



el toro

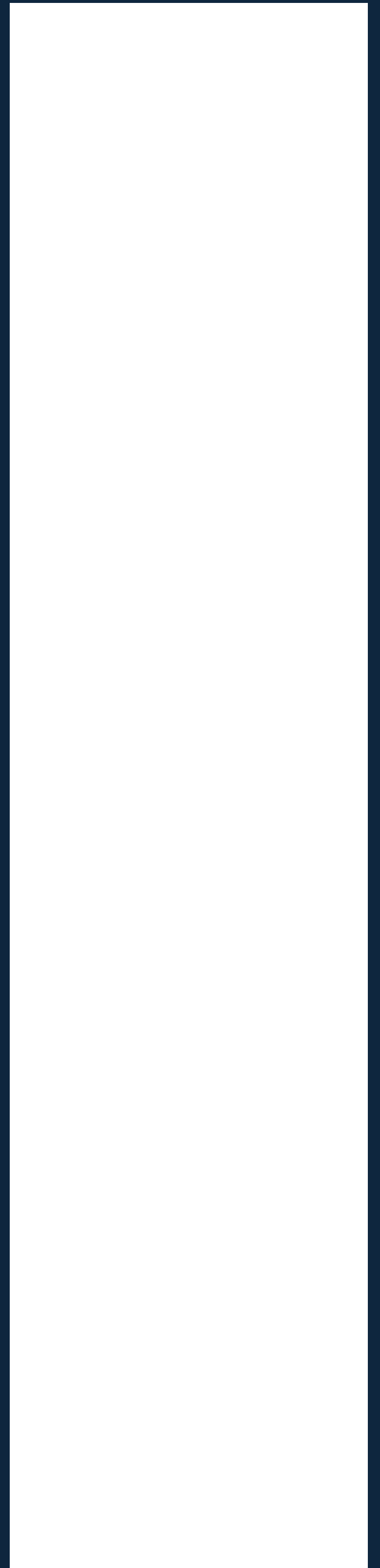
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Reporting and Analytics

