

MARKETING ANALYSIS REPORT

JULY 7-14 RECAP

USPBL

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EMAIL BLASTS

AVERAGE OPENS: 8,906.8

AVERAGE OPEN RATE: 33.2%

AVERAGE CLICKS: 229.6

AVERAGE CLICK TO OPEN RATE: 2.55%

POPULAR OPEN TIMES:

6AM-9AM

6 PM-8 PM

- CLICK TIMES CORRELATE WITH OPEN TIMES, WITH A DELAY OF A FEW HOURS

Time of Day	Average Opens	Average Clicks	Average Revenue	Open Rate	Click to Open Rate	Email Count
Morning (5am-12pm)	8,447	165	\$23,357	31.6%	1.95%	1
Afternoon (12pm-5pm)	9,052.33	267	\$2,254.66	33.8%	2.94%	3
Evening (5pm-9pm)	0	0	0	0	0	0
Night (9pm-5am)	8,930	182	\$19,146	33%	2.0%	1

FINDINGS

- Best Engagement Rate = Evening (6pm-8pm)
 - Emails were received in this time period, opened, and clicked the most
- Emails that had the highest click to open rate, resulted in getting lower revenue compared to emails with lower click rates (The Dirt), that had the highest revenue
- Highest Revenue came from both of “The Dirt” emails with 7.7 at \$19,146 and 7.14 at \$23,357
- Click to open rate increased by 0.05% compared to last week

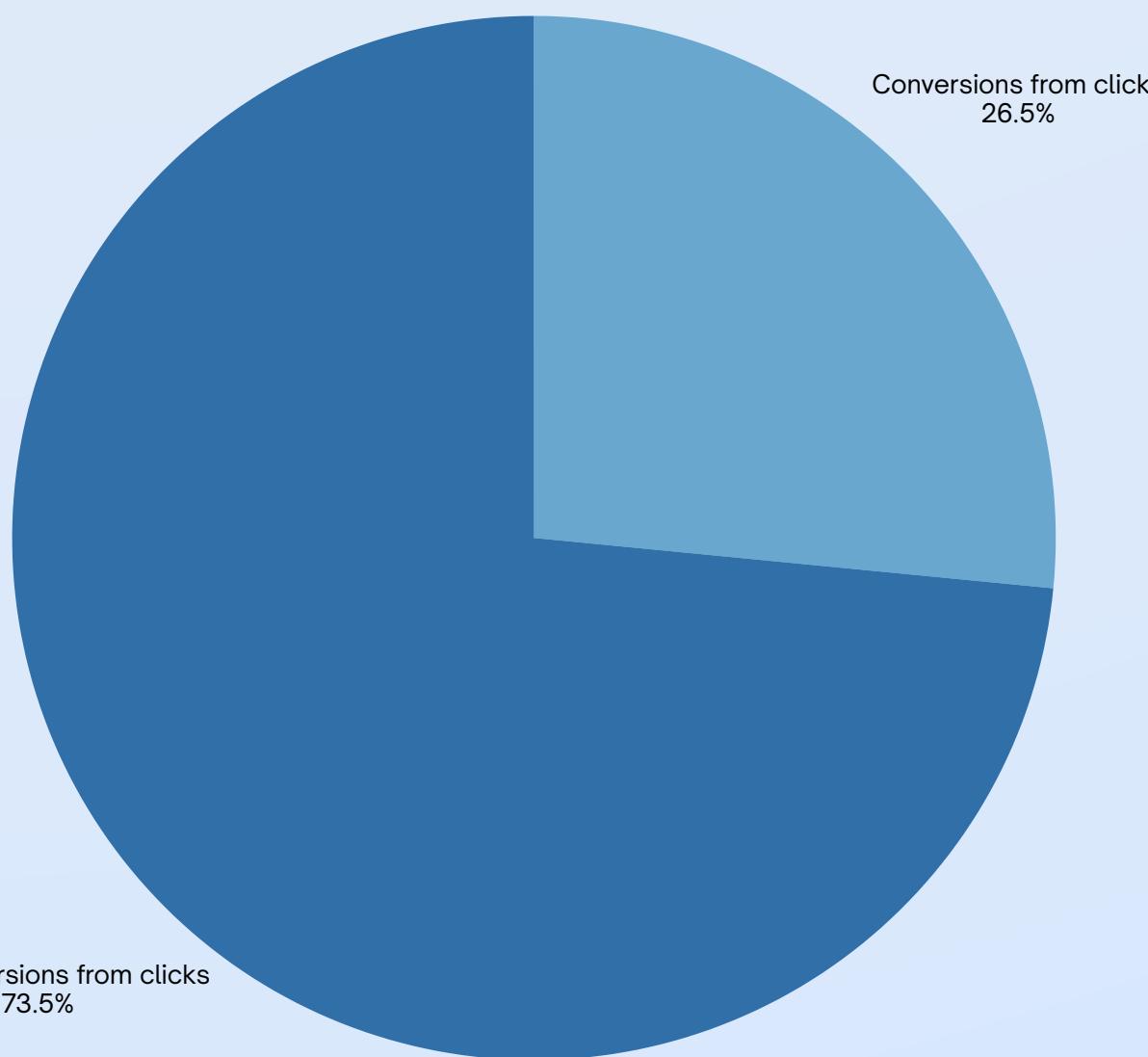
DIGITAL ADS

IMPRESSIONS: 926,862
(\$3.86 CPM)

