

In-store media is not a traditional marketing spend; it blurs the line between **brand** and **performance** marketing.

As a result, we measure performance across 4 **value drivers**, each corresponding to a key stage in the customer journey.

EXAMPLE CALCULATION

VALUE DRIVER	KPI	DOLLAR VALUE	VALUE DRIVER
AWARENESS	Impressions	\$40K	AWARENESS
DISCOVERY	Incremental First-Time Customers	+ \$250K	DISCOVERY
CONVERSION	Incremental Sales During the Campaign	+ \$200K	CONVERSION
LOYALTY	Incremental Sales Post-Campaign (Campaign Engagers Only)	+ \$100K	LOYALTY
		- \$20K	OVERLAP
		\$580K	FULL-FUNNEL VALUE
		÷ \$200K	CAMPAIGN COST
		= 2.9x	FULL-FUNNEL iROAS

Each value driver is assigned a **single KPI**, which in turn drives the dollar amount assigned to that value driver

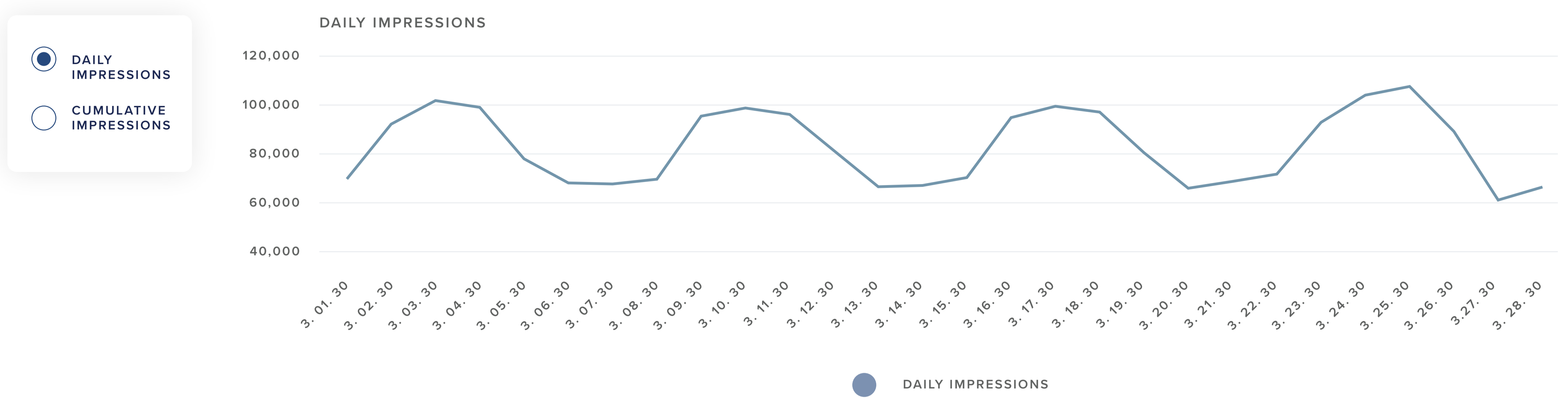
The sum of the value drivers determines your **Full-Funnel iROAS**

All value drivers are incremental. KPIs are highlighted **orange** throughout this report.

Awareness

Reach your audience

751,884 Film Plays | **1,610,377** Customers Reached¹ | **2,217,714** Est. Impressions² | **\$18.00** Value per 1K Impressions³ | **\$39,919** Awareness Value