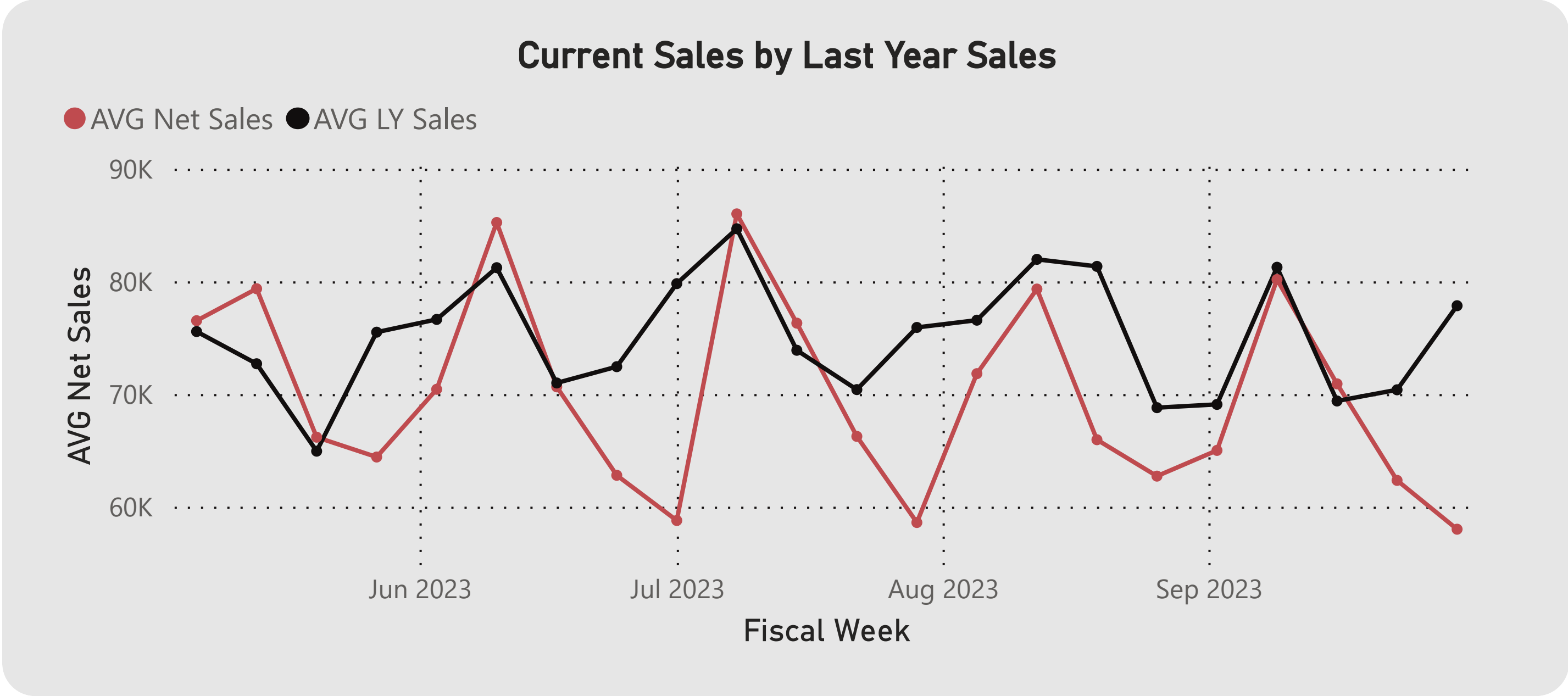
Franchise Demo

Updated: October 2023



Sales Profile

The Sales Overview shows how your stores have been doing, using El Toro. It focuses on the essentials: how your sales numbers have changed compared to the previous year. It's a snapshot of your store's progress and growth.



Sales by Campaign Start Date							
Campaign Start Date	Store Nbr	Avg Sales During Campaign	Avg Sales LY	Sales Delta YoY	Avg Customer Count During Campaign	Avg Customer Count LY	YoY Customer Count Delta
2/8/2023	23372	\$66,124	\$66,160	-0.06%	3,074	2,961	4.55%
2/8/2023	23798	\$70,637	\$71,129	-0.69%	3,266	3,400	-3.30%
2/8/2023	24127	\$80,850	\$81,542	-0.85%	3,391	3,377	2.12%
2/8/2023	45160	\$82,987	\$90,926	-8.73%	3,181	3,327	-5.19%
2/8/2023	45163	\$33,842	\$35,026	-3.38%	1,289	1,389	-7.29%
5/3/2023	23619	\$101,119	\$104,862	-3.57%	4,136	4,129	4.83%
5/3/2023	24037	\$43,646	\$58,430	-25.30%	1,891	2,389	-18.40%
5/3/2023	24088	\$89,429	\$94,957	-5.82%	3,533	3,393	7.33%
5/3/2023	24421	\$56,481	\$59,669	-5.34%	3,346	3,240	9.46%
5/3/2023	24848	\$83,552	\$83,827	-0.33%	3,838	3,783	5.35%
5/3/2023	24849	\$63,982	\$72,677	-11.96%	2,338	2,488	-0.83%
Total		\$70,241	\$74,473	-5.68%	3,026	3,080	0.87%

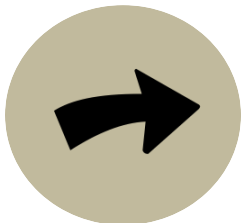
*Sales data Provided By Client

Creative Profile

The Creative Profile provides a clear picture of your advertising campaign's performance. It details the number of impressions, clicks, and the click-through rate (CTR%) for each ad since the start of the campaign. Plus, we display one of your top-performing ads during this period in the top right.