CLICKS: 343
(\$10.44 CPC)

CONVERSIONS: 81
\$5,511.23 CR AND 153.93% ROAS

ZIP	City	Impressions	Clicks	Conversions	CTR %	CRV %
48322	West Bloomfield, MI	29,012	8	0	0.03%	0.00%
48044	Macomb, MI	28,608	8	5	0.03%	62.50%
48310	Sterling Heights, MI	25,113	12	0	0.05%	0.00%
48307	Rochester, MI	25,011	9	6	0.04%	66.67%
48047	New Baltimore, MI	24,962	8	4	0.03%	50.00%
48033	Southfield, MI	19,132	13	0	0.07%	0.00%
48382	Commerce Township, MI	19,075	3	0	0.02%	0.00%
48331	Farmington, MI	18,761	8	0	0.04%	0.00%
48371	Oxford, MI	17,842	18	0	0.10%	0.00%
48073	Royal Oak, MI	17,650	4	0	0.02%	0.00%



FINDINGS

- CTR generally improved slightly in most markets (by +0.01–0.02%), indicating people click
- Impressions dropped across all ZIPs, down by ~30–40% on average.
- Only 3 ZIP codes are consistently driving conversions:
 - Macomb, New Baltimore, Rochester.

COMMERCIALS

CTV/OLV ZIP CODES

ZIP Code	City	Impressions	CRV %
48047	New Baltimore, MI	2,041	4.31%
48035	Clinton Township, MI	1,934	4.08%
48066	Sterling Heights, MI	1,857	3.92%
48307	Rochester, MI	1,845	3.89%
48044	Macomb, MI	1,841	3.89%
48038	Clinton Township, MI	1,702	3.59%
48310	Sterling Heights, MI	1,674	3.53%
48089	Shelby Township, MI	1,476	3.12%
48316	Rochester Hills, MI	1,268	2.68%
48312	Rochester Hills, MI	1,173	2.48%

CTV/OLV MEDIA

Media Channel	Impressions	CRV %
pagesix.com	3,526	59.90%
Samsung TV Plus	2,506	99.10%
The Roku Channel	2,187	99.40%
FOX News	2,058	99.30%
FOX Local News	1,738	99.30%
foxnews.com	1,622	84.30%
nypost.com	1,079	72.70%
LG Channel Plus	888	98.90%
Scripps Networks	829	99.80%
WXYZ Local	708	99.00%

PAUSE ADS

Zip Code	City	Impressions	% Total
48038	Clinton Township	129	6.00%
48066	Roseville	111	5.20%
48047	New Baltimore	102	4.80%
48044	Macomb	97	4.50%
48326	Grosse Pointe	92	4.30%
48307	Rochester	88	4.10%
48035	Clinton Township	81	3.80%
48317	Sterling Heights	64	3.00%
48067	Royal Oak	59	2.70%
48237	Oak Park	57	2.70%

ZIP CODES

- Impressions increased significantly across almost all ZIP codes, ranging from +381 (Rochester Hills) to +729 (Utica)
- Conversion rates mostly remained stable

MEDIA

- The Roku Channel, FOX News, foxnews.com, LG Channel Plus all gained modestly in conversion rate.
- foxnews.com rose from 83.7% to 84.3%, showing more traffic.

PAUSE ADS

- Highest performance for pause ads are not as consistent with OLV/CTV
- Impressions have significantly decreased since the beginning of June
- CVR sits at around 86.5% (lower than last week)
- 70.2% households see this once (higher), 19.1% twice (higher)
- Lowest impressions are Oakland County (1) Huntington Woods (2), Bloomfield (3)

Media	Impressions	CVR	75% Quartile	50% Quartile	25% Quartile	CTR
Pause Ad on DirecTV	1,362	84.3%	84.1%	87.4%	90.5%	0.00%
DirecTV	429	89.5%	89.5%	90.9%	94.2%	0.00%
Pause Ad	265	82.3%	82.3%	83.8%	87.9%	0.00%
Pause Ad on Sling TV	90	90.0%	90.0%	91.1%	95.6%	0.00%

SUGGESTIONS

EMAIL BLASTS

- Test morning sends (12am-5am) or continue with night sends (9pm-5am), people are waking up and have time to go through their emails in the morning and are not as overstimulated by other email subscriptions
- Apply what is said in “The Dirt” and how it is formatted and use that in other emails to increase revenue for all emails sent

DIGITAL ADS

- New Baltimore jumped: from 50% to 75% CRV, indicating better-qualified clicks — you might consider increasing spend there
- Areas like Oxford (48371), Sterling Heights (48310), West Bloomfield (48322), Commerce (48382) all still get clicks but have 0% CRV
 - Consider rethinking marketing for them or cutting them.
- CTRs rose slightly everywhere — so ads clearly get attention. Consider:
 - Testing clearer CTAs or urgency in ads.
 - Retargeting clickers who didn’t convert.

COMMERCIALS

- Keep investing in high-volume and stable-to-growing CRV areas like Utica, Sterling Heights, Macomb, and Rochester to maximize conversions.
- Use the high-converting channels to scale efficiently in these ZIPs, capitalizing on existing engagement.
- Remove pause ads for locations that have consistently low impressions