

CAMPAIGN OVERVIEW

- Site: Macys.com
- Channels: Onsite Display
- Objectives / KPIs: Sales
- Flight Dates:
 - ✓ Onsite Display: 2/15/22– 3/31/22
- Targeting:
 - ✓ Keyword Search
 - ✓ Behavioral Targeted
 - ✓ Contextual Targeted
 - ✓ Homepage Rotational
 - ✓ Run of Site
- Destination URL:
 - ✓ Body Collection: https://www.macys.com/shop/makeup-and-perfume/donna-karan-perfume?id=30136&edge=hybrid&cm_kws=donna-karan-beauty&cm_sp=shop_by_brand_-_Beauty_-_Donna*20Karan
 - ✓ Cosmetics Case: [=https://www.macys.com/shop/makeup-and-perfume/donna-karan-perfume?id=30136&edge=hybrid&cm_kws=donna-karan-beauty&cm_sp=shop_by_brand_-_Beauty_-_Donna*20Karan](https://www.macys.com/shop/makeup-and-perfume/donna-karan-perfume?id=30136&edge=hybrid&cm_kws=donna-karan-beauty&cm_sp=shop_by_brand_-_Beauty_-_Donna*20Karan)



CAMPAIGN LEARNINGS

High Level Summary

- For every \$1 invested, \$1.46 in ROAS generated through Onsite Display media
 - *On par with prior Donna Karan Cashmere Mist August Visual Week campaign (\$1.16 ROAS, 67% New Buyer Rate, 0.23% CTR); differences include flight duration (29 days Aug vs 46 days Spring), investment, clear product shots within asset in Spring 22' improved engagement*
- Strong customer acquisition rate at 63% with new buyers accounting for 55% of total sales
- 0.27% CTR achieved, surpassing benchmark, benefitting in the use of clear product shots for Body Collection with multiple SKUs displayed
- Featured SKU, Donna Karan Cashmere Mist Fragrance 3.4-oz. Spray, ranked as the #1 selling item in total sales
- First time testing behavioral targeting Trend Cosmetics Purchasers (74% new) and Womens Apparel Trend Purchasers (93% new) saw excellent customer acquisition

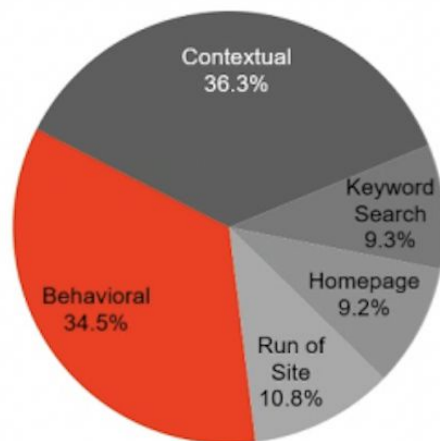
Recommendations

- Consider creative testing on future campaigns to gain learnings on CTA, messaging, etc. (MMN creative testing minimum at \$100K)
- Continue running media in conjunction with GWP, given customers that qualified for GWP drove above campaign average new buyer rates at +6ppts above campaign total
- Continue investment within Xshop categories given healthy CTR, ROAS and new brand buyer rates, 1st time testing Juniors, continue to pulse shares highest new buyer % across cross shop categories at 85%
- Increase awareness and sales by expanding media to include offsite and Facebook display for a full funnel marketing mix
 - *Previous Donna Karan Cashmere Mist Pillar Support Facebook display campaign saw over 140K clicks and a strong 2.11% CTR, exceeding category benchmark*

BRAND LEVEL LINE-ITEM ANALYSIS: ONSITE DISPLAY

% of Impressions

| Line Item | Impressions | Clicks | CTR | Investment | Ad-Exposed Sales | ROAS | New Buyers % |
|--|-------------|--------|-------|------------------------|------------------|--------|--------------|
| BT_Beauty Visitors 30 Days | 300,069 | 733 | 0.24% | \$5,400 | \$1,993 | \$0.37 | 67.6% |
| BT_Core Fragrance Purchasers 24mo | 80,009 | 121 | 0.15% | \$1,440 | \$255 | \$0.18 | 45.8% |
| BT_Donna Karan Fragrance Purchasers 24mo | 399,991 | 1,144 | 0.29% | \$7,200 | \$5,285 | \$0.73 | 36.2% |
| BT_Luxury Fragrance Purchasers 24mo | 75,011 | 108 | 0.14% | \$1,350 | \$116 | \$0.09 | 72.4% |
| BT_Perfume Visitors 30 Days | 919,548 | 2,719 | 0.30% | \$16,550 | \$11,262 | \$0.68 | 64.9% |
| BT_Trend Cosmetics Purchasers 24mo | 75,020 | 114 | 0.15% | \$1,350 | \$145 | \$0.11 | 73.9% |
| BT_Womens Apparel Trend Purchasers 24mo | 75,006 | 111 | 0.15% | \$1,350 | \$127 | \$0.09 | 92.5% |
| CTI_Beauty | 600,004 | 2,286 | 0.38% | \$10,800 | \$21,536 | \$1.99 | 65.5% |
| CTI_Fragrance | 375,010 | 1,372 | 0.37% | \$6,750 | \$13,757 | \$2.04 | 70.5% |
| CTX_Fashion Jewelry | 185,000 | 431 | 0.23% | \$1,480 | \$465 | \$0.31 | 62.6% |
| CTX_Juniors | 150,007 | 284 | 0.19% | \$1,200 | \$504 | \$0.42 | 85.2% |
| CTX_Womens Apparel incl Innerwear + RTW | 330,091 | 662 | 0.20% | \$2,640 | \$1,022 | \$0.39 | 63.6% |
| CTX_Womens Shoes | 385,027 | 963 | 0.25% | \$3,080 | \$1,204 | \$0.39 | 57.5% |
| HP | 350,162 | 993 | 0.28% | \$5,250 | \$1,939 | \$0.37 | 47.3% |
| KW | 520,004 | 1,193 | 0.23% | \$9,360 | \$53,861 | \$5.75 | 64.0% |
| MG (Makegood) | 164,456 | 529 | 0.32% | \$2,465 Added Value | \$514 | \$0.21 | 75.1% |
| ROS | 600,395 | 1,133 | 0.19% | \$4,800 | \$2,738 | \$0.57 | 67.3% |



Behavioral: \$0.55 ROAS
 Contextual: \$1.48 ROAS
 Keyword: \$5.75 ROAS
 Homepage: \$0.47 ROAS
 Run of Site: \$0.57 ROAS

Takeaway: Within Behavioral, the BT_Donna Karan Fragrance Purchasers 24mo segment yielded the highest ROAS (\$0.73). First time testing Trend Cosmetics Purchasers (74% new) and Womens Apparel Trend Purchasers (93% new!). Xshop Juniors +22pts above campaign average customer acquisition rate.