



BEST CUSTOMER COMMUNICATIONS EVALUATION TRACKER

Each month, you will receive an e-mail that contains an Excel-based BCC Evaluation Tracking Tool from **NOMINATION_REPORTING@8451.com**. This spreadsheet provides a comprehensive view of your historical and current nomination event results.

4 key tabs highlighted in yellow: Results Slicer, Redemption and Loyalty Cell, Key BCC Metrics, and the Loyalty Cell Redemption and STC tab.

Glossary

Nominated Volume- circulation nominated

Pool Name/Pooled Volume- any nomination that includes more than one offer is considered a pool in 84.51° PRISM. This allows 84.51°'s targeted science to determine the best allocation for each offer within the group of offers and using the total maximum circulation (pooled volume) in order to reach the most relevant households for each offer

Allocation- the total households within your circulation that were selected to receive the offer prior to any email suppressions

Delivered- the households that successfully received the communication, the total for which you are charged

Delivered DM- the number of offers sent through direct mail

Delivered Till- historically coupons targeted at the POS system. We no longer use till as a delivery method

Delivered Email- the number of offers sent through email

Households- typically based on 52 week purchase data and less for more sensitive categories

A households- purchase your brand over 51% of the time, these are considered our most loyal households

B households- purchase your brand less than 50% of the time and are considered loyal households who are also purchasing other brands, called brand switchers

C households- category buyers who are buying in the category but have not yet tried the brand, these are acquisition households

D households- uncommitted and not currently shopping the brand or category. D households typically represent less than 1% of circulation and are often an indicator that your nominated volume is too high

Glossary Continued

Total Redemption- the total number of households that redeemed the offer

Total Redeemed %- the percentage of households that redeemed the offer

Sales to Cost- \$ sales uplift divided by the cost of the campaign, inclusive of the execution costs and redemption liability

Incremental sales uplift- based off a tightly matched control group and represents above and beyond what we would have expected from the redeeming households in dollars, units and visits

Incremental Uplift (units)- incremental units delivered by redeeming households

Incremental Visits- the total number of baskets containing at least one redemption product above and beyond what would have been expected when compared against a tightly matched control

Total Campaign Cost- based on direct mail and email as of LCM 2007 and is calculated based on the distribution cost plus coupon redemption cost plus coupon processing and handling fees. Prior to LCM 2007 will only include direct mail total costs.

Repeat Visits- 2, 3, 4+ - the number of households purchasing in the post period divided by the total number of households delivered. RP_CONTACTED_2 would be the percentage of households visiting twice in the post period divided by the total number of households delivered and same for 3, 4+ etc.

Analysis Read: most updated results that are available for the campaign. These will continue to update for each event when we receive more results throughout the year

2016-2019 BCC Events LCM/MyMagazine:

Allocation- 0 week read- households we attempted to send the communication

Mid point- 6 week read- early redemption

Final Redemption Read + Short-term Uplift- 13 week read

Final Redemption + Long-term Uplift- 26 week read

2020+ BCC Events LCM:

Allocation- 0 week read- households we attempted to send the communication

Early Redemption- 2 week read

Final Redemption Read + Short-term Uplift- 6 week read

Final Redemption + Long-term Uplift- 13 week read

2020+ BCC Events MyMagazine:

Allocation- 0 week read- households we attempted to send the communication

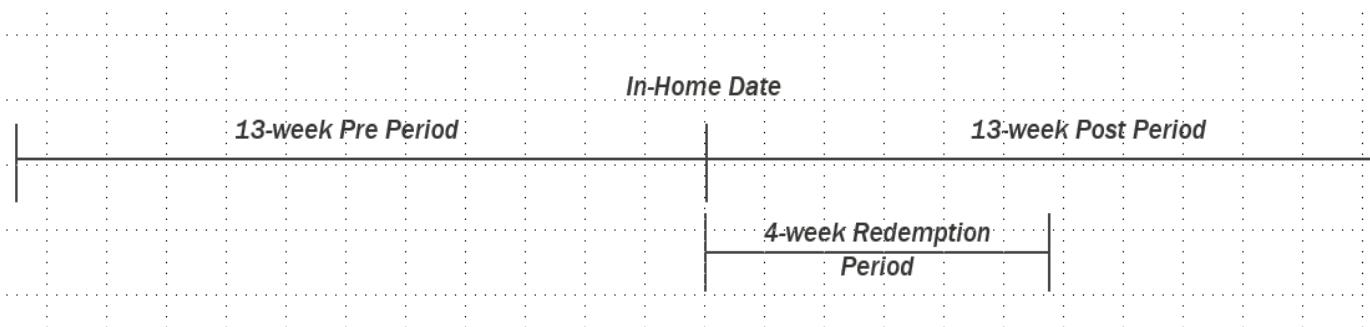
Mid point- 6 week read- early redemption

Final Redemption Read + Short-term Uplift- 13 week read

Final Redemption + Long-term Uplift- 26 week read

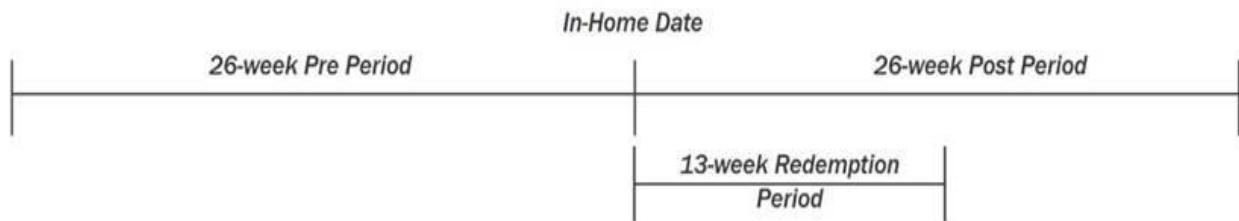
Uplift Methodology

LCM:



MyMagazine:

AND WE PROVIDE SALES TO COST CALCULATIONS TO HELP
EVALUATE YOUR SPEND



Incremental Quantity Delivered by Redeeming Households \times Average Purchase Price = \$ Sales Uplift

Distribution Cost + Coupon Redemption Cost + Coupon Processing & Handling Cost = Cost of Campaign

$\$ \text{Sales Uplift} / \text{Cost of Campaign} = \text{Sales to Cost Ratio}$

**\$X Sales to Cost means that for every \$1 invested in the LCM, \$X
in incremental sales was returned**