



Converse + Puffer Reds Campaign Wrap Up

Performance Review

July 13, 2022



Performance : OOH DIGITAL BILLBOARDS

Awareness |OOH Digital Billboards | 239,230 Impressions

Ended

PR - Converse - Telegraph NB & SB

CONVERSE @ PUFFER REDS PUFFERREDS.COM

Designs 1 2 3 4 5 6

May 31, 2022 - Jun 30, 2022

Total Spend: \$321.90

4,285 Total Blips	0 This Week	0 Yesterday
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[See All Analytics](#)

Impressions: 63,586
 Imp./\$: 198
 \$/Blip: \$.075

Ended

PR - Converse-SF

CONVERSE @ PUFFER REDS PUFFERREDS.COM

Designs 1 2 3 4 5 6

May 31, 2022 - Jun 30, 2022

Total Spend: \$279.00

1,660 Total Blips	0 This Week	0 Yesterday
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[See All Analytics](#)

Impressions: 91,619
 Imp./\$: 328
 \$/Blip: \$.168

Ended

PR-Converse - M10

CONVERSE @ PUFFER REDS PUFFERREDS.COM

Designs 1 2 3 4 5 6

May 31, 2022 - Jun 30, 2022

Total Spend: \$324.00

2,329 Total Blips	0 This Week	0 Yesterday
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[See All Analytics](#)

Impressions: 84,025
 Imp./\$: 259
 \$/Blip: \$.139



Performance : Paid Social

Awareness & Engagement Paid Social | 165,286 Total Impressions | 165,286 Reach | 8,909 3sec+ Video Plays | 1,274 Link Clicks

Facebook Funnel Execution : Video Top of Funnel | Target: All Genders, 18 – 45, Vans/ACIS/Streetwear/Adidas/Nike/Converse Interest

Puffer Reds
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Pick 'em up! Pick 'em up! Pick 'em up! 🎧
Fresh new Converse styles @ Puffer Reds.
#Converse

pufferreds.com
Converse Chuck 70 Hi Black Splatter [Shop now](#)



👍 Like 💬 Comment ➦ Share

Video + Black Splatter

Imp.	35,965
Link Clicks:	456
CTR:	1.35%
CPC.	\$.53
Reactions:	20
Video Plays:	4,062

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Converse Run Star Hike HI 'Lemon Drop' [Shop now](#)

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Video + Run Star Hike


Imp.	17,149
Link Clicks:	305
CTR:	1.74%
CPC.	\$.47
Reactions:	27
Video Plays:	2,767

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Video + Runstar

Imp.	6,228
Link Clicks:	99
CTR:	1.35%
CPC.	\$.55
Reactions:	0
Video Plays:	897




pufferreds.com
**Converse Run Star Motion
Hi Light Purple** [Shop now](#)

Like Comment Share

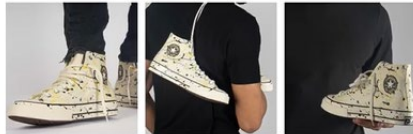
Puffer Reds
Sponsored · 🌐

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Fresh new Converse styles @ Puffer Reds.
#Converse



Video + White Spatter

Imp.	3,014
Link Clicks:	43
CTR:	1.43%
CPC.	\$.53
Reactions:	0
Video Plays:	416



pufferreds.com
**Converse Chuck 70 Hi White
Spatter** [Shop now](#)

Like Comment Share



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| 165,286 Reach | 8,909 3sec+ Video Plays | 1,274 Link Clicks

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#Converse

pufferreds.com
Converse x Joshua Vides
Chuck 70 Zip

Shop now



Like Comment Share

Video + Joshua

Imp.	1,812
Link Clicks:	41
CTR:	1.64%
CPC.	\$0.57
Reactions:	0
Video Plays:	356

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Converse Run Star Motion
Hi Light Purple

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Like Comment Share

Video + Mix


Imp.	1,701
Link Clicks:	37
CTR:	2.18%
CPC.	\$0.60
Reactions:	0
Video Plays:	411

Awareness & Engagement Paid Social | 165,286 Total Impressions | 165,286 Reach | 8,909 3sec+ Video Plays | 1,274 Link Clicks

Facebook Funnel Execution : Imagery Mid Funnel Retargeting | Watched 25% of Video | Same Target as before


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White Splatter

Imp. 3,067
Link Clicks: 63
CTR: 2.05%
CPC: \$.44
Reactions:




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Converse Chuck 70 Hi White Splatter [Shop now](#)

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Joshua

Imp. 2,523
Link Clicks: 49
CTR: 1.94%
CPC: \$.26
Reactions:



pufferreds.com
Converse x Joshua Vides Chuck 70 Zip [Shop now](#)



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Facebook Funnel Execution : Imagery Mid Funnel Retargeting | Watched 25% of Video | Same Target as before

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**Converse Run Star Motion
Hi Light Purple**

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Run Star Motion

Imp.	1,705
Link Clicks:	20
CTR:	1.17%
CPC.	\$.66
Reactions:	

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**Converse Chuck 70 Hi Black
Splatter**