668,694
Impressions



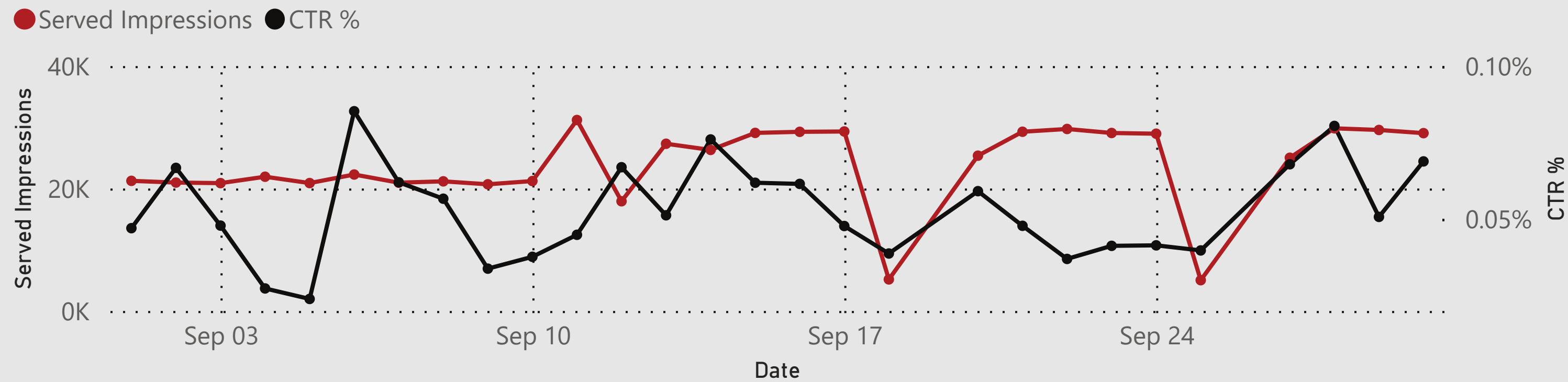
0.05%
CTR %

Top Serve by Order Line

Order Line	Impressions	CTR %
8i4jhiTRvDdswLGNy	114,334	0.04%
be8Av6KXjCirC3cYc	26,313	0.07%
GAmYqxK7Gupwqfun2	109,482	0.03%
me9LKo82vMajgWv9s	54,024	0.04%
n8SsBpaXrTEmQg37q	231,848	0.07%
QFc9LWZH3dcZTRxJY	11,225	0.04%
qjDo5brhzuaAksinr	54,783	0.06%
YDdpaDY6ohLvkJusX	21,463	0.08%
ZRiR5aFgi84xWQdKf	45,222	0.04%
Total	668,694	0.05%