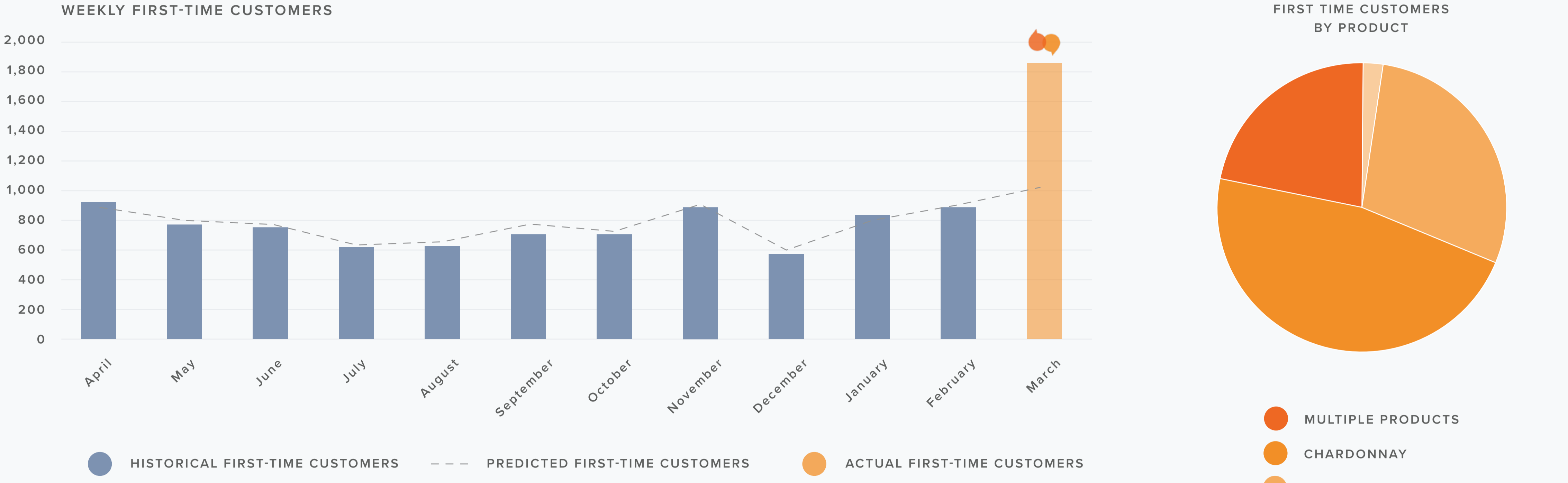


¹ Total unique category transactions * 1.25.
² Total (non-unique) category transactions * 1.25, with an adjustment to account for share of voice. This measurement approach is consistent with the IAB standards for in-store measurement released in February 2024.
³ Blended CPM across major DOOH and CTV exchanges.

Discovery

Gain new customers

15,672 Total Brand Customers | **7,398** First-Time Customers¹ | **3,268** Incremental First-Time Customers² | **\$49.34** Value per Incremental First-Time Customer³ | **\$161,245** Discovery Value

