

FFC FOOTFALLCAM MALAYSIA CAMPAIGN REPORT

Campaign Period: 02/02/2020 - 04/02/2020

Visitor Count

1752

Transaction Count

829

Sales Volume

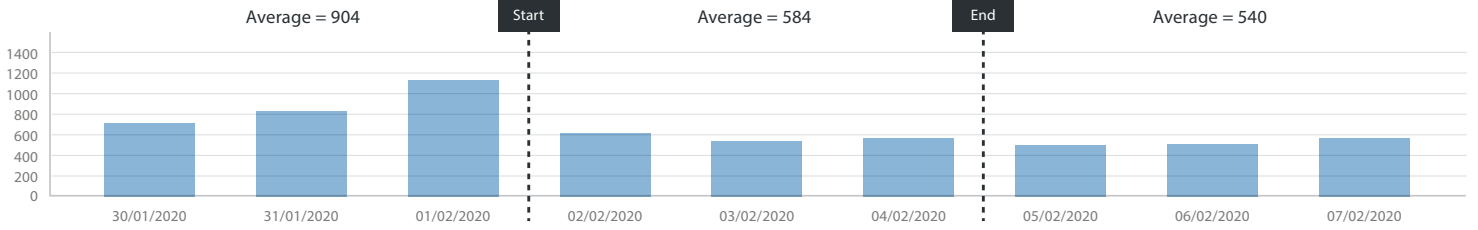
\$337195.4

Sales Transaction

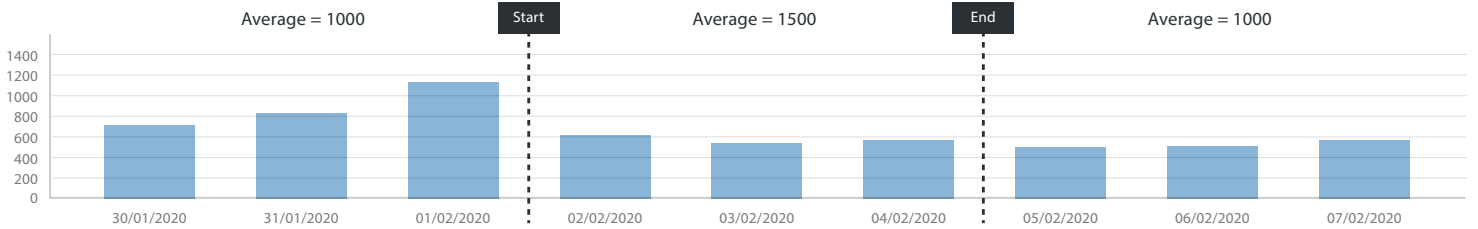
47.32%

CAMPAIGN ANALYSIS

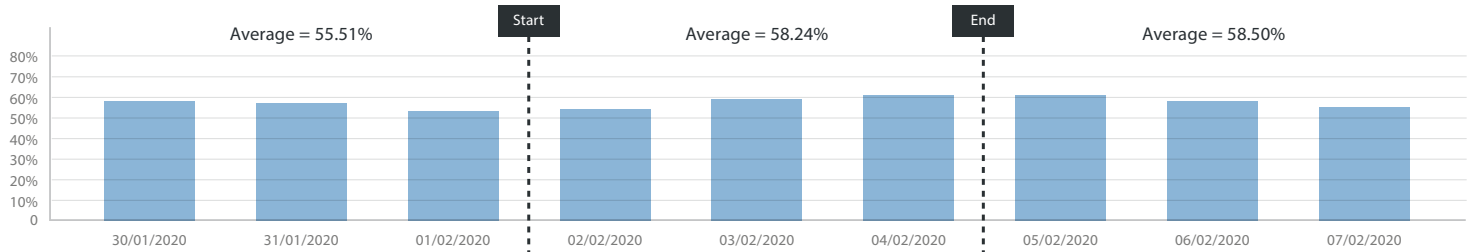
VISITOR COUNT



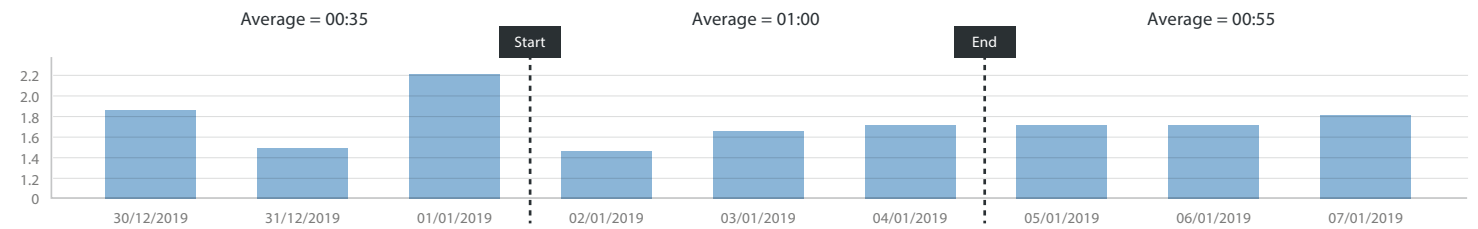
OUTSIDE TRAFFIC



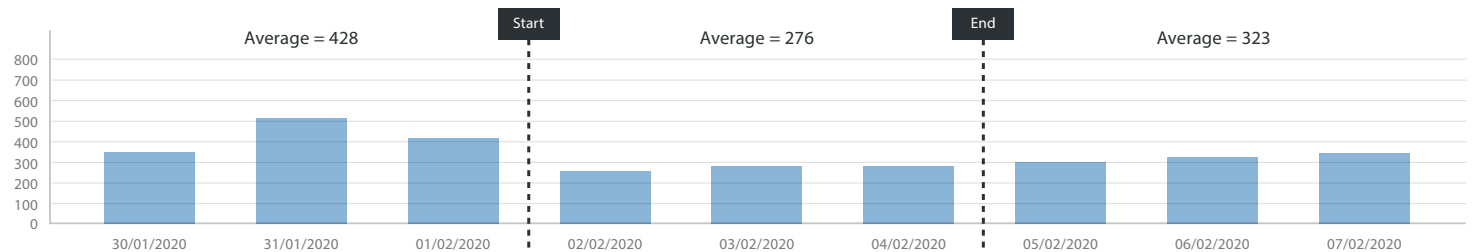
TURN IN RATE



VISIT DURATION



TRANSACTION COUNT



SUMMARY TABLE

	Visitor Count	Outside Traffic	Turn In Rate	Average Visit Duration	Transaction Count
Before Campaign (Avg Per Day)	904	1000	55.51	00:35	428
During Campaign (Avg Per Day)	584	1500	58.24	01:00	276
After Campaign (Avg Per Day)	540	1000	58.50	00:55	323
Changes During Campaign (%)	-35.42	50.0	4.92	55.0	-35.44
Changes After Campaign (%)	-7.48	-50.0	0.44	-0.5	16.89

AMWAY MALAYSIA - AMWAY PONDEROSA - THE POWER OF 5 CAMPAIGN REPORT

Campaign Period: 05/02/2020 (11:00 - 15:00)