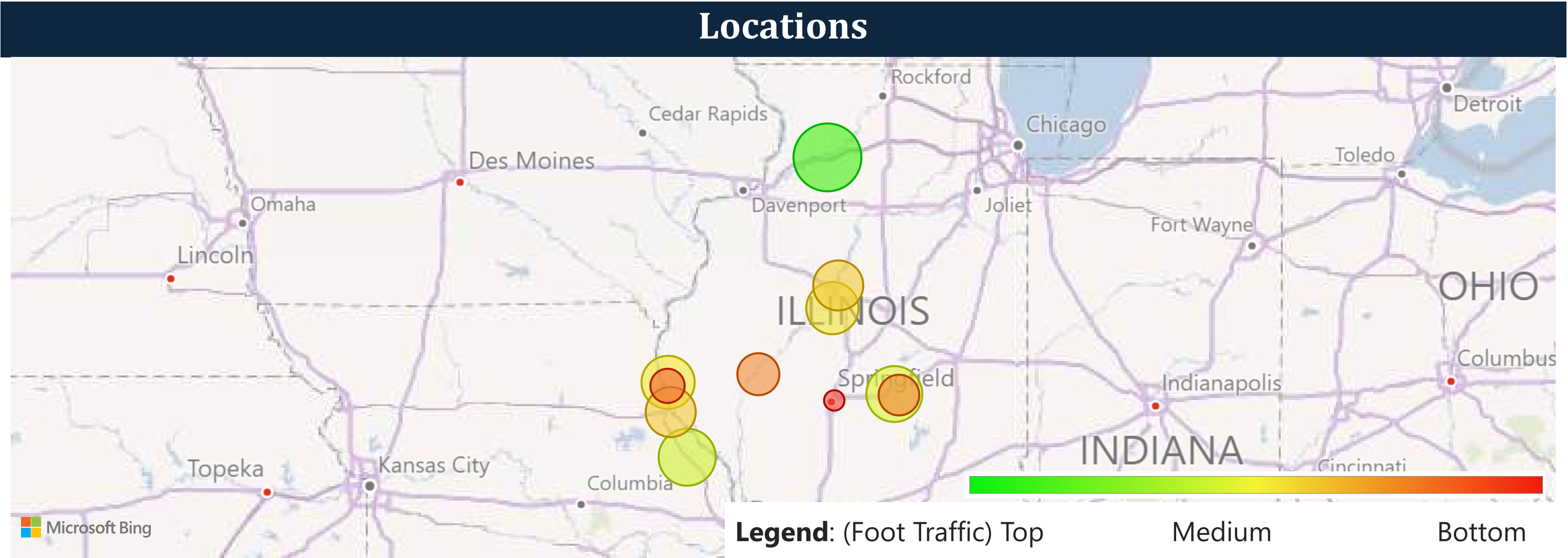


Served Impressions and Click-Thru Rate % by Date



Store Profile

The Store Profile offers valuable insights into customer behavior at each of your locations. It summarizes the average number of times a customer visits, the median distance traveled to the location from their home, and the percentage of overall foot traffic your store captures. This allows you to understand your store's performance in the context of customer patterns.