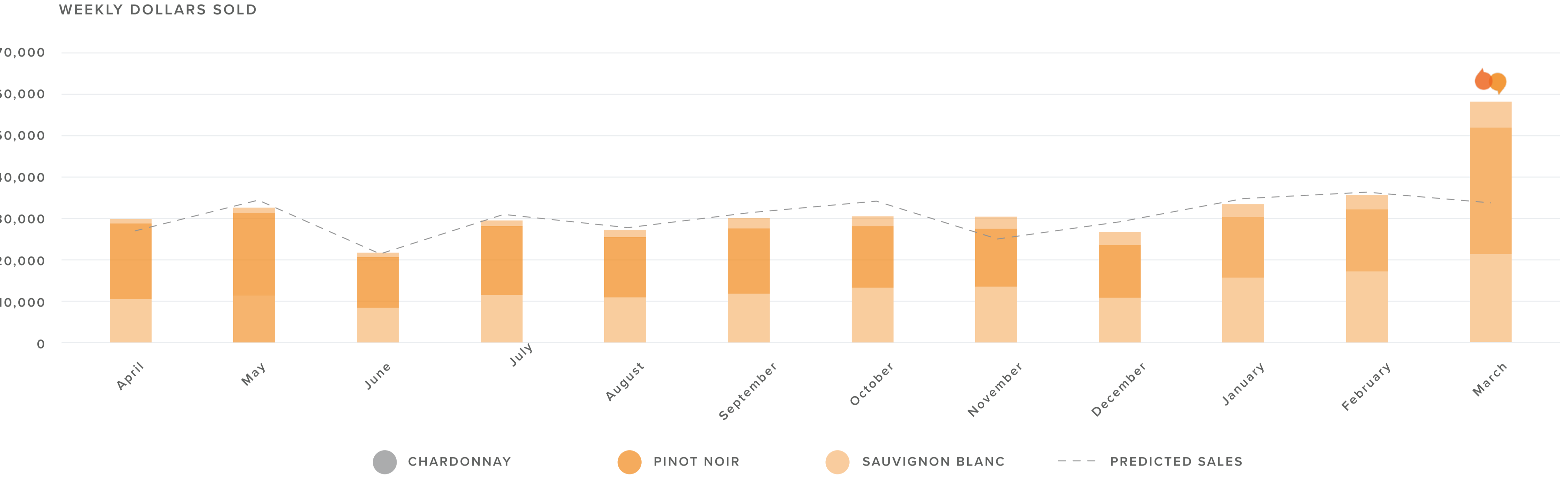


¹ New to brand in the last 12 months.
² Predicted using an inferential machine learning model built on top of 3+ years of transaction log data. Factors such as price, seasonality, and even anomalous events that impact the entire category (i.e. Covid-19) are taken into account. Other concurrent promotions (i.e. demos) are typically not taken into account. This algorithm is much more precise than PoP or YoY analyses, and can usually estimate first-time customers with a 3-7% margin of error.
³ Total brand spend during the 3 years after a customer first purchases one of your products. The initial purchase is excluded from this calculation. For brands with less than 3 years of sales history in this retailer, we use the category average.

Conversion

Drive sales

18,522 Units Sold | **\$232,866** Dollars Sold | **72.4%** Sales Lift¹ | **\$97,788** Conversion Value²



