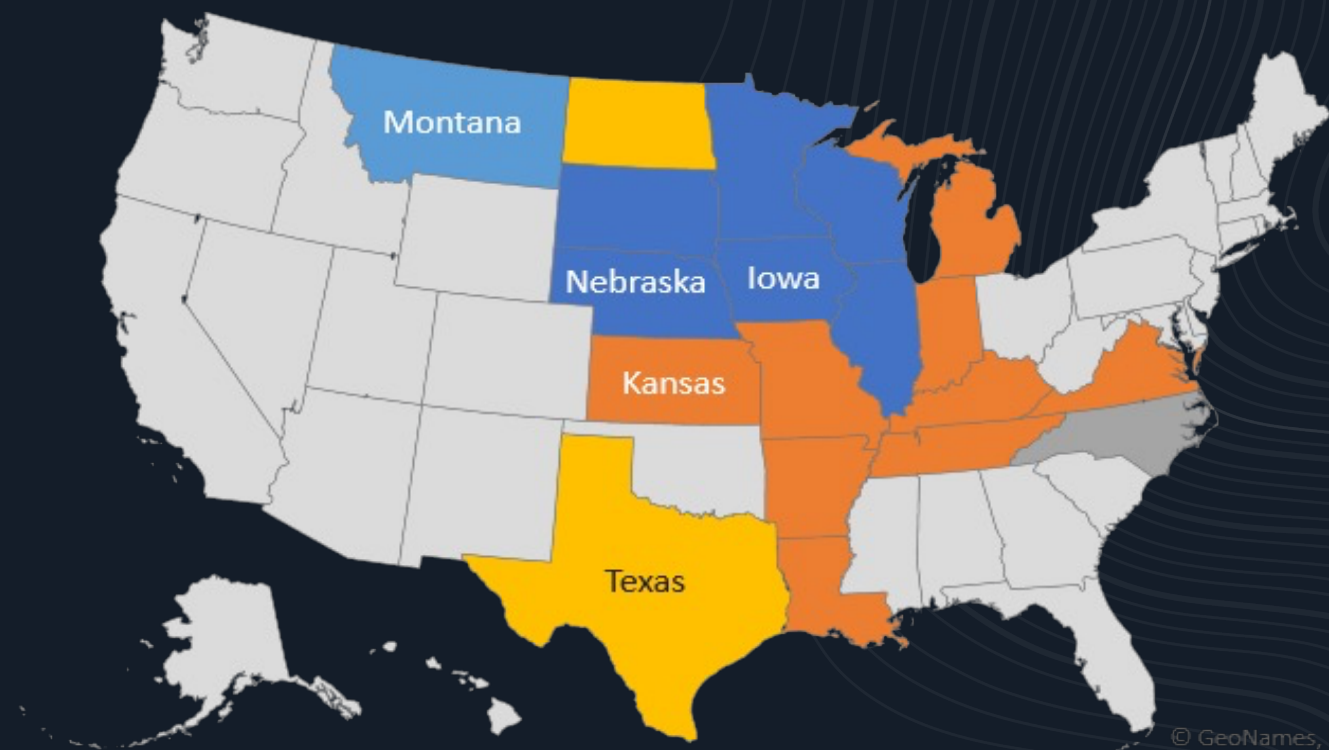


* Original Page Layout from 10/1/23 – 12/21/23 & Post Redesign Layout from 12/22/23 – 3/31/24
Addition details in appendix



Map Interactions by State Overview

■ comparison ■ photo ■ progression ■ rating ■ testimonial ■ video



Clicks by Type with State Selections

Photos 246

Ratings 228

Testimonials 200

Comparison 128

Video 108

Progressions 57

Top 5 State Selections

Minnesota 256

Illinois 122

Iowa 102

Wisconsin 83

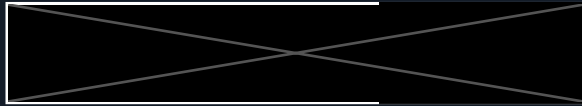
Louisiana 57

**This data is based on changes implemented after the redesign from 12/18/23 – 3/31/24
Due to limitations on state character count – some states look to bleed over to others, but all data is accurate.*