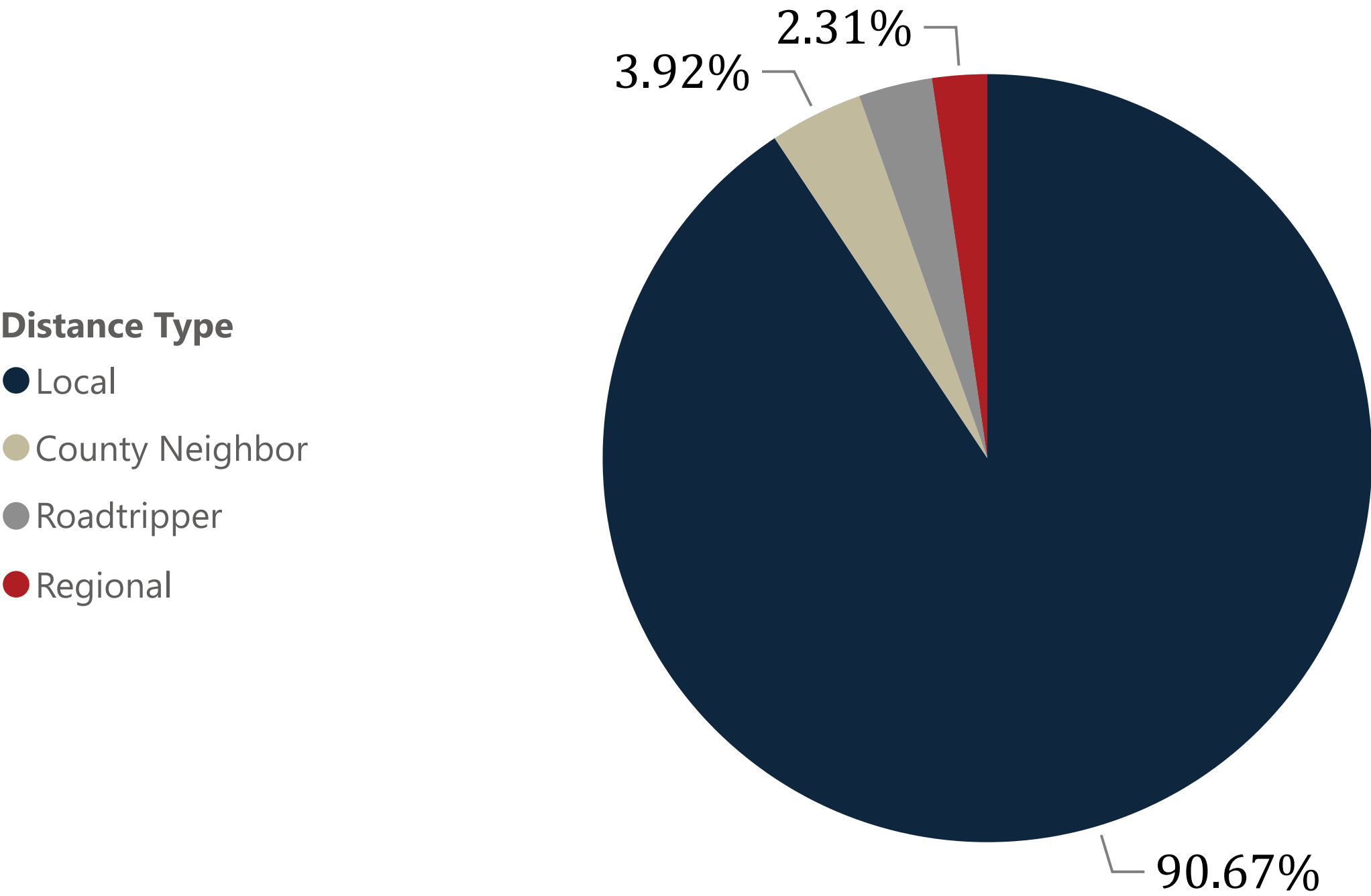
Location Foot Traffic Breakdown			
Location	AVG Times Seen	% of Foot Traffic	Median Distance (Local)
IL			
5q5S6oujuxdCnatBh	1.67	11.50%	1.06
C84G9FEWn7XbMJhZp	2.23	10.38%	0.91
cHNqjdRihcejvnun	2.24	5.27%	1.11
f3n4DniDniKYFwKcS	1.66	6.55%	1.93
HzKxe8fZp3bPPGtvj	1.73	9.27%	1.30
KAsobTap9yQpE8i42	3.14	6.87%	0.59
LA7bXyqG4kwBN5Zy3	1.35	4.15%	1.52
vx2csp2efYgxJ3oQz	2.12	10.06%	1.02
w94Mm7BDaPjcHQyyW	1.94	17.25%	1.03
MO			
CR5hGF6cmNky56WGb	1.79	11.98%	1.51
uqzRzKqmwNkmpt3ie	2.21	9.27%	0.91

Times Seen: The number of times a household device was observed at the location(s) within the observed time period.

Foot Traffic: Represents the amount of Device IDs we capture at a location. We show '% of Foot Traffic' as a % of Grand Total for the locations on the page.