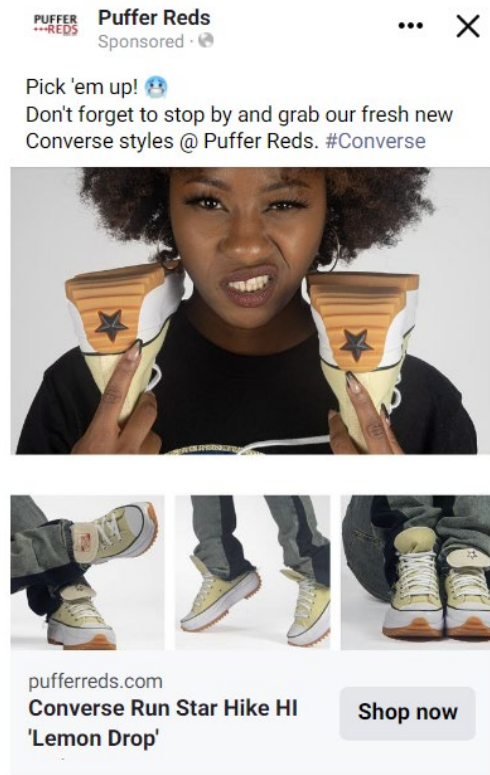
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Video + Black Splatter

Imp.	379
Link Clicks:	8
CTR:	2.11%
CPC.	\$.42
Reactions:	

Awareness & Engagement Paid Social | 165,286 Total Impressions | 165,286 Reach | 8,909 3sec+ Video Plays | 1,274 Link Clicks

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Converse styles @ Puffer Reds. #Converse

Run Star Hike

pufferreds.com
**Converse Run Star Hike HI
'Lemon Drop'** [Shop now](#)

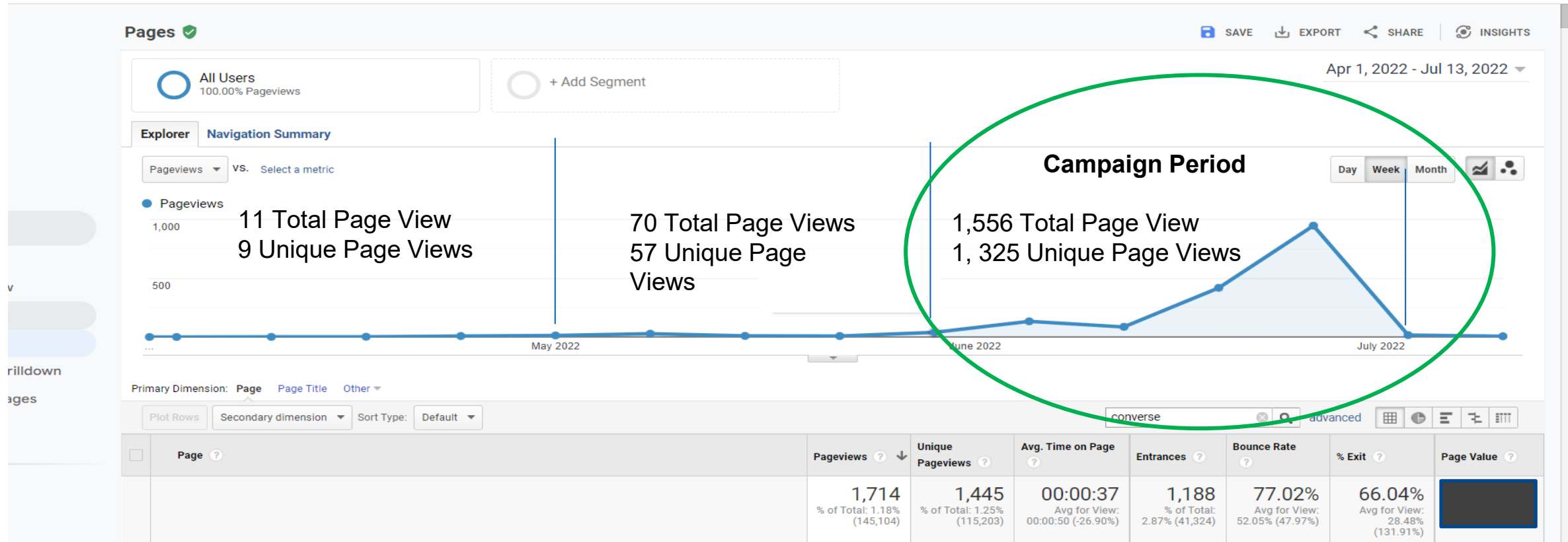
Run Star Hike

Imp.	256
Link Clicks:	4
CTR:	1.86%
CPC.	\$.51
Reactions:	

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Performance : Site Traffic

Site Traffic to Converse Product Pages | 1,556 Total Page Views



Site Traffic to Converse Product Pages | Traffic Source Trends

	April	May	June	**July
*Total	35	71	1225	73
Social	3	3	1007	35
Direct	10	23	150	14
Organic Search	22	44	54	23
Referral	0	2	6	1

*Privacy settings prevent some from sources from being tracked

** July 1 - 15

Site Traffic to Converse Product Pages | Most Viewed Converse in June

	April	May	June
White Splatter	7	2	116
Run Star Hike	0	0	64
Joshua	4	1	24
Black Splatter	0	3	11
Run Star Motion	0	0	8

*Privacy settings prevent some from sources from being tracked

** July 1 - 15

Performance : Post Click Behavior

Key Buying Indicators | June Showed Buying Behaviors

June showed a significant lift in traffic to **promoted converse product* pages. During this month, visitor began to show key buying indicators.

Conversion rates for June:

- .7% of page traffic added to cart
- 37.5% of those adding to cart reached checkout

	April/May	June	July (1 -15)
<i>*Promoted</i> Product Page Visits	5	1,125	58
Add to Cart	0	8	0
Reached Check Out	0	3	0

Insights Summary

While short lived, the Converse @ Puffer Reds Campaign achieved key goals:

- Delivered broad market awareness that Converse is at Puffer Reds
- Drove significant site traffic to the product pages for further exploration of converse products

In addition, the campaign encouraged the start of Key buying engagements.

Finally, insights shows post campaign momentum

- Traffic volume to promoted converse pages is 10X higher than it was in the months (April/May) before the start of the campaign.