Product Page

- Videos featured on the page, have a 43% completion rate.
- Carousel Clicks had the most user interaction compared to downloads and navigation clicks, accounting for 3% of all sessions.
- The most downloaded supporting material was th [REDACTED] with 292 downloads.
- The competitor performance section had the least number of clicks with a total of 69 compared to other CTA clicks such as “Explore the Interactive Map” and “Show Me”.
 - Only desktop users selected a competitor to see the comparison against [REDACTED]



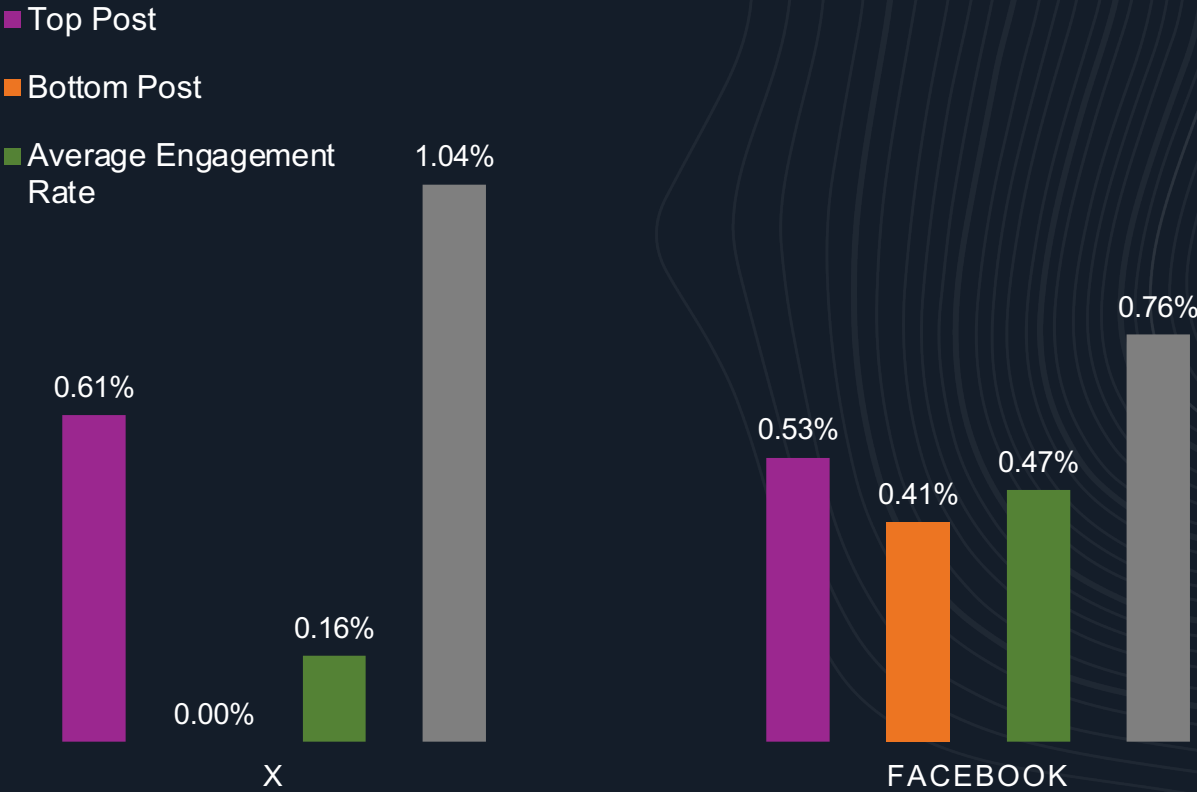
- Most users navigate the map through the zoom feature, compared to the zip code search feature or filter selections.
- Paid tactics accounted for more than 70% of traffic to the map page, with Paid Search having the highest engagement of 37% amongst all paid efforts.
- 80% of users visit the page from a mobile device, with an average engagement time of 9 seconds.
- There were a total of 222 button clicks leading to the [REDACTED] product page from the “View Product Information, accounting for 2.5% of total sessions.



