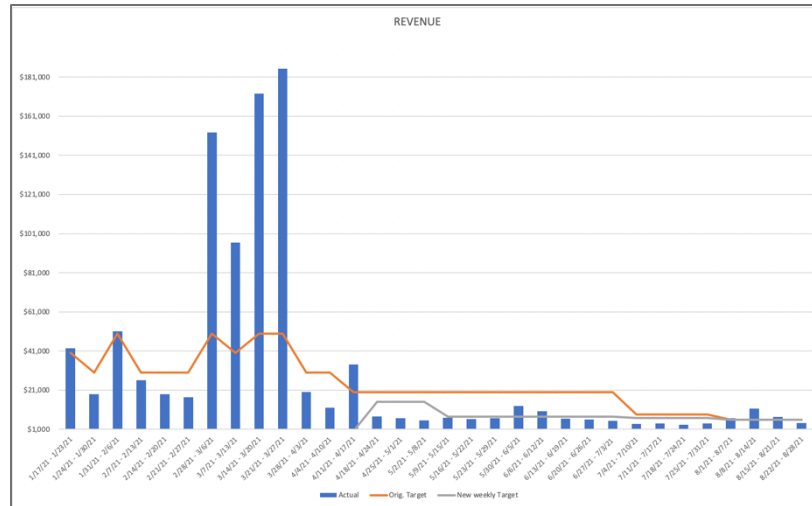


# DC SHOP ANALYSIS REPORT

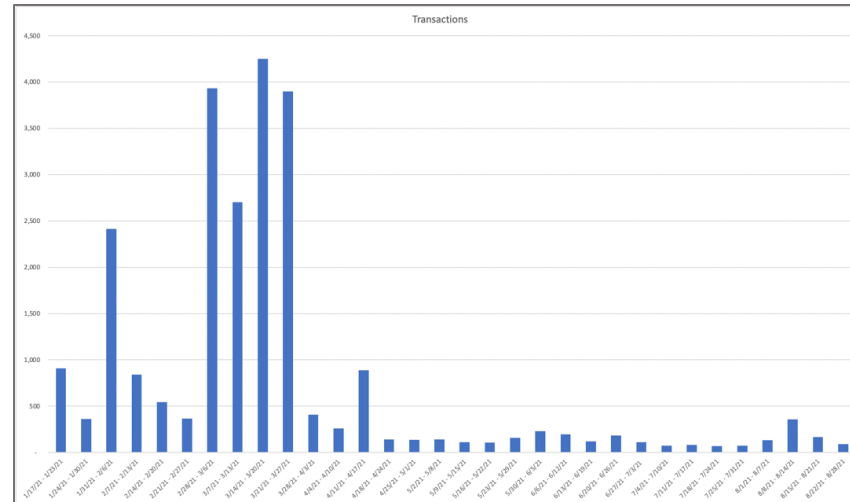
SUMMARY-TO-DATE 2021 JANUARY 19-AUGUST 28

WEEKLY 2021 AUGUST 22-28

## Revenue Chart (weekly-to-date)



## Transactions Chart (weekly-to-date)



### INSIGHTS:

- **Week 32 sales** decreased by 40% as expected following big campaign pushes from the previous 2 weeks.
- **Conversion at 2.27%** minutely decreasing every week.
- **Transactions** to date at **24K** with an **AOV** continuing to be at \$52.
- **Top 5 sales** moving towards **Batman** merch with **Suicide Squad** fave **King Shark** still in spot 1 and 3.
- **Target for Q3 at 3%** with 4 weeks remaining.

**Summary:** Suicide Squad release on Aug. 6 almost doubled weekly sales. King Shark character dominated merch sales.

## Weekly sales

Week, Month, Quarter	Week	Actual	%	Orig. Target	New weekly Target
WK25, M7, Q3	7/4/21 - 7/10/21	\$ 3,798.00	55%	\$ 8,537	\$ 6,907
WK26, M7, Q3	7/11/21 - 7/17/21	\$ 3,932.00	57%	\$ 8,537	\$ 6,907
WK27, M7, Q3	7/18/21 - 7/24/21	\$ 3,382.00	49%	\$ 8,537	\$ 6,907
WK28, M7, Q3	7/25/21 - 7/31/21	\$ 3,976.00	58%	\$ 8,537	\$ 6,907
WK29, M8, Q3	8/1/21 - 8/7/21	\$ 6,745.00	115%	\$ 5,843	\$ 5,843
WK30, M8, Q3	8/8/21 - 8/14/21	\$ 11,528.00	197%	\$ 5,843	\$ 5,843
WK31, M8, Q3	8/15/21 - 8/21/21	\$ 7,282.00	125%	\$ 5,843	\$ 5,843
WK32, M8, Q3	8/22/21 - 8/28/21	\$ 4,335.00	74%	\$ 5,843	\$ 5,843
WKS1-30	Grand Total	\$973,950.00			

