



Mr. Consistent



EARLY DAYS



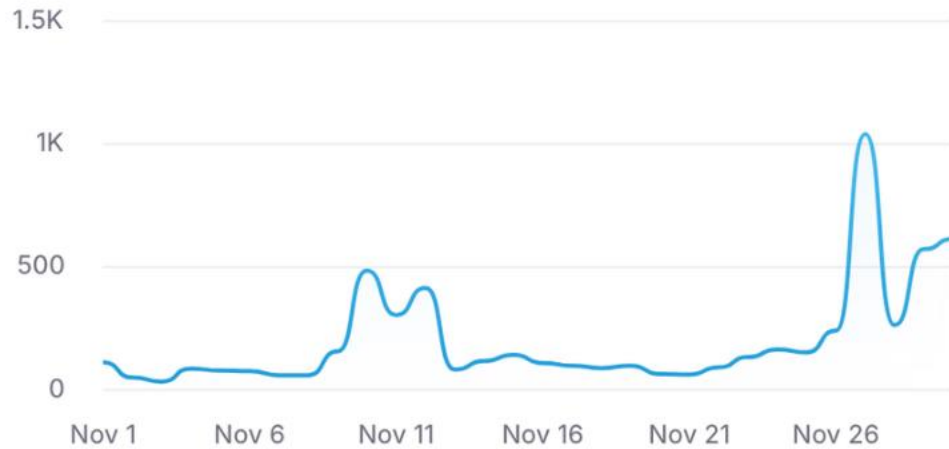
LAUNCH



BLACKFRIDAY

Total orders

6,071



Nov 1–Nov 30, 2020

Sales attributed to marketing

bio_3nov



igbio_blackfriday_27nov



bio_clickfrenzy_10nov



email_blackfriday_26nov

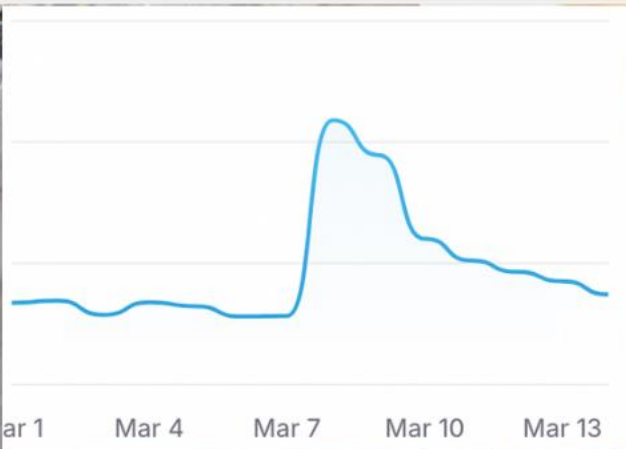
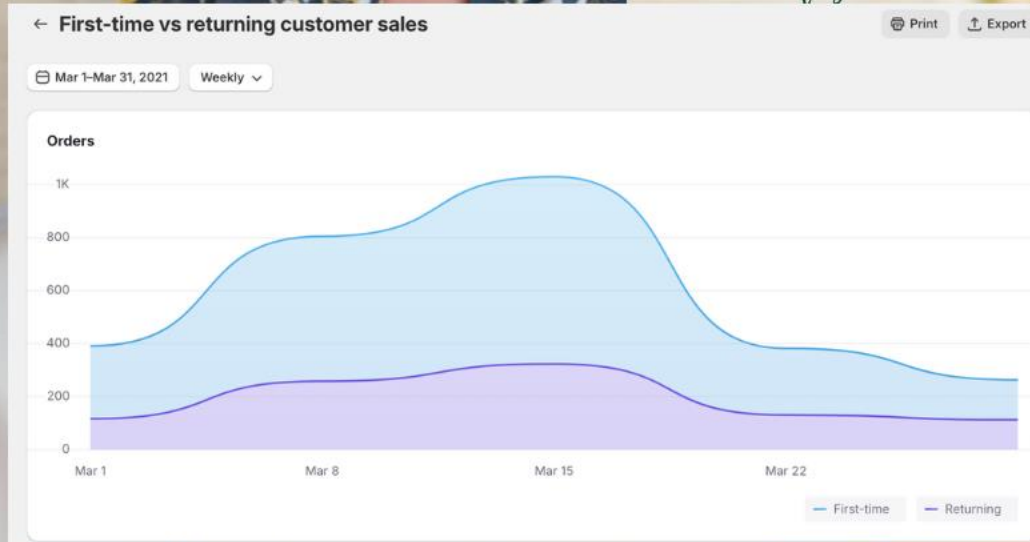


spring_offer



COLLABS

wholesome



EL PEACHY

h and Blueberry Sour best served at long lunches or sunset cocktails with the gals.

[illegible]

DATA / DASHBOARDS

ORDERS

New Customers

Returning Customers

Total Customers

Orders

Orders - New Customers

Order - Returning Customers

Sessions

Added to Cart

Reach Checkout

Sessions Converted

PERFORMANCE

FACEBOOK

Spend

Revenue Generated

ROAS

Ad Impressions - Facebook

Ad Reach - Facebook

CPM - Facebook

Ad Clicks - Facebook

CPC - Facebook

Ad CTR - Facebook

SALES

Net Sales

Gross Sales

Discounts

Shipping

Returns

Cost

Profit

Gross Profit %

Returns %

Discount %

AOV

AOV - New Customers

AOV - Returning Customers

Units Sold

Mixers

Spritz

Bundles

Fruits

Glassware

Accessories

Gifting

Alcohol Products

Other

Gift Cards

Net Sales - New Customers

Percentage of Sales - New Customers

Net Sales - Returning Customers

Percentage of Sales - Returning Customers



This is your sign to have
cocktails poolside with your
friends!