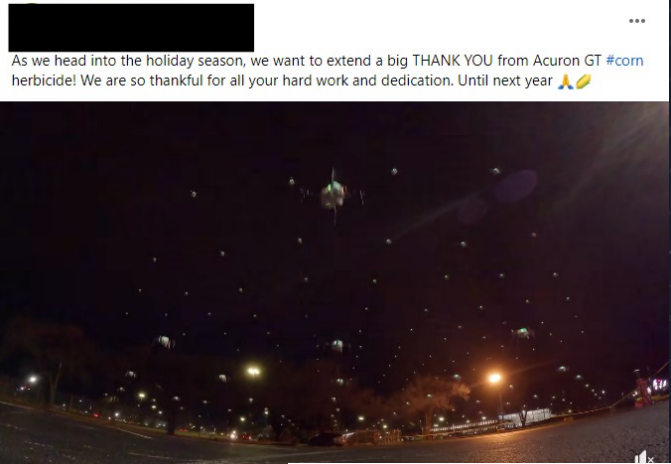
Organic Social Performance

ORGANIC SOCIAL OVERVIEW

ENGAGEMENT RATE



Top-Performing



This boosted post received 11.54% Engagement Rate



Bottom-Performing



Key Observations

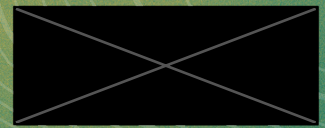
- There were a total of 7* posts and 2 stories published across Facebook, Instagram and X.
- Facebook had a total of 11 likes, 1 comments, and 0 link clicks, and 845 video views generated from 3 posts.
- X had a total of 3 posts receiving 3 likes and 7 link clicks.
- Instagram received a total of 16 taps back and 699 impressions from 2 stories.

1 Facebook video was boosted which generated a total of 292 likes, 10 shares, and 845 organic video views.

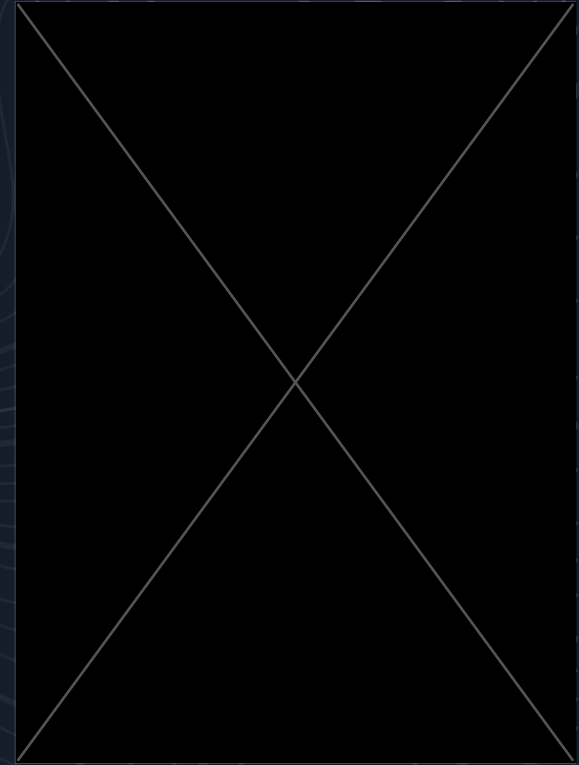
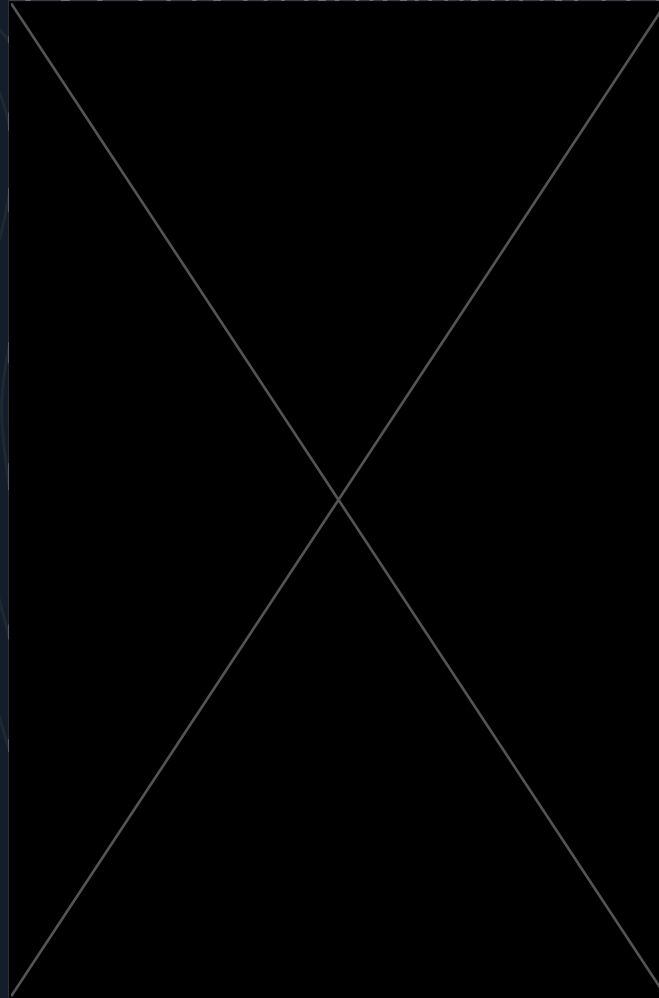
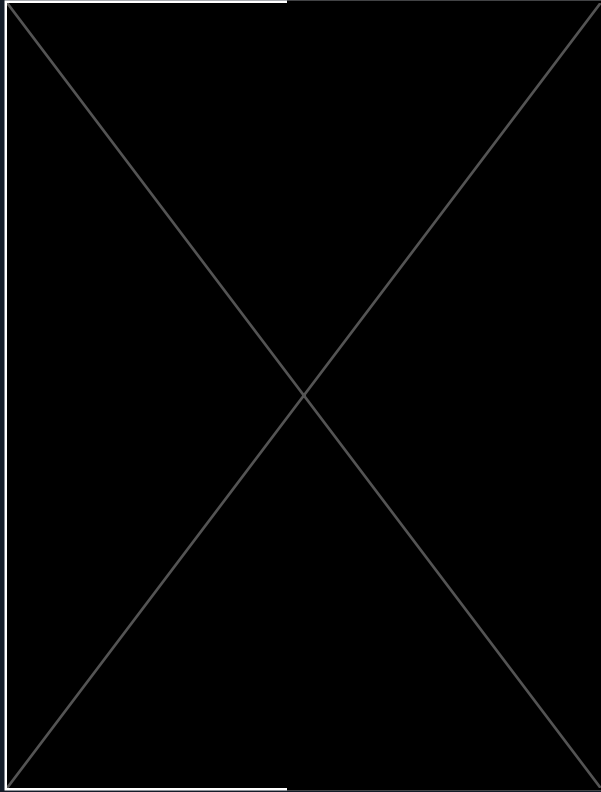
1 X video was boosted which generated a total of 12 likes, 2 shares, and 22,997 video views.