## Quarter Targets

Quarter	Weeks remaining	Actual USD	%	Target Revenue USD	Max Target Rev per week	ADJUSTED Target Revenue USD
Q1	0	\$ 814,447	177%	\$ 458,919	\$ 35,000	\$ 458,919
Q2	0	\$ 114,525	48%	\$ 239,018	\$ 20,000	\$ 239,018
Q3	8	\$ 29,890	3%	\$ 1,087,102	\$ 185,000	\$ 1,138,256
Q4	12	\$ -	0%	\$ 2,114,112	\$ 200,000	\$ 1,447,734
Grand Total	20	\$ 958,862	25%	\$ 3,899,151		\$ 3,283,927

## Revenue \$973,950 USD\*

- 32<sup>nd</sup> week \$4,335 **-40%**
- 31<sup>st</sup> week \$7,282

## Conversion rate 2.27%

- 32<sup>nd</sup> week 0.84% **-25%**
- 31<sup>st</sup> week 1.12%

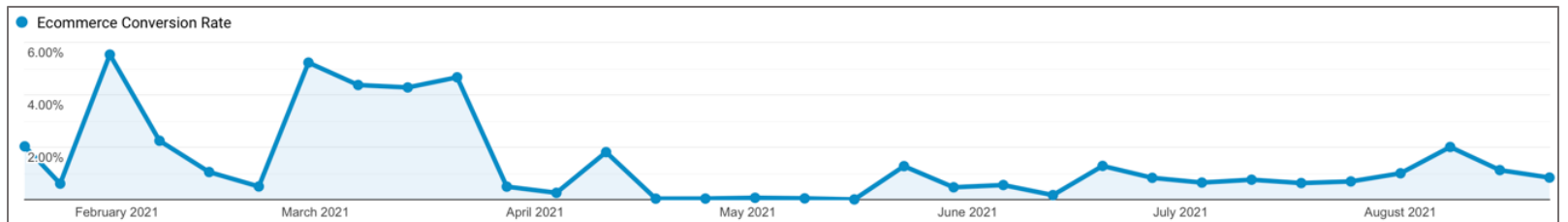
Conversion rate average 2-5%, desired e-comm target >10%.

## Top 5 week of August 22-28

Rank	Summary	Units	Net Sales	Gross Sales
1	THE SUICIDE SQUAD King Shark Feeding Time T-Shirt	5	\$ 121.25	\$ 125.00
2	THE BATMAN Movie Logo T-Shirt	4	\$ 92.50	\$ 100.00
3	THE SUICIDE SQUAD King Shark Hand T-Shirt	4	\$ 75.00	\$ 100.00
4	BATMAN Starry Night T-Shirt	4	\$ 53.50	\$ 100.00
5	BATMAN Villain Mashup Logo T-Shirt	3	\$ 66.67	\$ 100.00

## Top 5 of all time

Rank	Summary	Units	Gross Sales
1	Zack Snyder's Justice League Metallic Superman Funko Pop!	4450	\$ 66,750.00
2	Zack Snyder's Justice League Metallic Darkseid Funko Pop!	4450	\$ 66,750.00
3	Zack Snyder's Justice League Metallic Desaad Funko Pop!	4450	\$ 66,750.00
4	Zack Snyder's Justice League Metallic Diana Prince Funko Pop!	4450	\$ 66,750.00
5	ZACK SNYDER'S JUSTICE LEAGUE Darkseid T-Shirt	1327	\$ 33,950.00