A DAY IN THE LIFE OF OUR
BRAND AMBASSADOR /
SALES REP IN SYDNEY



Cocktails!



TRAVIS
GUESS WE'RE DOING
DRY JULY



FREE MARGIS AT MRCONSISTENT.COM.AU



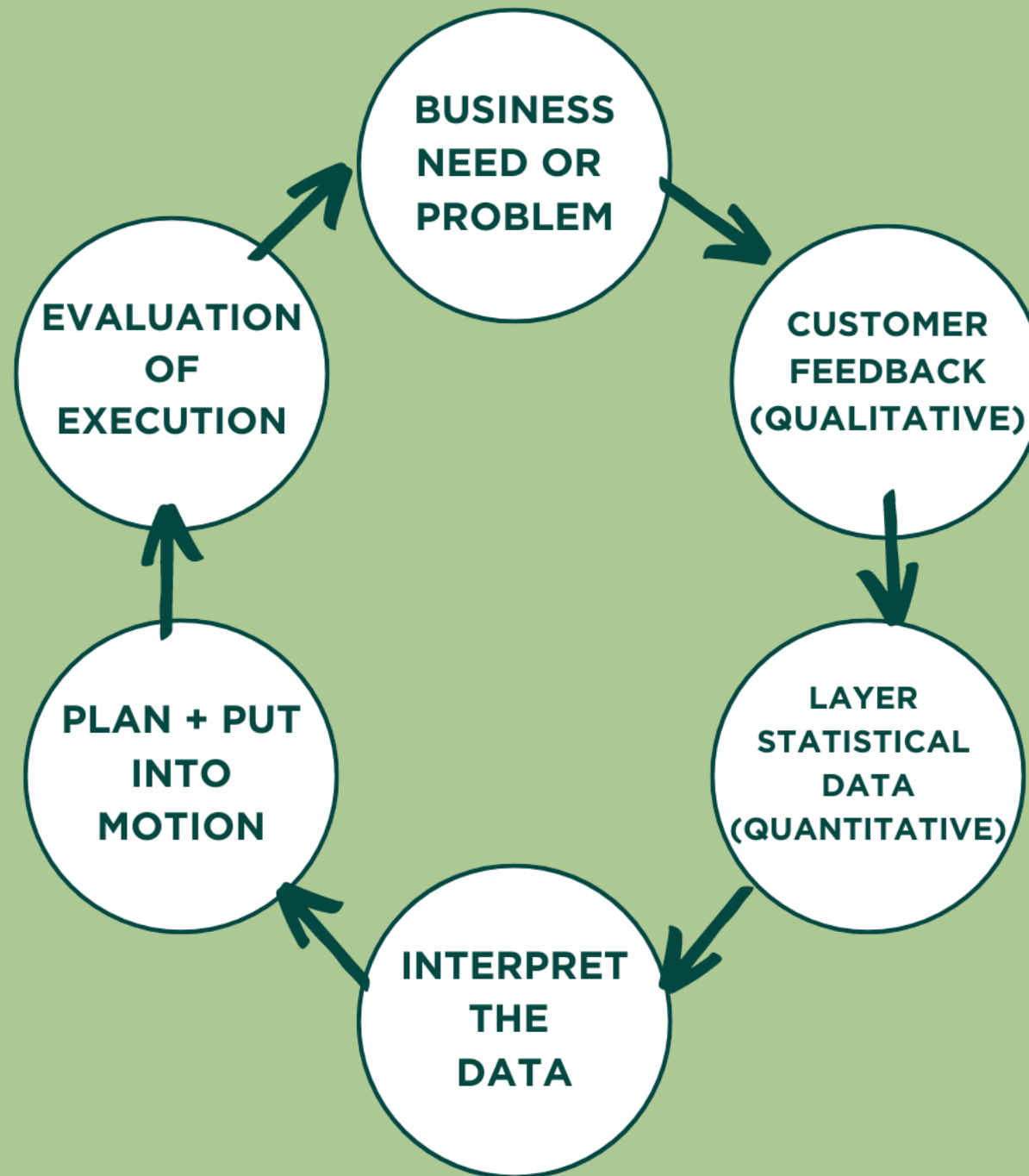
SECONDARY CUSTOMER

THE MUSIC & ARTS LOVER

- Males and females aged between 18-25, located throughout Australia wide, with a low to medium income level - often Uni students
- Buying behaviour is based around social events and impulsive decision making, due to ambassador endorsements, marketing and overall brand look and feel
- Expectations are focused around the experience they receive, with intentions to become a long-term customer when the brand lives up to their expectations



OUR DATA CYCLE



TLDR:

- **PRIORITISE ACCURATE DATA COLLECTION ACROSS ALL DEPARTMENTS**
- **LAYER THE STATS WITH THE FEEDBACK FROM CUSTOMERS**
- **DON'T BE AFRAID TO ASK YOUR CUSTOMER QUESTIONS DIRECTLY**
- **AUTOMATE DATA COLLECTION POINTS ALONG YOUR PURCHASE JOURNEY**

A photograph of an older woman with short grey hair, wearing orange-tinted sunglasses and a yellow and white vertically striped sleeveless shirt. She is sitting on a bright yellow lounge chair outdoors on a green lawn. She is holding a glass of orange juice with a lime wedge in it, and she has a joyful expression with her mouth open as if laughing or shouting. The word "Cheers!" is written in a large, teal, cursive font across the center of the image, partially overlapping her shirt and the glass. She is also wearing a yellow beaded bracelet and a ring on her left hand.

Cheers!