Exciting Email Design & Copy Drive Engagement

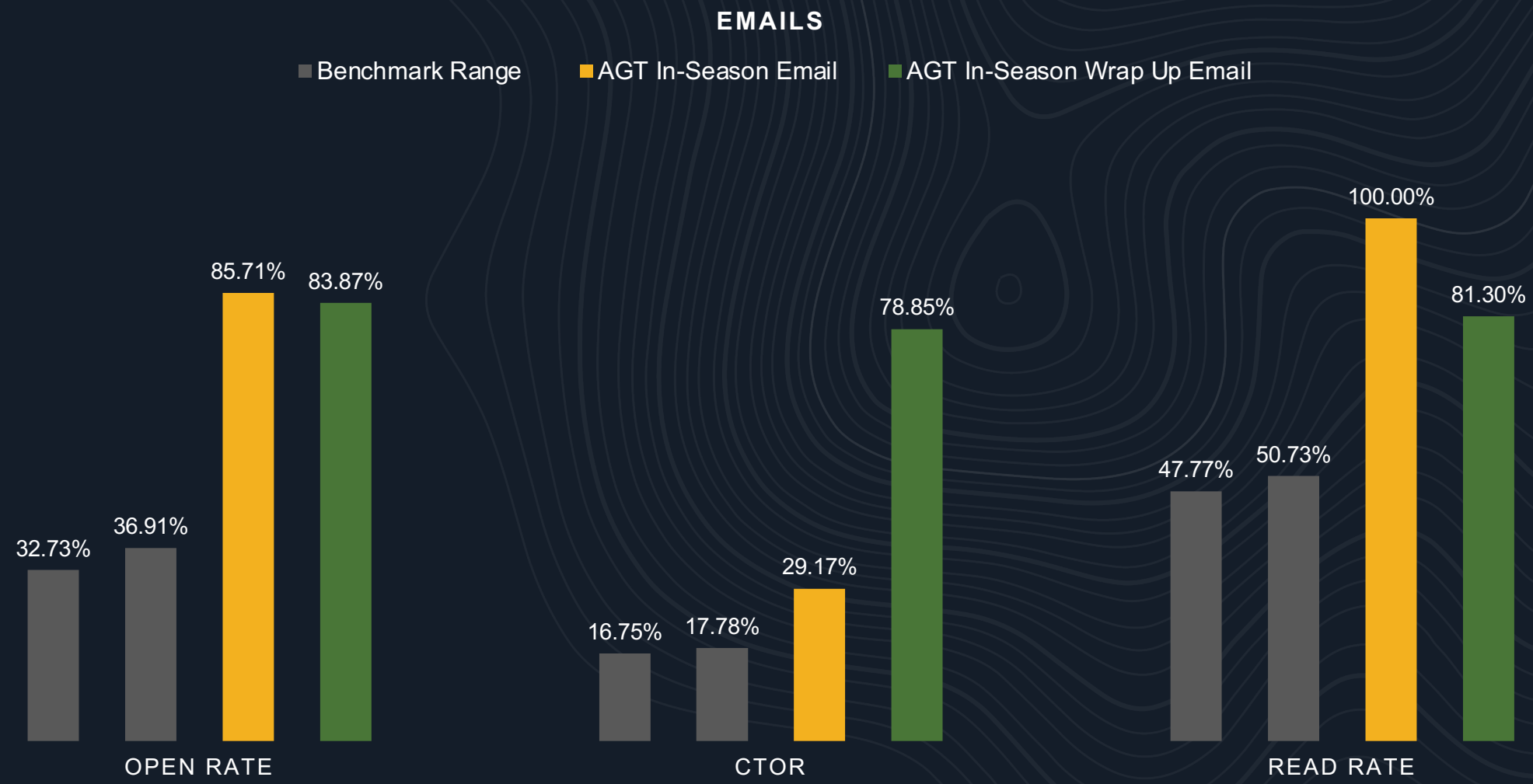


Email Overview



In Season Emails