## Transactions 24,462

- 32<sup>nd</sup> week 90 **-46%**
- 31<sup>st</sup> week 162

## Average Order Value \$52 USD

- 32<sup>nd</sup> week \$49 **+13%**
- 31<sup>st</sup> week \$43

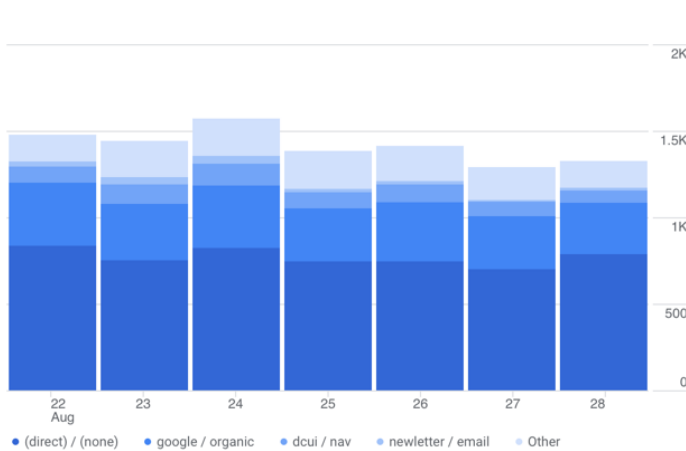


# DC SHOP ANALYSIS REPORT

SUMMARY-TO-DATE 2021 JANUARY 19-SEPTEMBER 04

WEEKLY 2021 AUGUST 29-SEPTEMBER 04

Source / Medium



## User Traffic 535,588

- 32<sup>nd</sup> week 7,954 -28%
- 31<sup>st</sup> week 10,983

## Unique Pageviews 3,476,092

- 32<sup>nd</sup> week 38,765 -30%
- 31<sup>st</sup> week 55,362

## Total Sessions 851,310

- 32<sup>nd</sup> week 9,888 -28%
- 31<sup>st</sup> week 13,693

## Bounce Rate 4.04%

- 32<sup>nd</sup> week 0.87% +30%
- 31<sup>st</sup> week 1.23%

## INSIGHTS:

- Traffic continues to be sourced through direct access to our site. Highest conversion remains to be shop newsletters.
- Highest Searched continues to be Batman, supported by top 5 merch purchases.
- Funko still in top 5 as we prep for FanDome Funkos

**Summary:** This week is lower than previous 2 weeks spikes while the shop preps for Road-to-FanDome launch.

## Top Acquisition Sources/Conversion this week

- #1 – Direct 55% / 0.63%
- #2 – Google/Organic 22% / 1.13%
- #3 – DCUI Nav 8% / 1.15%
- #4 – madmagazine.com/ref 1.66% / 0%
- #5 – WarnerBros/shop 1.64% / 0%
- #6 – Shop newsletter 1.35%/6.74%
- #7 – dccomics /web 1.34%/ 0%
- #8 – dccommunity/Nav – 0.88% / 0%
- #9 – IG shopping – 0.73% / 0%
- #10 – DC newsletter – 0.63% / 1.49%

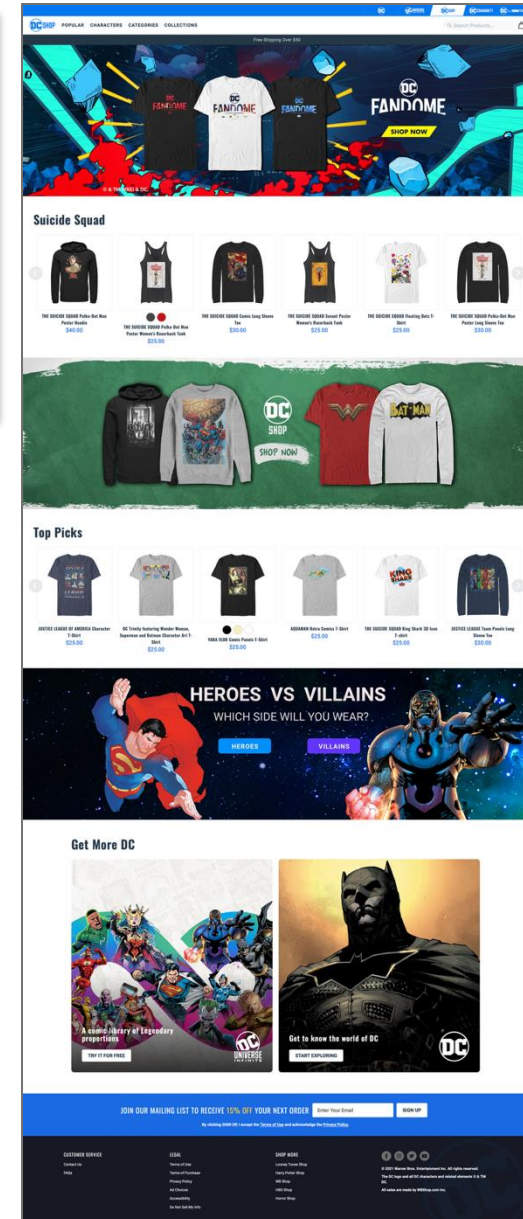
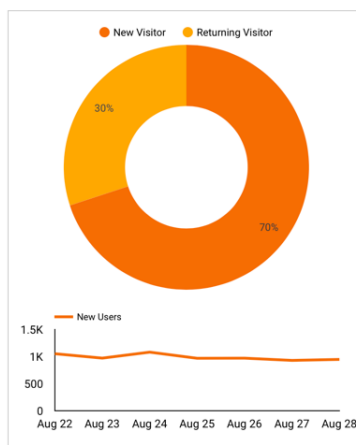
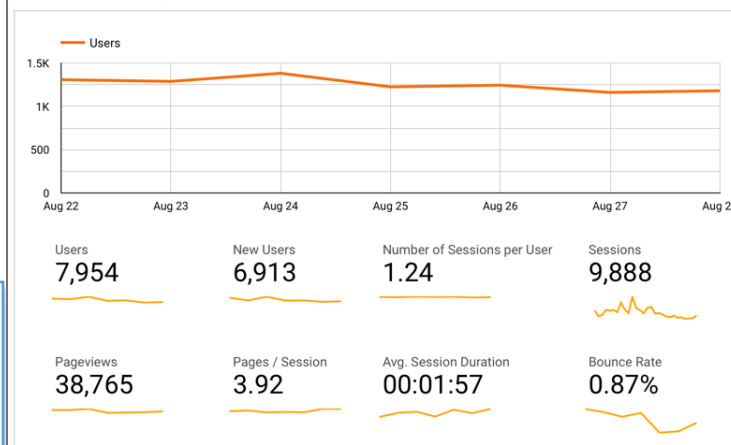
## Top Searches by pageviews this week

