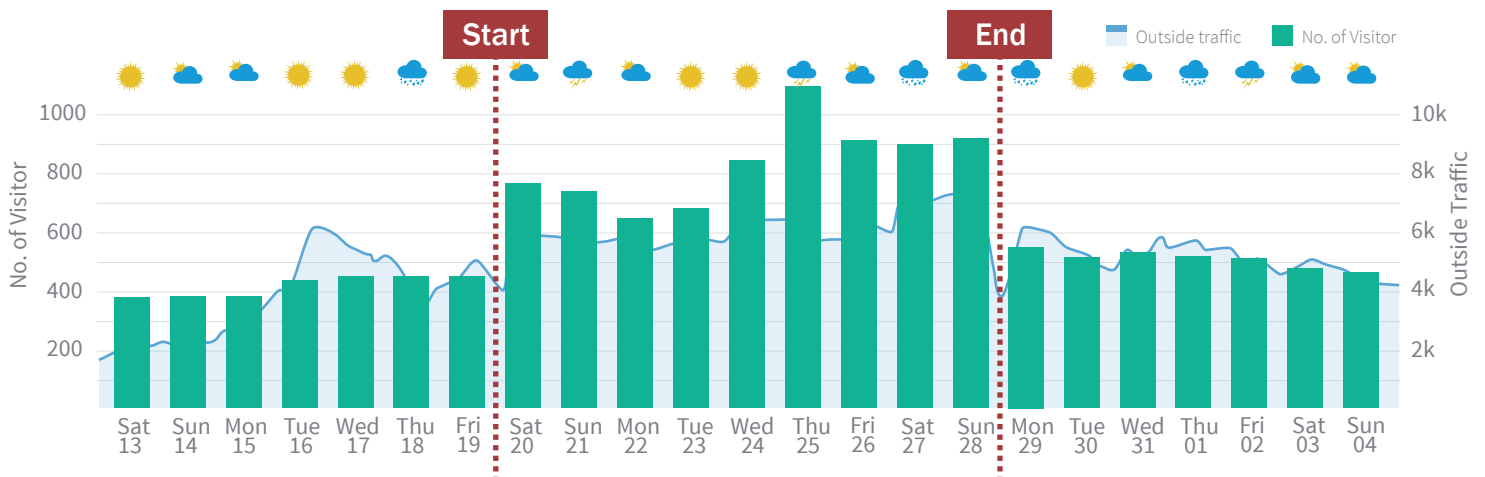


MARKETING EFFECTIVENESS REPORT

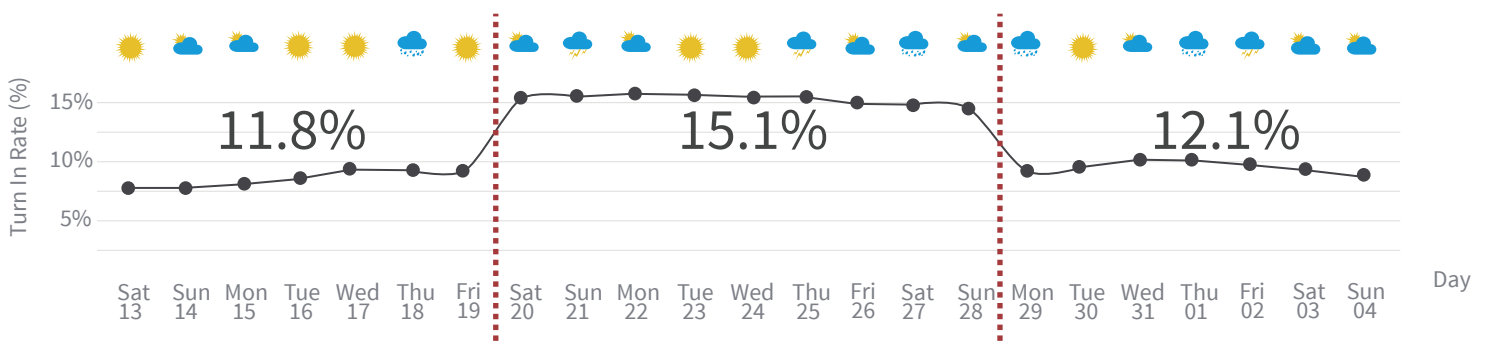
Report Period: 23/11/2014 - 29/11/2014 (Week 47)

Week 51	Before Campaign (Average per day)	During Campaign (Average per day)	After Campaign (Average per day)	% Changes During Campaign	% Changes After Campaign
Visitor Count	457	862	539	▲ 88.6%	▲ 17.9%
Turn In Rate	11.8%	15.1%	12.1%	▲ 27.9%	▲ 2.5%
Visit Duration	10.1 mins	18.2 mins	12.5 mins	▲ 80.2%	▲ 23.8%
Returning Rate	10%	20%	15%	▲ 100%	▲ 50%
Sales Conversion	10.2%	14.3%	13.7%	▲ 40.2%	▲ 34.3%