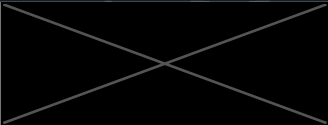
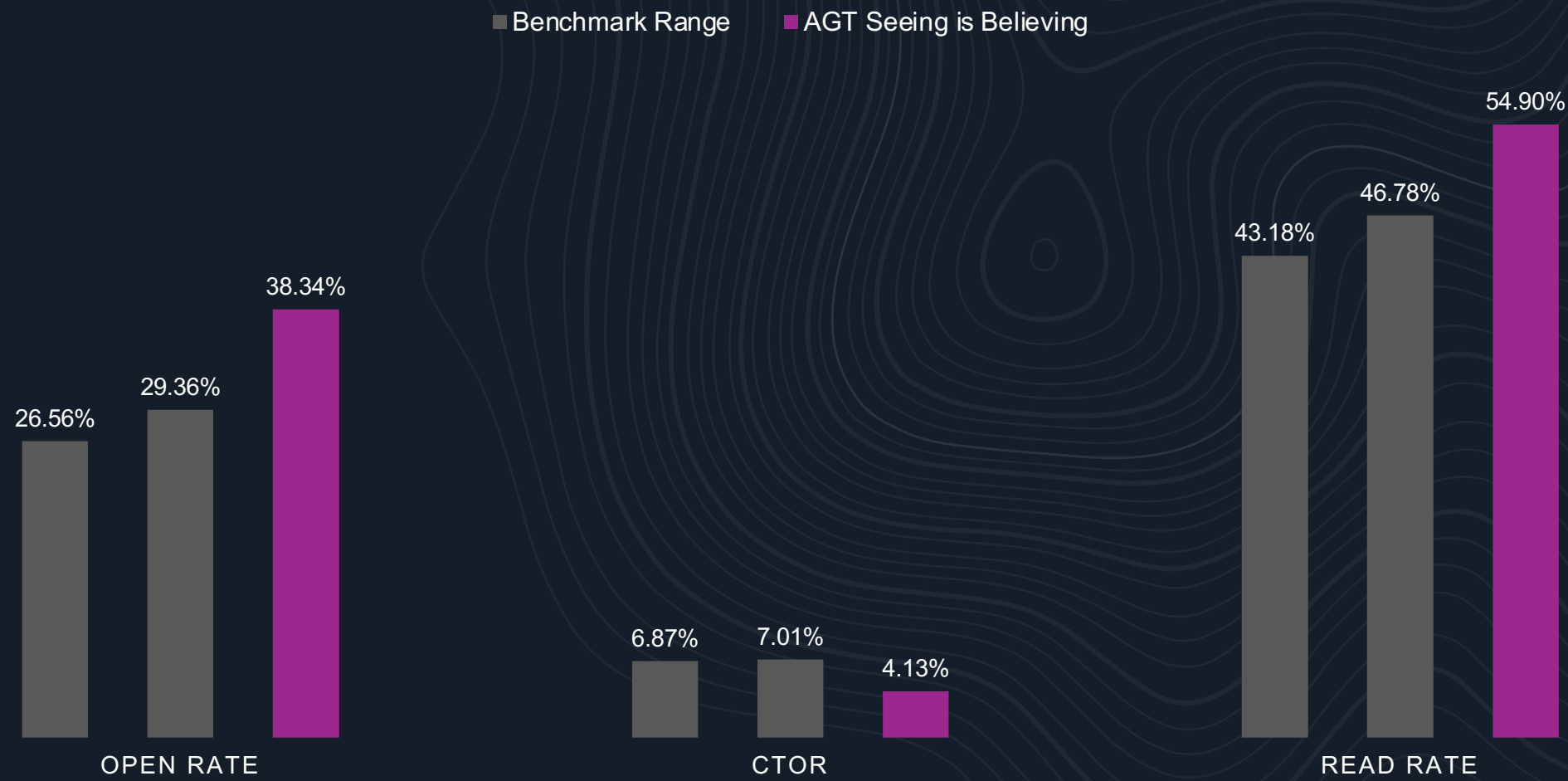
There were a total of 181 emails **sent** and 180 **delivered**