- #1 – Batman 17.08%
- #2 – Harley Quinn 5.92%
- #3 – Superman 5.47%
- #4 – Funko 4.56%
- #5 – All Characters 3.19%
- #6 – King Shark 2.73%
- #7 – Justice League 2.51%
- #8 – Logo 2.51%
- #9 – Wonder Woman 2.51%
- #10 – Young Justice 2.28%

## Top Unique Pageviews/\$Value this week

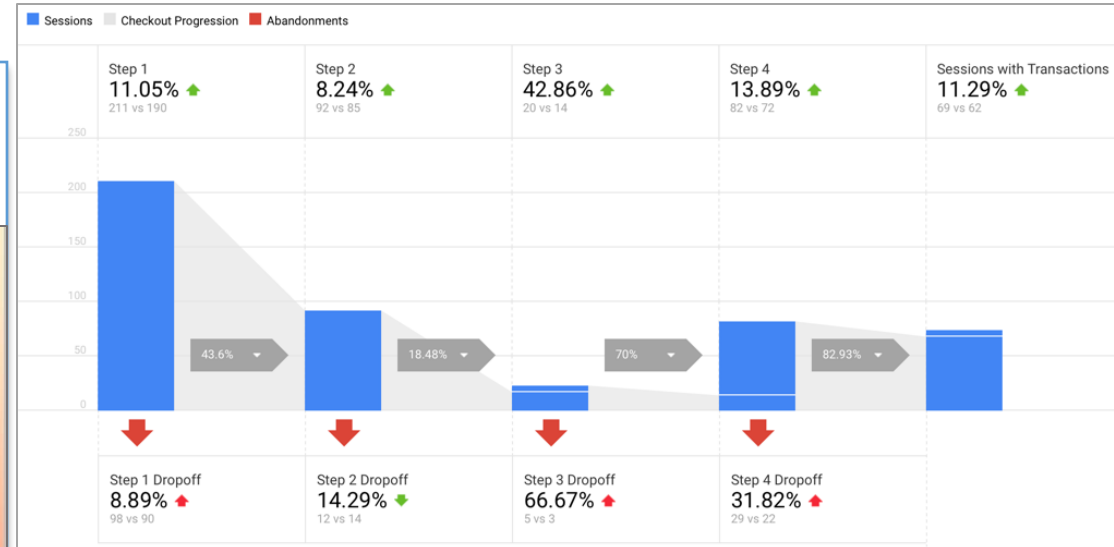
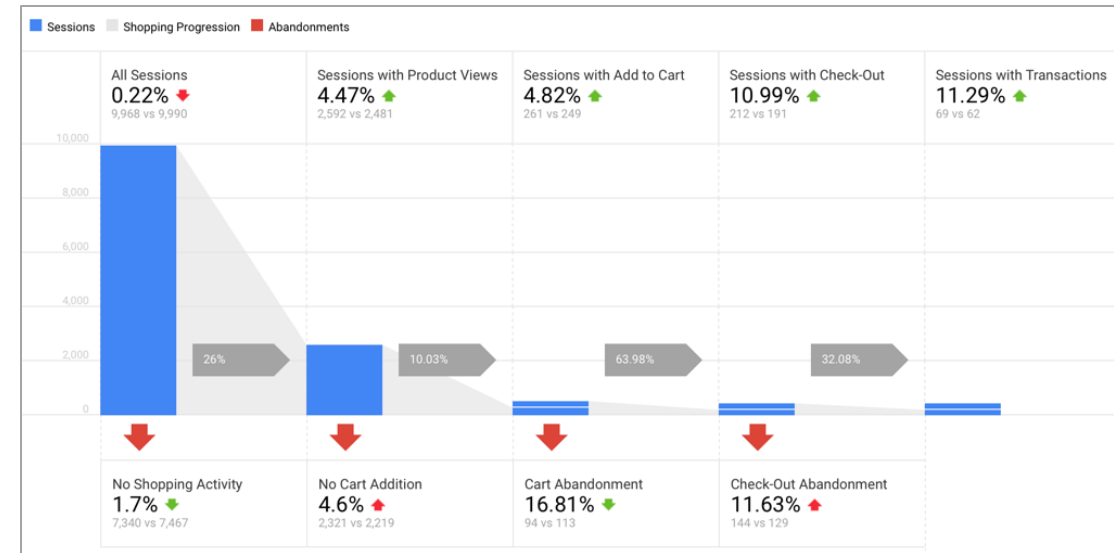
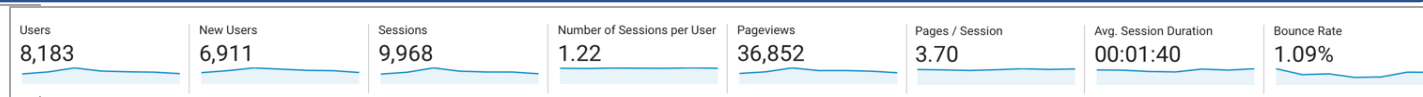
- #1 – Landing Page 43% / 32%
- #2 – Products 6% / 163%
- #3 – Characters 4% / 105%
- #4 – Heroes Collection 3% / 111%
- #5 – Suicide Squad Collection 3% / 151%
- #6 – Villains Collection 2% / 56%
- #7 – Batman Characters 2%/ 95%
- #8 – Checkout 1% / 1,051%
- #9 – Sort by Newest 1% / 115%
- #10 – Shirts Collection 1%/ 157%

