



Marketing Performance

SEPTEMBER - OCTOBER 2026

TRACKSIES



CAMPAIGNS AND COUPONS

COUPONS USED

4

COUPON ORDER REVENUE

\$480.88

COUPON DISCOUNTS

\$68.99

COUPON ROI

7.0

DISCOUNT DEPENDENCY

25.0%

AVG COUPON DISCOUNT

\$17.25

AOV WITH COUPON

\$120.22

AOV WITHOUT COUPON

\$224.14

NEW CUSTOMER COUPON %

33.3%

RETURNING CUSTOMER COUPON %

66.7%

TOP 3 COUPONS

FLAT15	2 uses
WELCOME10	1 use
SAVE20	1 use

MOST COUPONED PRODUCT

Classic Logo Tee

WORD OF MOUTH

REFERRALS

14

REFERRALS PENDING

9

MOST USED COUPON

flat15

TOP REFERRERS

CUSTOMER	REFERRALS
Customer 2168	1
Customer 2171	1
Customer 2174	1
Customer 2177	1
Customer 2180	1
Customer 2196	1
Customer 2199	1
Customer 2202	1
Customer 2205	1
Customer 2208	1

TOP PRODUCTS SOLD

PRODUCT	QTY	REVENUE
Embroidered Dad Hat	10	\$328.90
Leather Bifold Wallet	9	\$629.91
Stainless Steel Water Bottle	9	\$263.91
Premium Zip-Up Jacket	6	\$707.94
Vintage Wash Hoodie	5	\$396.95
Digital Gift Card	5	\$250.00
Starter Bundle	5	\$399.95
Members Discount Pass	3	\$83.97
Classic Logo Tee	3	\$68.98
Canvas Tote Bag	1	\$39.99