tracksies

Marketing Performance

OCTOBER - NOVEMBER 2026

TRACKSIES



CAMPAIGNS AND COUPONS

COUPONS USED 1	COUPON ORDER REVENUE $324.95	COUPON DISCOUNTS $15.00
COUPON ROI 21.7	DISCOUNT DEPENDENCY 6.3%	AVG COUPON DISCOUNT $15.00
AOV WITH COUPON $324.95	AOV WITHOUT COUPON $140.31	NEW CUSTOMER COUPON % 100.0%
RETURNING CUSTOMER COUPON % 0.0%	TOP 3 COUPONS **FLAT15** 1 use	MOST COUPONED PRODUCT Premium Zip-Up Jacket

WORD OF MOUTH

REFERRALS	REFERRALS PENDING	MOST USED COUPON
5	3	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
Members Discount Pass	7	$206.93
Embroidered Dad Hat	7	$238.93
Premium Zip-Up Jacket	7	$833.93
Leather Bifold Wallet	5	$349.95
Starter Bundle	4	$319.96
Digital Gift Card	4	$200.00
Canvas Tote Bag	3	$119.97
Vintage Wash Hoodie	2	$159.98