## Your audience at a glance



# DC SHOP FUNNEL VISUALIZATION & AIDA GOALS

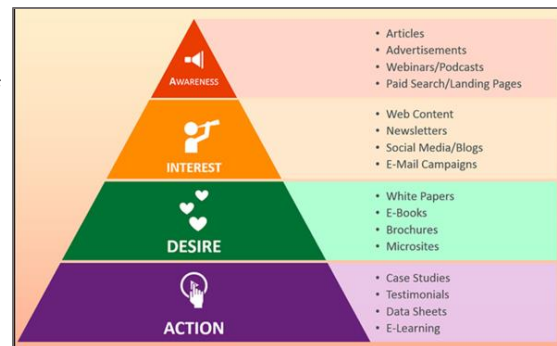
WEEKLY 2021 AUGUST 01-07 – needs update



## Funnel Visualization & AIDA GOALS

- With the **8,183** (+.18%) users **visiting** the site, **36,852** (+2%) **pageviews**, and **3,653** (+) **product detail views**, around **104** (+) **purchases** were made. Checkout funnel conversion at **2.77%** (last week at 2.22%).
- Shopping session** increased this week including sessions with transactions.
- Customer Checkout session** also increased in sessions, though drop off relatively higher from previous week.

**SUMMARY:** The Suicide Squad theatrical and HBOMax release is generating the traffic coming from DC and into DC Shop. Therefore, a slight uptick on overall user activity and sessions of the shop.





# DC Shop Coupons, Discounts, DCUI Vouchers

SUMMARY-TO-DATE 2021 JANUARY 19-AUGUST 07

WEEKLY 2021 AUGUST 01-07 – needs update

Start Date	6/17/21	2/2/21	2/2/21	3/28/2021 - \$75 6/17/21 - \$50
DCUI Monthly				
Weeks	DC Welcome 15% voucher	DCUI Annual Subs Thank You Voucher	Subs Thank You Voucher	Free Shipping
1/31/21 - 2/6/21		1,864	274	
2/7/21 - 2/13/21		400	52	
2/14/21 - 2/20/21		197	33	
2/21/21 - 2/27/21		121	27	
2/28/21 - 3/6/21		194	49	
3/7/21 - 3/13/21		627	157	
3/14/21 - 3/20/21		231	68	
3/21/21 - 3/27/21		129	31	
3/28/21 - 4/3/21		52	12	61
4/4/21 - 4/10/21		46	11	54
4/11/21 - 4/17/21		35	4	27
4/18/21 - 4/24/21		31	5	37
4/25/21 - 5/1/21		21	4	27
5/2/21 - 5/8/21		26	4	24
5/9/21 - 5/15/21		12	5	32
5/16/21 - 5/22/21		18	2	30
5/23/21 - 5/29/21		21	4	27
5/30/21 - 6/5/21		21	6	57
6/6/21 - 6/12/21		15	6	33
6/13/21 - 6/19/21	5	11	2	33
6/20/21 - 6/26/21	5	18	3	44
6/27/21 - 7/3/21	10	17		48
7/4/21 - 7/10/21	6	8		39
7/11/21 - 7/17/21	8	16	1	33
7/18/21 - 7/24/21	5	9	1	30
7/25/21 - 7/31/21	6	4	2	31
<b>Grand Total</b>	<b>45</b>	<b>4,144</b>	<b>763</b>	<b>667</b>

## DCUI Voucher Email campaign send 02-Feb-2021

- 45,438 annual subscribers \$25
- 95,224 monthly subscribers \$10
- 449 internal \$25
- Total 141,111 emails sent

