

Managing campaign performance by brand

The dashboard displays a 'Brand Selection' table with columns for Brand, Actual Conv. Rate, Selection, Redemption, Redemption Value, Committed, and Expected. Below this are three charts: 'Brand Redemption Count', 'Brand Redemption Cost', and 'Brand Performance Detail'. The 'Brand Performance Detail' table shows performance across weeks 0-4 and total cycle metrics.

Time buckets in which the data can be displayed

Drill down menu to select required product levels

Summary of all brands, showing actual and forecasted performance

Performance snapshot for selected brand

Graph showing cost of redemption to date and over time

Progress indicators for publishing period

Graph showing number of redemptions to date

Historic performance and forecast of brand budget in the selected time buckets