Shopper Profile

Distribution of Visitors



Distance Type Values

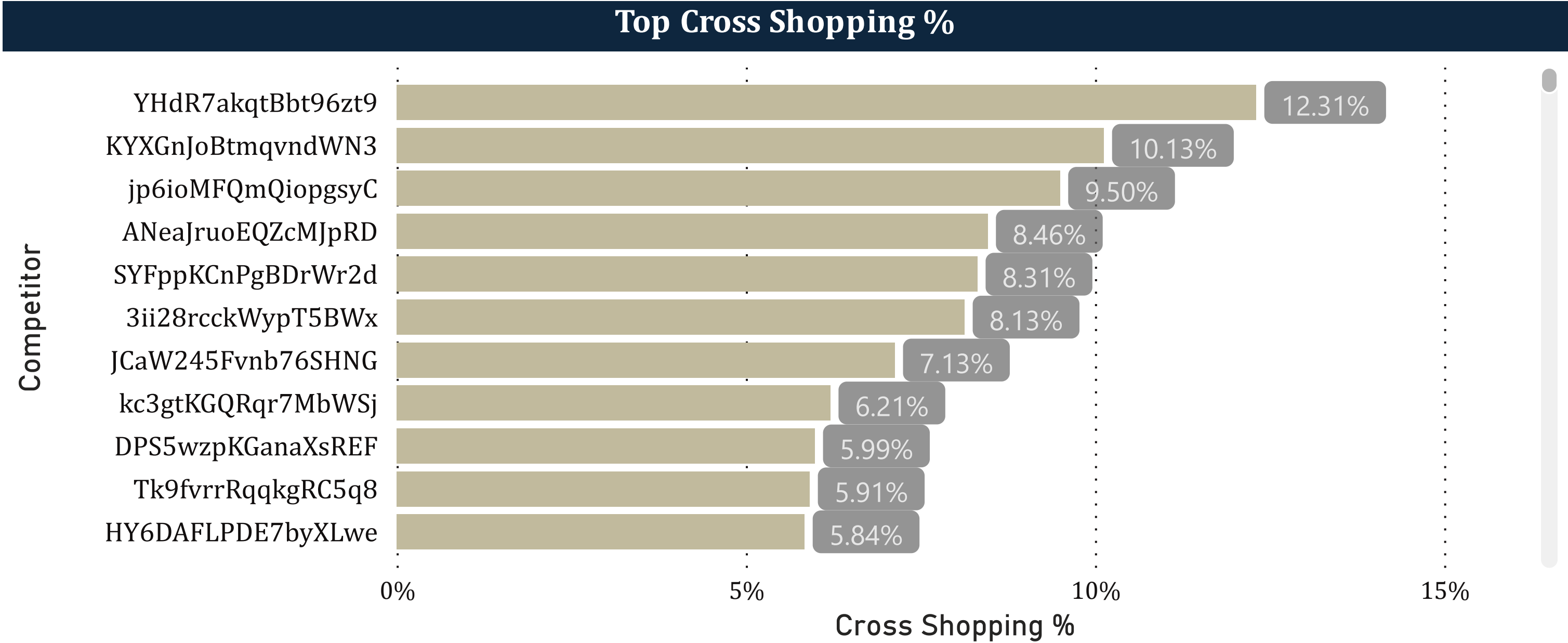
Distance Type	AVG Times Seen	AVG Locations Seen	Median Distance Traveled (Mi)
Local	9.69	3.75	1.02
County Neighbor	8.23	3.38	41.98
Regional	5.92	3.45	104.22
Roadtripper	7.81	3.98	353.47

Distance Type by State

State	County Neighbor	Local	Regional	Roadtripper
IL	3.70%	91.55%	1.96%	2.79%
MO	4.75%	87.40%	3.60%	4.26%

Competitor Brand Profile

The Competitor Brand Profile presents a strategic view of your store's position within the local market. It focuses on understanding the cross-over foot traffic to major competitor brands within a 10-mile radius of your store. This insight can help you gauge your store's performance and influence in relation to the competition, providing valuable information for strategic decision-making.



Competitor Information			
Competitor	% Market Foot Traffic	AVG Market Times Seen	Median Distance Traveled (Local)
5q5S6oujuxdCnatBh	9.20%	8.37	1.06
C84G9FEWn7XbMJhZp	8.30%	7.60	0.91
cHNqjdRihcejvjnun	4.21%	9.92	1.11
CR5hGF6cmNky56WGb	9.58%	10.55	1.51
f3n4DniDniKYFwKcS	5.24%	10.77	1.93
HzKxe8fZp3bPPGtvj	7.41%	9.13	1.30
KAsobTap9yQpE8i42	5.49%	12.87	0.59
LA7bXyqG4kwBN5Zy3	3.32%	12.48	1.52
n3dsbhc5dbCnGGXLF	6.07%	6.19	1.22
RfpmXQnddQPsDMiha	14.05%	4.05	0.94
uqzRzKqmwnKmpt3ie	7.41%	9.25	0.91
Total	100.00%	8.67	1.03

Cross Shopping Percentage: shows the percentage of your customers that also visited a particular competitor location in the observed time period.