Looma Vineyards

Mock Grocers | 1,000 Stores
March 1st, 2030 – March 28th, 2030

Full-Funnel Value **$286,392** | Campaign Cost **$51,450**

Loop™ is not a traditional marketing spend: it blurs the line between a trade spend and a brand spend.

As a result, performance is measured across 4 value drivers, each corresponding to a key stage in the customer journey.

VALUE DRIVER	KPI
AWARENESS	Impressions
DISCOVERY	Incremental First-Time Customers
CONVERSION	Incremental Sales During the Campaign
LOYALTY	Incremental Sales Post-Campaign (Campaign Engagers Only)

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

EXAMPLE CALCULATION

DOLLAR VALUE	VALUE DRIVER
$50K	AWARENESS
+ $250K	DISCOVERY
+ $200K	CONVERSION
+ $100K	LOYALTY
– $20K	OVERLAP
$580K	TOTAL VALUE
÷ $200K	CAMPAIGN COST
= 2.9x	FULL-FUNNEL iROAS

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

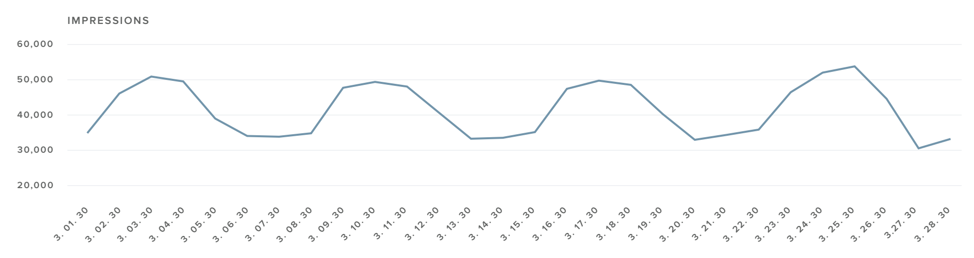
All value drivers are incremental. KPIs are highlighted orange throughout this report.

Awareness

Reach your audience

8,051,884	1,610,377	1,217,714	$5.86	$7,136
Film Plays	Customers Reached[1]	Est. Impressions[2]	Value per 1K Impressions[3]	Awareness Value

DAILY IMPRESSIONS
CUMULATIVE IMPRESSIONS

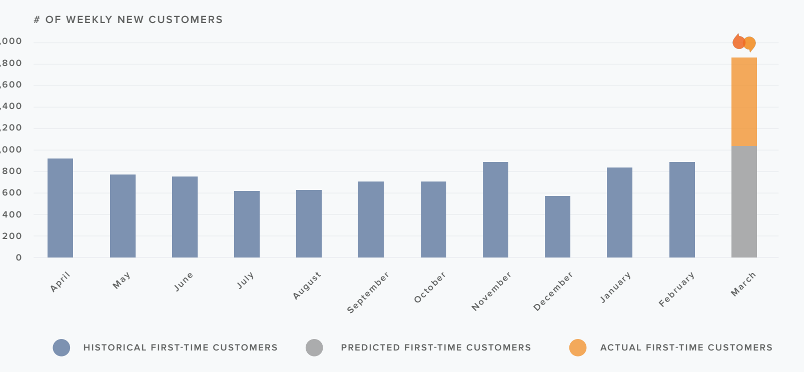


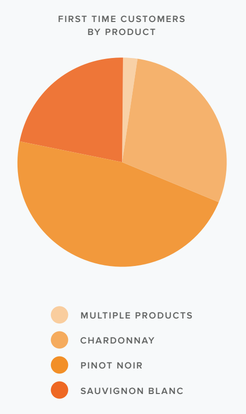
[1] Total unique category (i.e. alc bev, frozen) visitors during the campaign period
[2] Estimated based on a survey of 877 customers conducted by a third party, which found that 37% of category purchasers notice Loop™
[3] 90-day rolling average CPM of the 6 largest non-Loop™ in-store media providers (Coinstar, Redbox, etc.)

