



Agency Reporting

March 2023



Our analysis of direct competition, marketing & technical opportunities, and overall market.



March

- Customers are spending slightly less money per order, but you're getting more customers (lower AOV, more orders). This is likely due in part to the virtual tasting launch, for which 62 tickets were sold.
- Customer retention is great. (43% of customers in March were returning customers, versus 61% last March—but that's because you're getting more new customers overall.)
- Conversion rate is roughly flat versus last March (2.69% in 3/23 vs. 2.73% in 3/22)

Total Sales

\$17.7K

+23% Compared to Mar '22

Average Order Value

\$73.78

-3% Compared to Mar'22

Top Selling Item

112

California Select
+1% Compared to Mar '22

Top Sales Source

68%

Direct
+8% Compared to Mar '22

Recommendations

- Product A is the cornerstone of your online sales. Encourage larger orders by prominently featuring and educating users on Robust, Classic and other varieties to get them to buy Product A *and* one of these other varieties.
- Because e-commerce sales are impacted by shipping rates, and vast majority of purchases are in-store, implementation of the Store Finder is recommended.

March klaviyo

- Emails (Paid and Free) sent in March.
- Free had open rate of 27%, and Paid had an open rate of 23%.

Total Revenue

\$752

Email Conv. Rate

28.4%

Of those who opened emails

Pop Up Submit Rate

5.3%

Recommendations

- Leverage email lists
- Continue to identify new pop-up opportunities
- Move forward with SMS messaging
- Rotate featured products to educate consumers as to the existence of other olive oil varieties, and potentially raise likelihood of larger purchases.

March



- “Best <product>” is our highest performing search term, with 18 clicks.
- Popular search terms are more information/evaluation based (ex. “best <product> brand”), and show less general purchase intent. (ex. “buy olive oil.”)
- Google Ads’ primary demographic was people 55 or older (56% of audience). Only 11% were 34 or younger. Genders were evenly split.

Impressions

6.68K

+7% from Feb '23

Clicks

679

+1% from Feb '23

CTR

10.16%

-0.62% from Feb '23

Cost Per Click

\$.89

-1.1% from Feb '23

March



Clicks ▾

679

↑7

Cost ▾

\$606

↓\$1.66

Avg. CPC

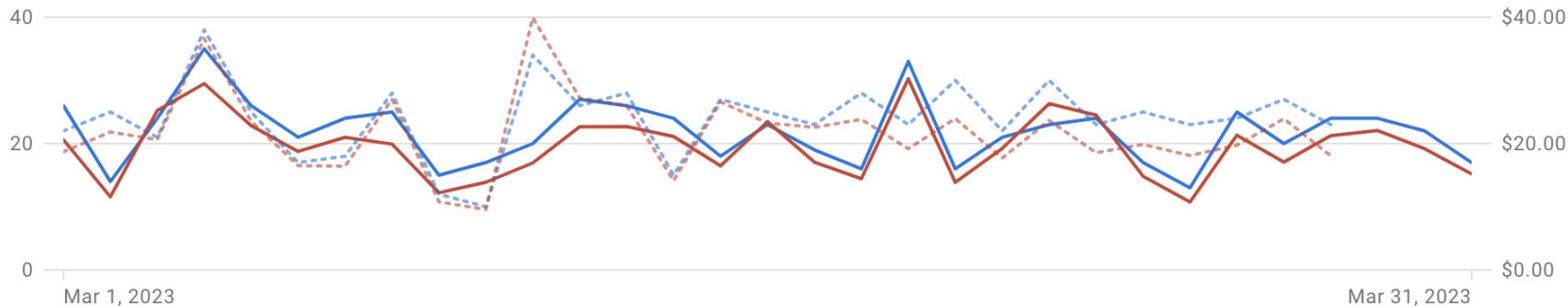
\$0.89

↓\$0.01

Conversions

2.00

↑1.00



Recommendations

- Increase the budget for PPC campaigns.
- Consider whether our main goal should be to sell product on the site, or increase public awareness of the brand of the brand, given that most traffic isn't purchase-focused, but education-focused, and most sales are in-store.
- Revisit the ad and website messaging, considering that ~90% of our audience is 35 and older, and ~75% of it is 45 and older.

March

- We are seeing increased interaction with Instagram reels and posts—average engagement rate was up 66%.
- Top 3 cities were Sacramento, New York and Los Angeles.
- 84 new followers were gained in the month of March, and 105 were lost, meaning our follower count dropped by 21.
- Organic and paid impressions are split 50/50.

Impressions

46.5K

Engagement Rate

1.2%

Posts

20

Engagements

542

Recommendations

- Continue to boost high-performing content.
- Consider shooting videos on phone in more of an amateur, friendly, personable manner, as this type of content tends to perform better.
- Promote store presence to develop an association between the Cobram brand and when people are perusing the olive oil aisle at their local store.

March

- The Engagement Rate was up significantly versus February, increasing 81% month-over-month, and engagements nearly tripled.
- We gained 7 Organic Page Likes, even more than last month, which continues to be a remarkable win given how much organic reach is currently limited by the algorithm.
- The “meet the team” post was very popular, and other team members should be profiled in a similar manner.

Impressions

23.0K

Engagement Rate

8.7%

Posts

14

Engagements

1,994

Recommendations

- Post educational content that inspires curiosity.
- Continue to profile other team members, who put a face to the brand and help to build trust, while also spurring increased engagement.

March

- Our posts reached significantly more people this month versus February.
- Significantly more people viewed the Cobram LinkedIn page (up 86% versus last month).
- The post which got the most engagement was about the climate of Yolo County (hash tags: #ca #olives #evoo #oliveoil). Educational content is a key driver of engagement.

Impressions

3.57K

Engagement Rate

4.45%

Posts

5

Engagements

159

Recommendations

- Remember the inherently corporate nature of LinkedIn. Focus on publishing content that is targeted at your industry and complementary industries.
- Continue to promote interactions with chains which carry your products. Demonstrate a willingness to cross promote.
- Focus on establishing connections with partners in the Northeast US, as it's recently been a focus for your advertising, but it's one of your weakest geographic regions when it comes to your LinkedIn following.



Thank You

Action Items:

Platform native messaging pivot

Increase PPC spend