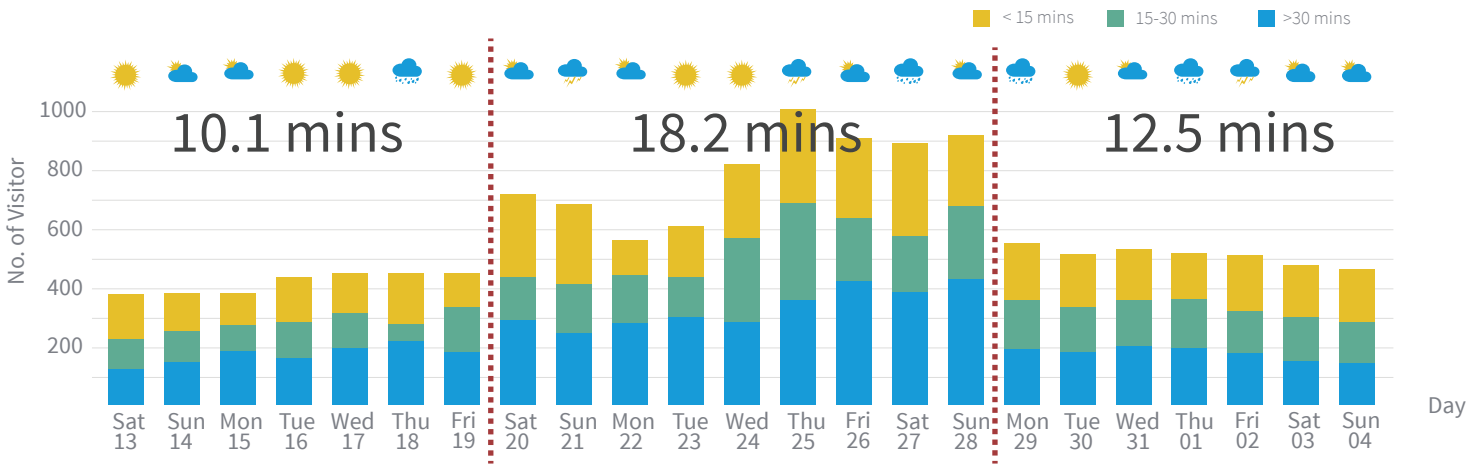
VISITOR COUNT AND OUTSIDE TRAFFIC



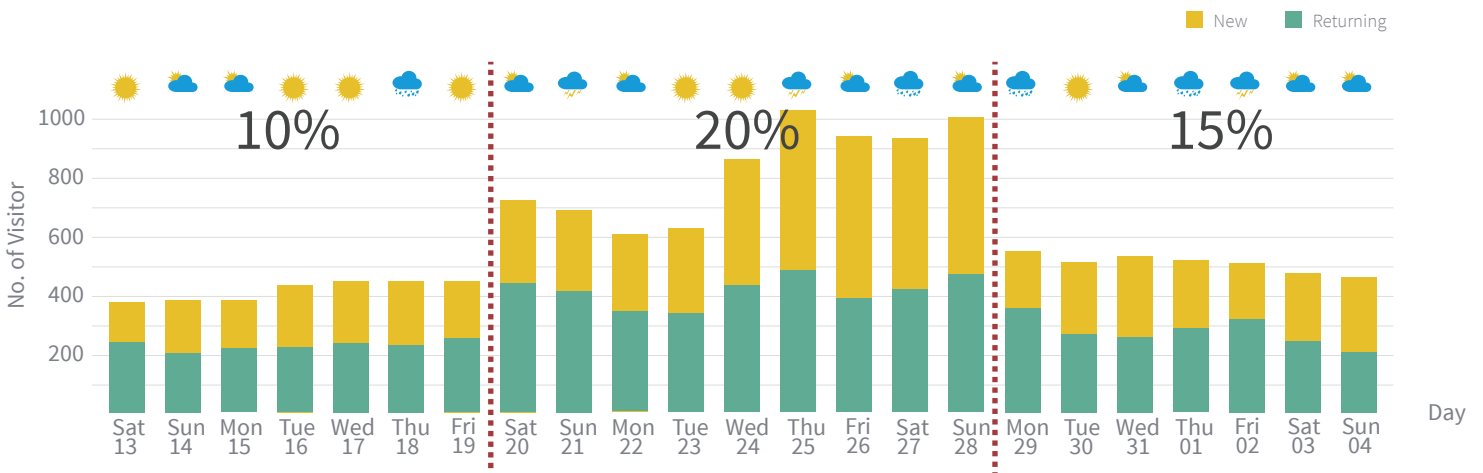
TURN IN RATE



VISIT DURATION



RETURNING CUSTOMER



SALES CONVERSION

