

Daily coupon tracking improves control

Time buckets in which the data can be displayed

Drill down menu to select required product levels



Coupon Activity and Conversion Report

Time Horizon

Product Level

Year	Quarter	Month	Week	Brand	Grouping	Family	Category	Sub-Category	Product
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Weekly Summary

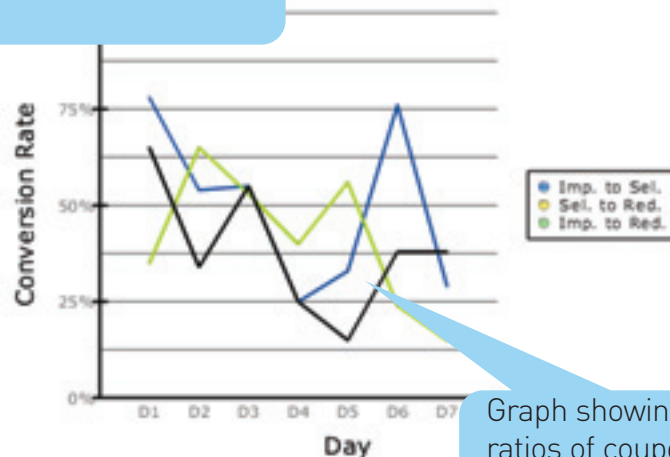
Brand	Impressions	Selections	Redemptions	Imp. to Sel.	Sel. to Red.	Imp. to Red.
	54,216	25,393	11,254	47%	44%	21%
	50,928	18,379	6,884	36%	37%	
	71,502	9,002	2,347	13%	26%	3%
	69,465	16,462	7,333	24%	45%	11%
	111,358	18,766	9,518	17%	51%	9%

Weekly summary of coupon activity and conversion ratios

Detailed daily breakdown of coupon activity and conversion ratios

Daily Detail

Brand		D1	D2	D3	D4	D5	D6	D7
	Impressions	897	257	737	444	532	440	789
	Selections	856	222	257	333	522	366	456
	Redemptions	782	190	248	222	456	250	123
	Imp. to Sel.	78%	54%	55%	25%	33%	76%	29%
	Sel. to Red.	35%	65%	53%	40%	56%	24%	15%
	Imp. to Red.	65%	34%	55%	25%	15%	38%	38%



Graph showing daily ratios of coupon activity, depending on selection in Daily Detail table