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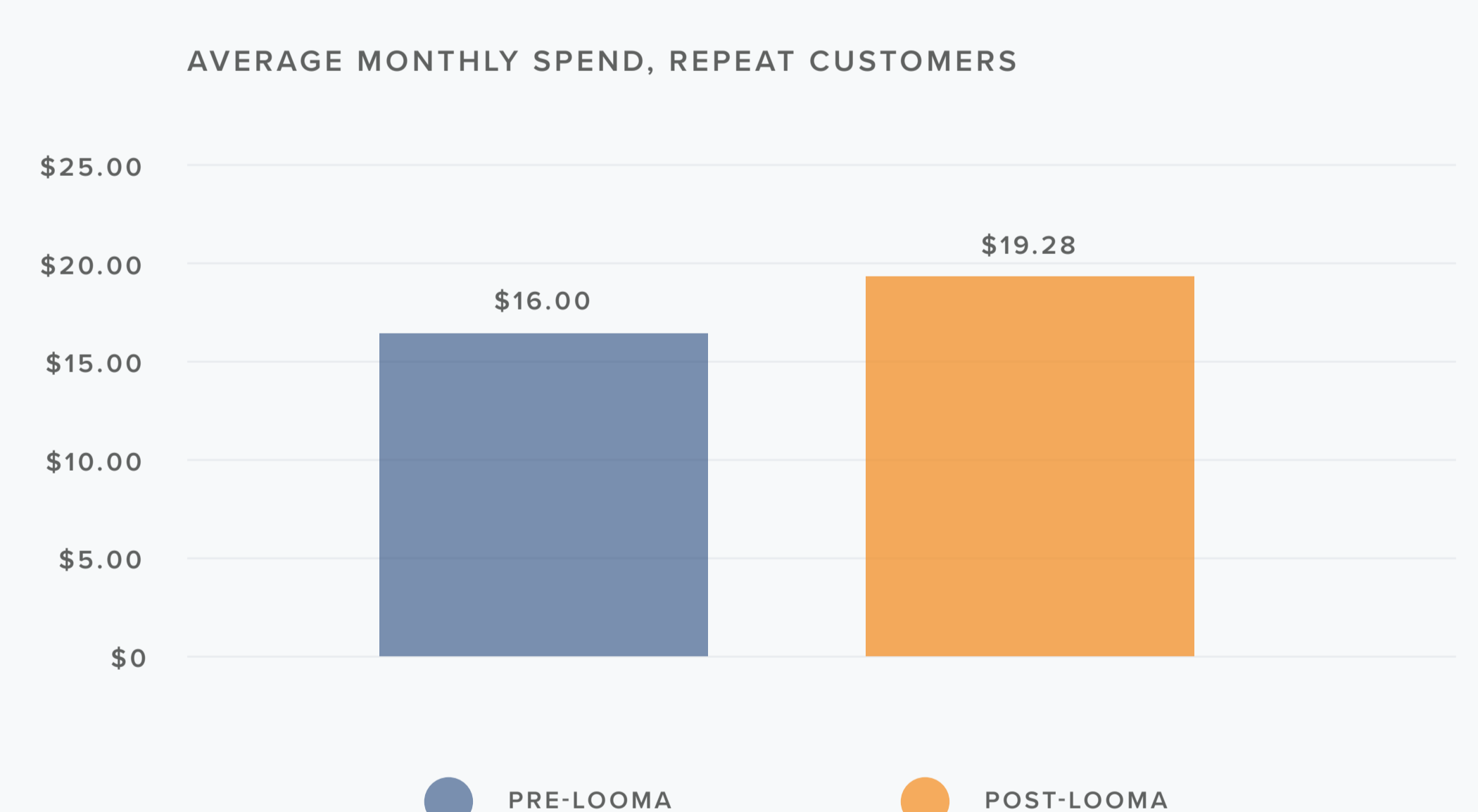
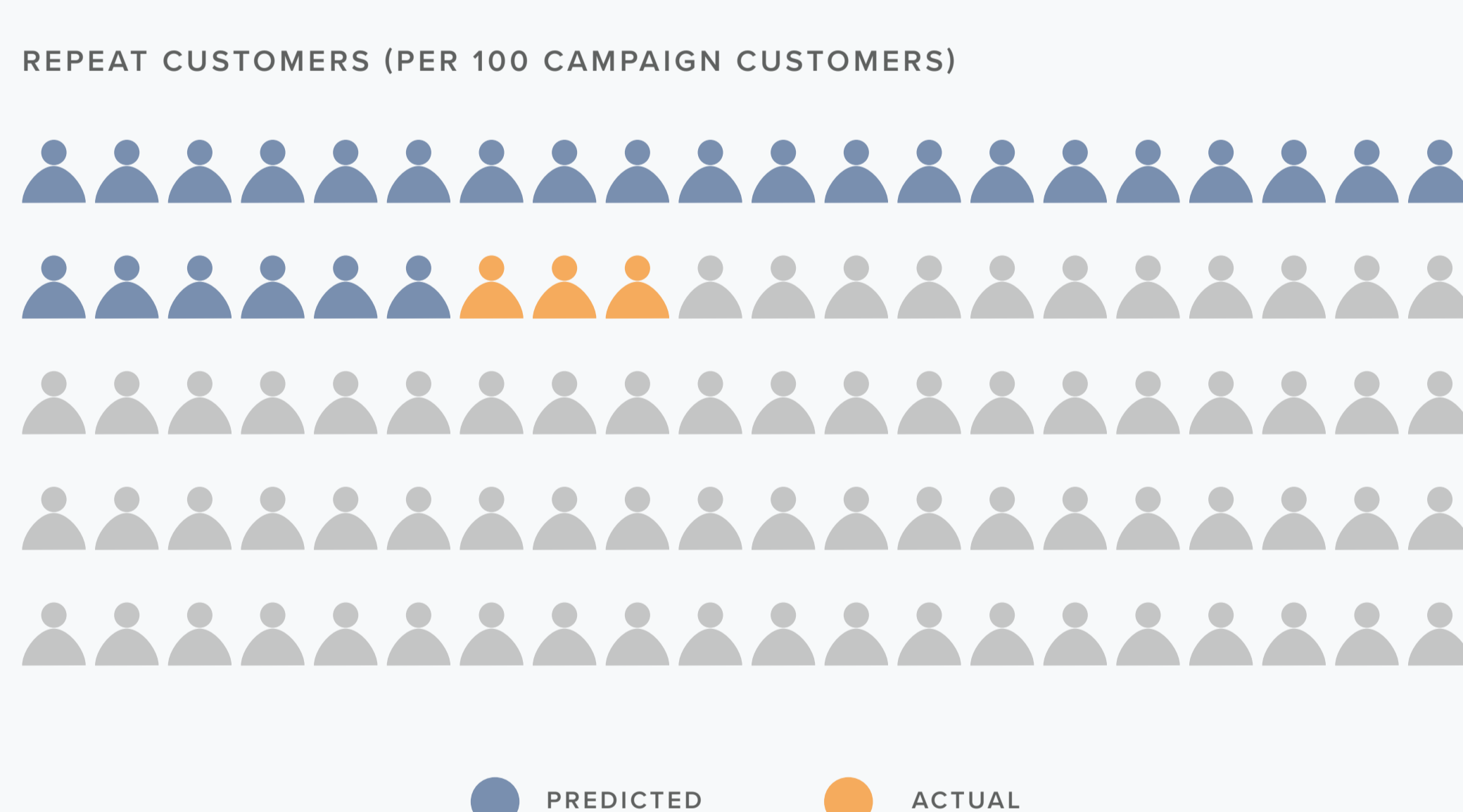
Loyalty