Seeing is Believing Email

There were a total of 4,433 emails **sent** and 4,419 **delivered**

EMAILS



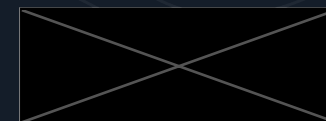
Key Observations

In Season Emails

- Both In-Season emails exceeded all benchmarks with a high CTOR generated from “Share Your Feedback” and “Submit Your Photos” which allowed users to have the opportunity to win a prize.
 - Share your Feedback generated a total of 37 clicks.
 - There were no header click activity for these emails.

Seeing is Believing Email

- This email surpassed its benchmark for Delivery Rate, Open Rate, And Read Rate. The CTA “See the Proof” accounted for 65.9% of click activity leading to the  webpage.
 - Additional click activity was generated from the unsubscribe activity which resulted in a total of 18 unsubscribes.



Recommendations

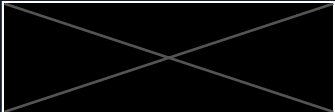
- Recommend including more Instagram feed posts to increase overall engagement rates
- Diversify posts and copy by focusing on what the grower needs and how  and  can help as opposed to leading with the product.
 - Content that centers the buyer is likely to be shared more and interacted with
- For incentivized emails, have a visual of the prize to further boost engagement. The wrap up showed a picture of the gloves and had a CTOR of 78% compared to the in-season emails 29% which had no prize image.
- For non-users consider changing the language aimed at non-users to keep them hooked. A different tone of voice could yield different results.
- Return to utilizing the movable ink component in email to help draw more clicks.
 - If wanting to avoid revealing too much, we can blur components in the design to force the user to click to see the reveal.

Campaign Effectiveness Scorecard:

Channel	Objective	Below Benchmark	Met Benchmark	Exceeded Benchmark
Organic Social	Consideration	X (Twitter/X, Facebook)		
Email	Loyalty			X (Open Rate, CTOR, Read Rate)
	Consideration	X CTOR		X (Open Rate, Read Rate)

Scorecard Summary

- Organic Social benchmarks were below the expected performance for X and Facebook. However, video content did have a higher engagement compared to photos.
- Email benchmarks were exceeded primarily for Open Rate and Read Rate. Incentivized emails surpassed CTOR.