Visitor Count

255

Transaction Count

154

Sales Volume

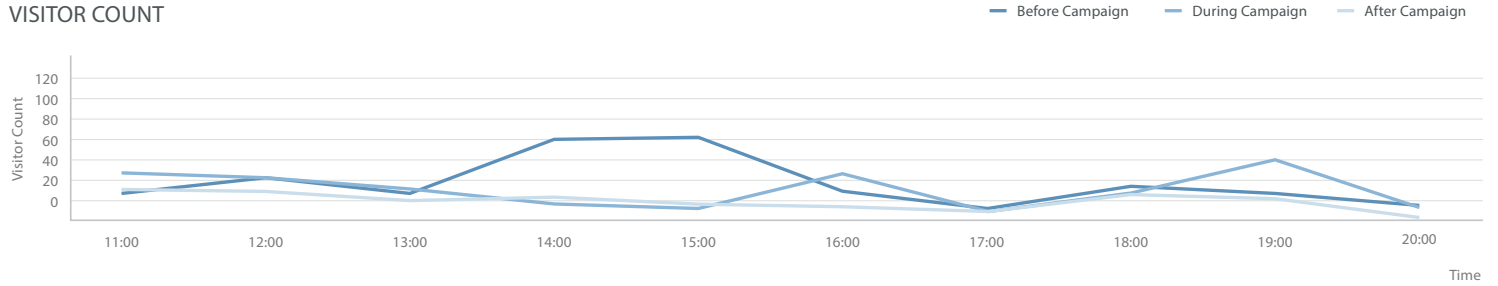
\$44976.3

Sales Transaction

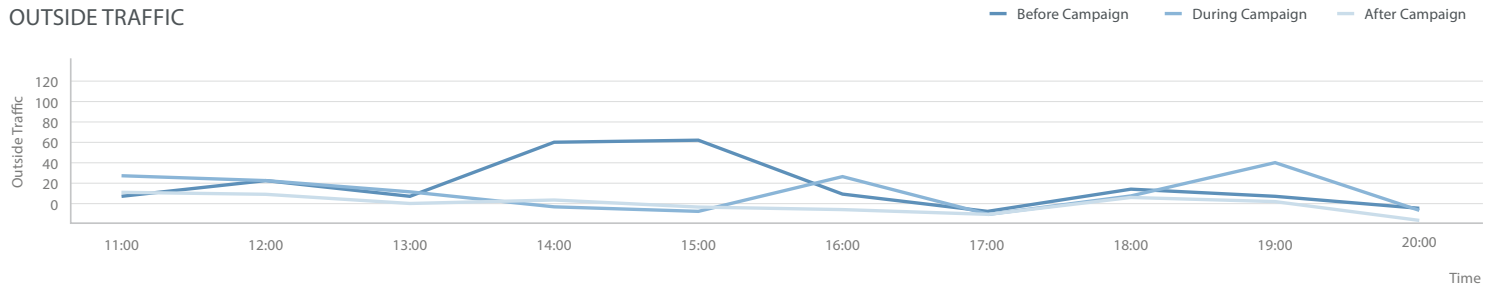
60.39%

CAMPAIGN ANALYSIS

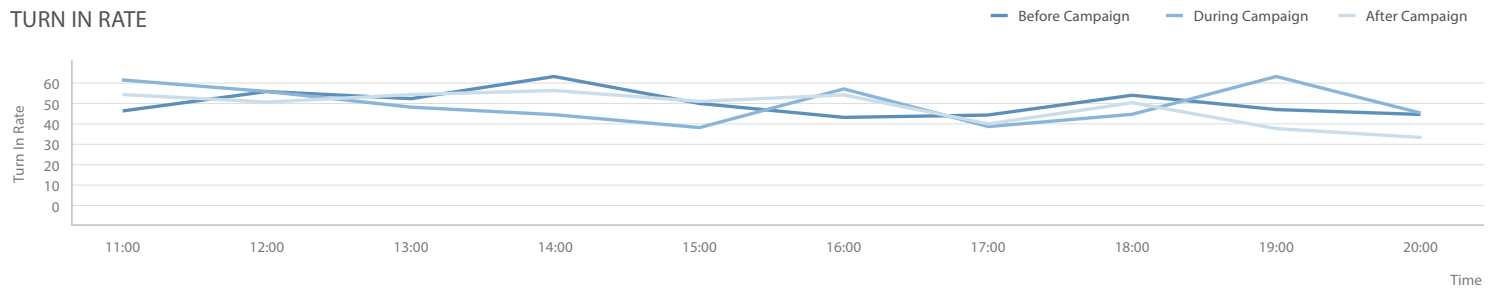
VISITOR COUNT



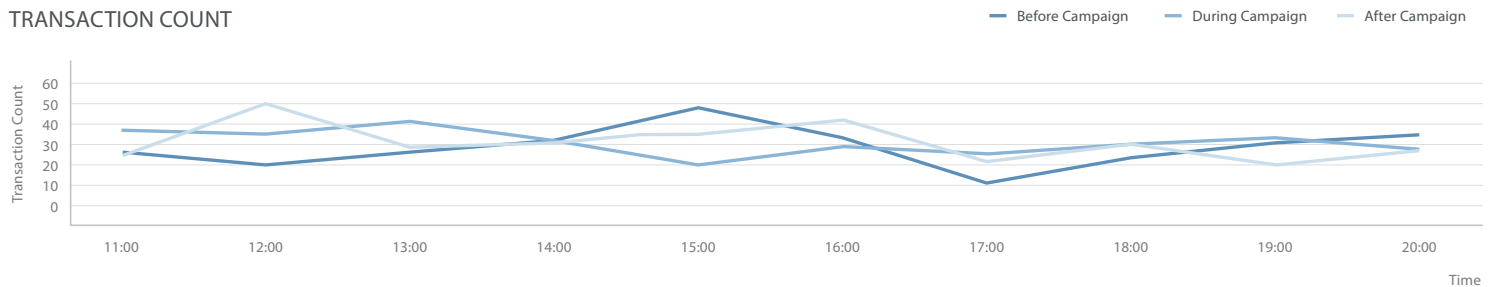
OUTSIDE TRAFFIC



TURN IN RATE



TRANSACTION COUNT



SUMMARY TABLE

	Visitor Count	Outside Traffic	Turn In Rate	Transaction Count
Before Campaign (Avg Per Day)	577	1000	50.88	288
During Campaign (Avg Per Day)	511	1500	51.31	300
After Campaign (Avg Per Day)	524	1000	49.39	323
Changes During Campaign (%)	-11.44	50.0	0.83	4.17
Changes After Campaign (%)	2.54	-50.0	-3.74	7.67