Discovery

Gain new customers

15,672	7,398	3,268	$49.34	$161,245
Total Brand Customers	First-Time Customers[1]	Incremental First-Time Customers[2]	Value per Incremental First-Time Customer[3]	Discovery Value



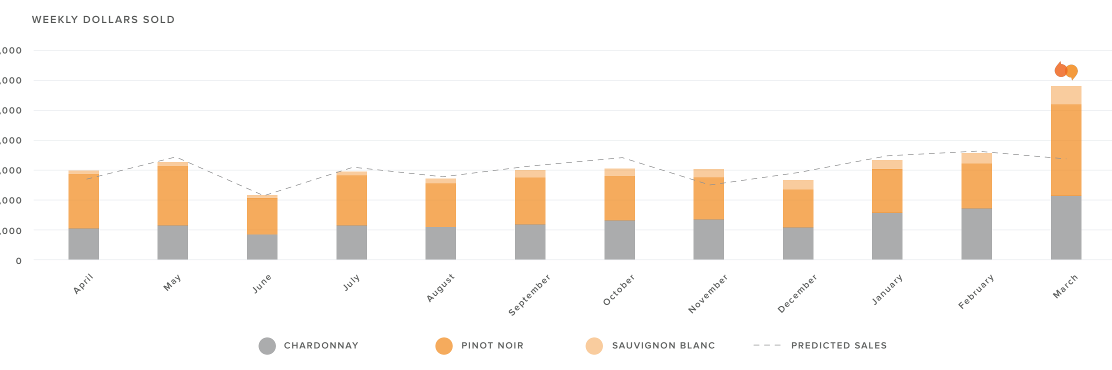


[1] Customers who haven't purchased any UPC of yours in the past 12 periods
[2] Delta between your "baseline" first-time customers and first-time customers during this campaign. "Baseline" is calculated by averaging your first-time customers from the prior year and adjusting for seasonality.
[3] Total spend on *your brand* 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, the category average is used.

Conversion

Drive sales

18,522	$232,866	72.4%	$97,788
Units Sold	Dollars Sold	Sales Lift[1]	Conversion Value[2]



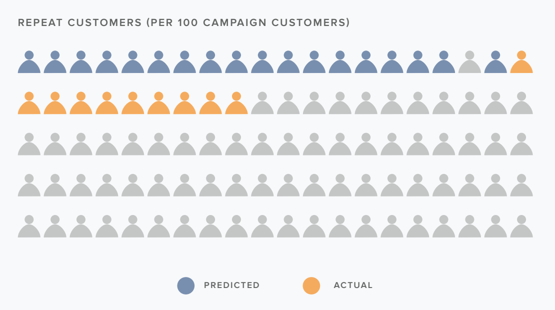
[1] Predicted using a machine learning model that evaluates sales performance at the UPC level across the category, typically using over 3 years of data. Factors such as price, seasonality, and even anomalous events that impact the entire category (i.e. Covid-19) are taken into account. Other concurrent 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 sales within 1-3% of actual performance.
[2] See note on Sales Lift

Loyalty

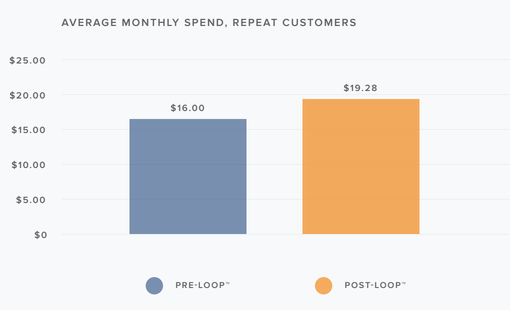
Create connections

10,344	3,000	$16.00	$19.28	$29,478
Campaign Customers[1]	Repeat Customers (3-mo. Post-Campaign)[2]	Pre-Loop™ Monthly Spend, Repeat Customers[3]	Post-Loop™ Monthly Spend, Repeat Customers[4]	Loyalty Value[5]

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-Loop Monthly Spend, Repeat Customers - Pre-Loop Monthly Spend, Repeat Customers) * 3 months

Overlap

Eliminate double counting

-$61	-$9,194
Awareness / Conversion Overlap	Discovery / Loyalty Overlap

AWARENESS / CONVERSION 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.

DISCOVERY / LOYALTY OVERLAP

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	$7,136
	Discovery	$161,245
	Conversion	$97,788
+	Loyalty	$29,478
–	Overlap	$9,255
	Total Value	$286,392
÷	Campaign Cost	$51,450

Full-Funnel iROAS

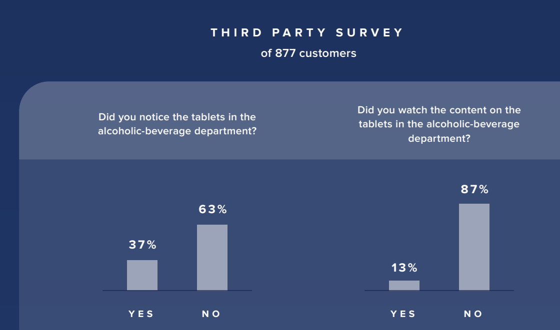
5.6x

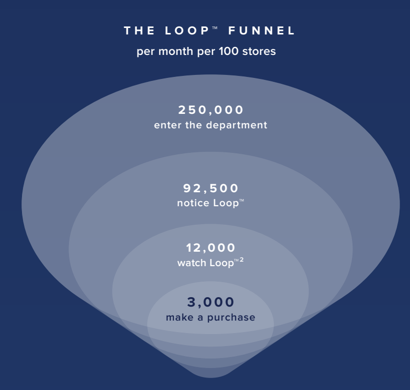
FAQs

Frequently Asked Questions

Q: How "real" is your impression count? How many people actually watch?