Create connections

10,344 Campaign Customers¹ | **3,000** Repeat Customers (3-mo. Post-Campaign)² | **\$16.00** Pre-Looma Monthly Spend, Repeat Customers³ | **\$19.28** Post-Looma Monthly Spend, Repeat Customers⁴ | **\$29,478** Loyalty Value⁵

For every 100 campaign customers, 29 became repeat customers.² That is 10% higher than normal.

Repeat customers purchased 21% more post-campaign than they did pre-campaign.



¹ Customers that purchased a featured product during the campaign.
² Campaign Customers who made an additional purchase within 3 months after the campaign.
³ Ave. monthly brand spend (across all UPCs) for Campaign Customers during the 6 non-promo months prior to the campaign.
⁴ Ave. monthly brand spend (across all UPCs) for Campaign Customers during the 3 non-promo months after the campaign.
⁵ Repeat Customers * (Post-Looma Monthly Spend, Repeat Customers - Pre-Looma Monthly Spend, Repeat Customers) * 3 months.

Overlap

Eliminate double counting

-\$61 Awareness / Conversion Overlap | **-\$9,255** Discovery / Loyalty Overlap

AWARENESS / CONVERSION OVERLAP

DISCOVERY / LOYALTY OVERLAP

Of the 496,533 customers considered in calculating impressions,

10,344

were *also* campaign engagers, meaning they contributed to your **conversion value**.

These customers have therefore been excluded from your **awareness value**.

Of the 10,344 customers considered in calculating post-campaign sales (loyalty),

3,268

were *also* incremental first-time customers, meaning they contributed to your **discovery value**.

These customers have therefore been excluded from your **loyalty value**.

Summary

Full-Funnel iROAS

Awareness	\$39,919
Discovery	\$161,245
Conversion	\$97,788
+ Loyalty	\$29,478
- Overlap	\$9,255

Total Value **\$319,175**
÷ Campaign Cost **\$51,450**



Full-Funnel iROAS

6.2x