## DCUI Voucher as of 7/24:

- \$25 annual vouchers used: 4,140
- \$10 monthly vouchers used: 761
- Total: 4,907
- (3.5% redeemed of total sent of 141,111)

Source	DC_SHOP
Row Labels	Count of EmailAddress
2020	65
Qtr4	65
Nov	4
Dec	61
2021	5,999
Qtr1	3,740
Jan	563
Feb	993
Mar	2,184
Qtr2	1,969
Apr	1,388
May	377
Jun	204
Qtr3	290
Jul	290
Grand Total	6,064

## Newsletter sign ups total through July 31

- Total 6,064

Source	(All)
Row Labels	Count of EmailAddress
2020	65
Qtr4	65
Nov	4
Dec	61
2021	23,626
Qtr1	18,708
Jan	1,608
Feb	4,621
Mar	12,479
Qtr2	4,275
Apr	2,575
May	779
Jun	921
Qtr3	643
Jul	643
Grand Total	23,691

## Total email captured through July 31 (includes emails opted in through purchase)

- Total 23,691

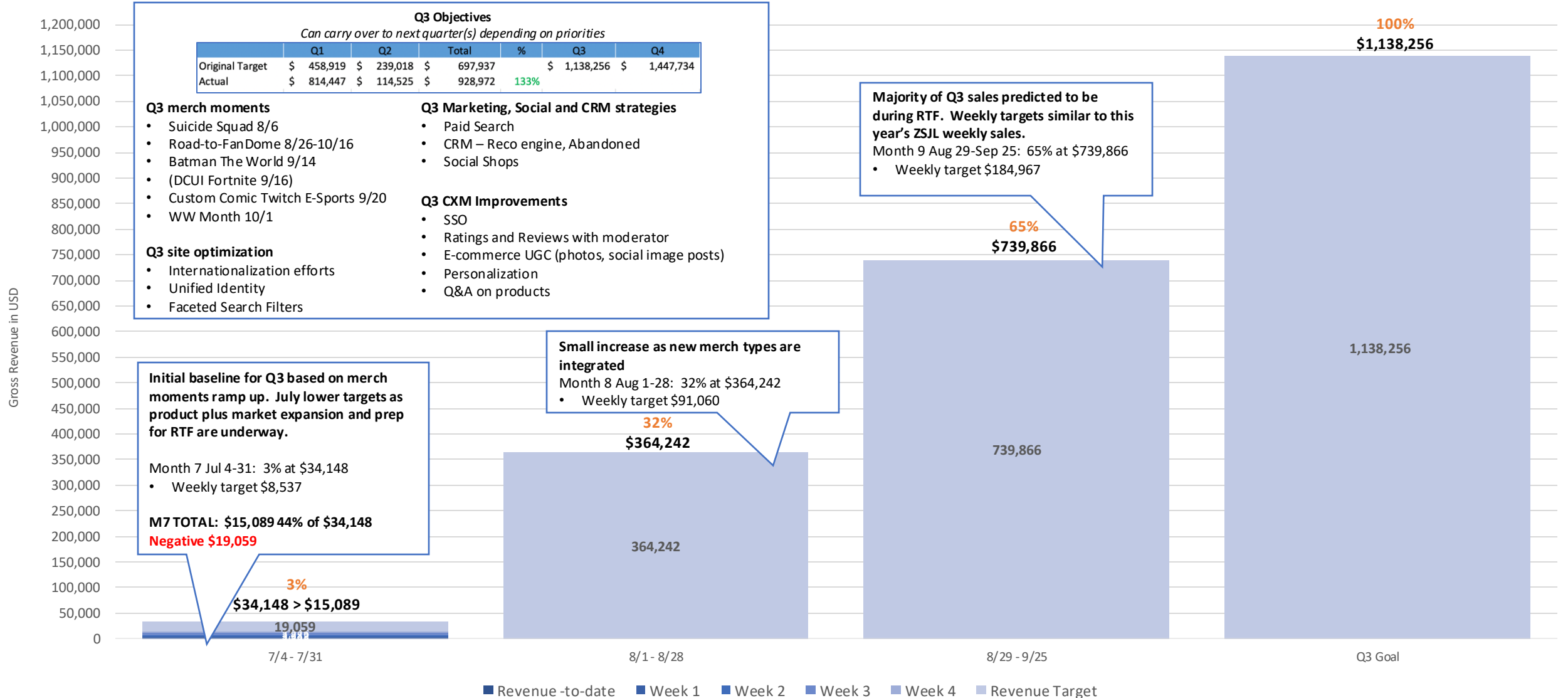
# DC SHOP ANALYSIS REPORT

## REVENUE PACE CHART AND PREDICTIVE ANALYSIS

### Gross Revenue by Month

Target Q3 \$1,138,256 USD

**INITIAL Q3 - MONTH 7**



# DC SHOP ANALYSIS REPORT

PREDICTIVE MODELING

## INITIAL Q3 – MONTH 7

	Q1	Q2	Total	%	Q3	Q4
Original Target	\$ 458,919	\$ 239,018	\$ 697,937		\$ 1,138,256	\$ 1,447,734
Actual	\$ 814,447	\$ 114,525	\$ 928,972	133%		