A: Impressions are estimated by multiplying total category transactions x percentage of customers who notice Loop™. The percentage of customers who notice Loop™ is estimated using a survey of 877 customers conducted by a third party[1].



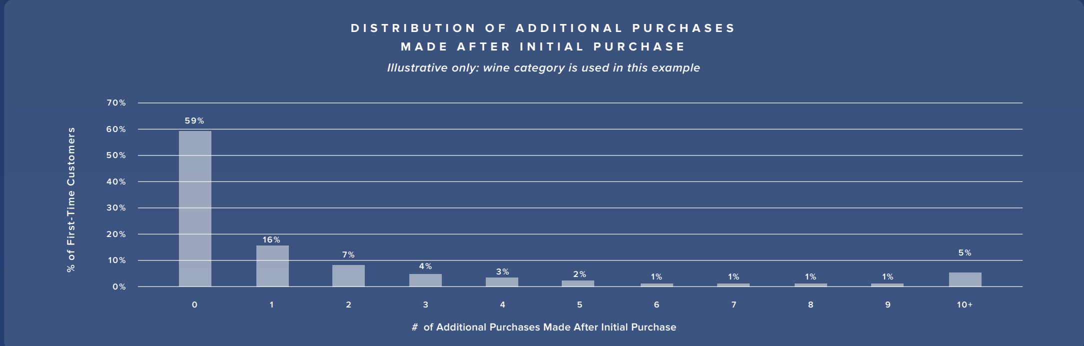


In sum, Loop™ converts approximately 3,000 out of every 250,000 customers.
For reference, the average UPC in a grocery store converts just 300 out of every 250,000 customers.
Loop's breakeven point requires converting approximately 668 out of every 250,000 customers.

[1] 84.51º, Kroger's Data Science unit
[2] 37%* 13% = 4.81%

Q: Can you share more about how you calculate *Value per Incremental First-Time Customer*? My value feels low if we're looking at 3 years of data...

A: *Value per Incremental First-Time Customer* is calculated by measuring the total dollar amount a first-time customer spends during the 3 years after their initial purchase. The initial purchase is *not* included in this calculation. The value often feels lower than many expect because many first-time customers don't return.



The average first-time wine customer purchases the wine they tried 1.7 more times after their initial purchase

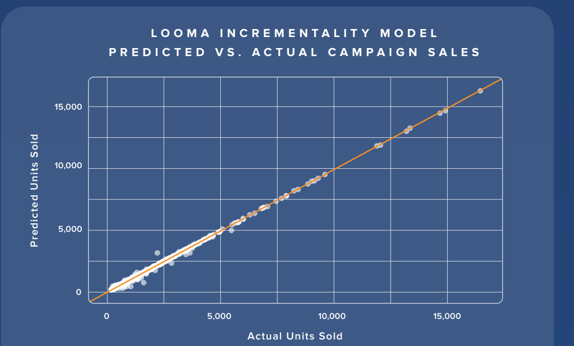
Q: Can you share more about your machine learning model that estimates sales lift? How reliable is it?

A: The Looma Incrementality Model is a set of inferential machine learning models customized for each of our programs using 3+ years of transaction logs provided to us by our retail partners.

Each model leverages LightGBM, a gradient boosting framework developed by Microsoft, to predict sales using both historical transaction logs provided by the retailer and other proprietary datasets developed and/or licensed by Looma.

Factors such as price, seasonality, category trends, and even anomalous events that impact the entire category (i.e. Covid-19) are all accounted for in the Looma Incrementality Model, allowing us to estimate total campaign sales within 1-3% for most brands. The only factors not contemplated by our models are other concurrent promotions.

LOOMA INCREMENTALITY MODEL
PREDICTED VS. ACTUAL CAMPAIGN SALES



MODEL PERFORMANCE

- Estimates total campaign sales within 1-3% (OOS, MDAPE)
- R^2 = 84-94%