Appendix



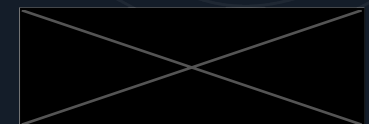
Google Analytics 4 Glossary

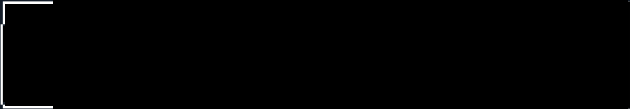
- **Views:** Page views in Universal Analytics translate to the `page_view` event in Google Analytics 4 properties. Measured as an event in GA4, based on the new data model.
- **Views Per Users:** The average number of mobile app screens or web pages viewed per user.
- **Views Per Session:** The number of app screens or web pages your users viewed per session. Repeated views of a single page or screen are counted.
- **Engagement Rate:** The percentage of engaged sessions (*Engaged sessions* divided by *Sessions*).
- **Engaged Session:** The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.
- **Average Engagement Time:** The average length of time that the app was in the foreground, or the web site had focus on the browser.
- **Average Engagement Time Per Session:** User engagement duration per session - meaning that the user was actively using your web site or mobile app.
- **Average Session Duration:** The total duration of all engaged sessions (in seconds) divided by the number of sessions.
- **Entrances:** represent the total number of visitors who entered a website through a specific page. It is the first page that visitors land on when navigating a website.
- **Session:** The number of sessions that began on your site or app. By default, a session ends (times out) after 30 minutes of user inactivity.
- **Bounce Rate:** A bounce is calculated non engaged sessions divided by the total number of sessions.



Traffic Glossary

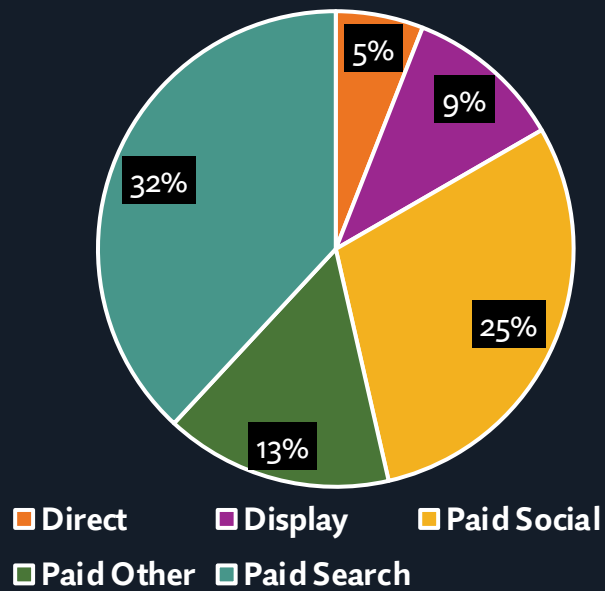
- **Organic Search:** Unpaid traffic from known search engines including Google, Bing, Yahoo, etc.
- **Organic Social:** Unpaid traffic from social channels such as Facebook, Twitter, LinkedIn, etc.
- **Referral Traffic:** Traffic driven (referred) from another site or entity.
- **Direct:** The channel by which users arrive at your site via a saved link or by entering your URL.
- **Display:** The channel by which users arrive at your site/app via display ads, including ads on the Google Display Network.
- **Email:** The channel by which users arrive at your site/app via links in email.
- **Paid Search:** The channel by which users arrive at your site/app via ads on search-engine sites like Bing, Baidu, or Google.
- **Paid Social:** Users arrive at your site/app via ads on social sites like Facebook and Twitter.
- **Paid Other:** The channel by which users arrive at your site via ads or paid tactics, identified through other mediums such as video, audio, eblasts, high-impact ads,
- **SMS:** The channel by which users arrive at your site/app via links from text messages.





Date Range: 10/1/23 – 3/31/24

Sessions by Channel



Views	Sessions	Engaged Sessions	Total Users	Returning Users	Avg. Engagement Time	Engagement Rate	Bounce Rate
9,463	8,582	2,423	7,207	440	0:14	28.23%	71.77%
2,488*	2,168*	900*	1,679*	163*	0:31*	41.5%*	58.50%*

Insights

There were a total of 370 interactions for the map filter:

- 1. Testimonial – 71
- 2. Photo - 62
- 3. Comparison – 61
- 4. Rating – 61
- 5. Video – 48
- 6. Progression - 43
- 7. Zip Code - 24

*Email, Organic Search, Organic Social, and Referral account for less than 3% of traffic each.

* Indicates KPIs before the redesign went live for the map, from 10/1/23 – 12/21/23