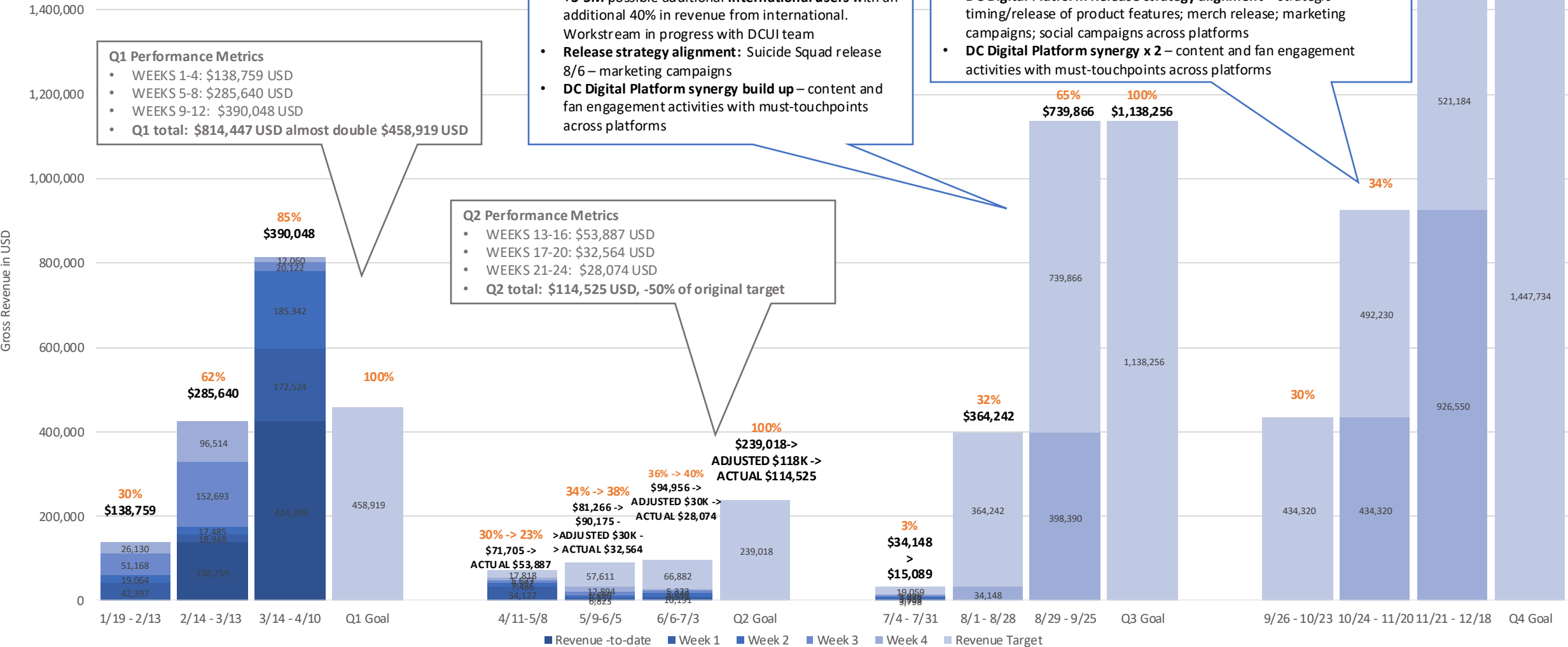
Gross Revenue by Quarter  
Target FY \$3,283,926 USD

### Increased access to fans and personalization – Road-to-FanDome

- +3-5M possible additional international users with an additional 40% in revenue from international. Workstream in progress with DCUI team
- Release strategy alignment:** Suicide Squad release 8/6 – marketing campaigns
- DC Digital Platform synergy build up** – content and fan engagement activities with must-touchpoints across platforms

### DC FanDome

- SSO** framework and solution reusability already in place. Workstream starting this week.
- Personalized CRM Reco engine:** Targeted emails, social marketing campaigns
- Targeted merch recommendations:** Shop personalized merch UI algorithm
- DC Digital Platform Release strategy alignment** – strategic timing/release of product features; merch release; marketing campaigns; social campaigns across platforms
- DC Digital Platform synergy x 2** – content and fan engagement activities with must-touchpoints across platforms



# DC SHOP ANALYSIS REPORT

MERCH CALENDAR – JULY THRU OCT 2021

	JULY				AUG				
Week of	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30
Primary	DC Super Pets - New Logo?	Shark Week (SS/King Shark Highlight)	Puma? / New Comic Art from Melissa-need files	Puma?	SS Theatrical - anything new or retout complete collection of product?		Suicide Squad Revisited (Character Art One Sheets)	8/23: Road to Fandome Kickoff ? Aquaman 2 logo (KC needs to confirm)	8/30: Road to Fandome ? Batman exclusi Graphics (KC to confirm)
Secondary	7/4: July 4th Joker (merch collection)	Joker (merch collection)	Batman by John Ridley? - what is the date	7/30 Int'l Day of Frienship - imgs in starlabs (justice league)- specific assets available?	8/6: SS Theatrical Comics: Suicide Squad: Bad Blood	Titans premiere in AUG			
Homepage Hero	SS One Sheets	Shark week	SS Funkos		Suicide Squad		Suicide Squad	Fandome Highlight	Fandome Highlight
Carousel 1	Suicide Squad								
Subtout 1	TBD								
Subtout 2	TBD								
Bottom Banners	Joker		Harley Quinn (Villians)			Back to School			
Carousel 2	T-Shirts								
Email	7/7: Harley Joker	7/12: Hats & Accessories Harley Quinn	7/20: Puma?	7/27: Puma?	8/3: SS	8/10: Gear up - Back to School SS	8/3: Lookback of SS		
Social									
Paid Campaigns									
	SEPT				OCT				
Week of	9/6	9/13	9/20	9/27	10/4	10/11	10/18	10/25	11/1
Primary	Batman Star Walk of Fame - Exclusive Funko?	Batman Day 2021 - Exclusive? . Batman: The World 9/14 announce-tease book/FTM prior to 9/14 announce confirmed?	customc comic (E Sports/Twitch )- need to negotiate with network		Month of WW 10/1	TB: Batwoman S3, The Flash S8	Day of Wonder (WW Bday) 10/21		Dia De Los Muerto
Secondary	Comics: Batman: The World	Comics: Batman by John Ridley CE	Doom Patrol premiere in Sept			Fandome Event Day 10/16	Wonderful Women of History		
Homepage Hero	Batman Star Exclusive	Batman Exclusive							
Carousel 1	Road To FanDome								
Subtout 1	Batman								
Subtout 2	Riddler								
Bottom Banners									
Carousel 2									
Email									
Social									
Paid Campaigns									

## MERCH PLANS & STRATEGY:

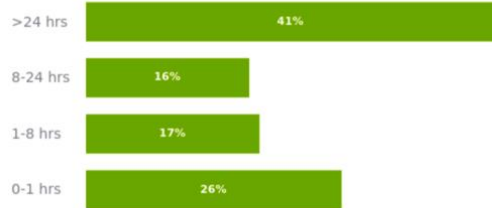
- **Onboarding Hybrid Air Waves** which sells hats and bags.
- **Onboarding Disrupt Sports next week** which sells specialized merchandise like surfboards, snowboards, decals, fitness equipment.

*Subject to change*

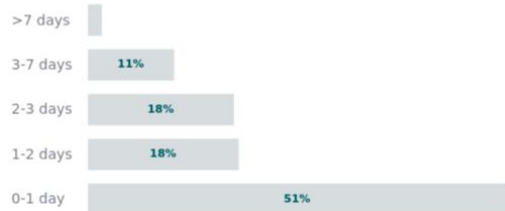
# CUSTOMER CARE WEEK REPORT

WEEKLY 2021 AUGUST 01-07 needs update

## WS-DC First Reply Time by brackets (Rolling 4 wks)



## WS-DC: Full Resolution Time by brackets [Rolling 4 wks]



Volume	SLA	DC Shop	LT Shop	CSAT
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## WS-DC Contact Reason (Table Format, Su-Sa)

Contact Driver {AGENT}	06/27/21		07/04/21		07/11/21		07/18/21		07/25/21		08/01
	Tickets	S-5	Tickets	S-5	Tickets	S-5	Tickets	S-5	Tickets	S-5	Tickets
CANCEL::Changed mind	4	13%	1	2%	3	12%	1	4%	12	33%	1
CANCEL::Duplicate			1	2%	1	4%					
Change address	5	17%	12	24%	6	24%	4	15%	6	17%	
Chargeback					1	4%					
Help placing order									1	3%	
Order status (not DCS)			1	2%							
Order undeliverable							1	4%			
Product inquiry	12	40%	16	33%	10	40%	9	33%	5	14%	
RETURN::Damage/Defect	3	10%					1	4%			
RETURN::Size/color (CX)	1	3%					1	4%	1	3%	
RETURN::Wrong item	1	3%	1	2%	1	4%	2	7%	1	3%	
Shop order status	3	10%	14	29%	3	12%	8	30%	10	28%	
System cancelled	1	3%									
Sum	30	100%	49	100%	25	100%	27	100%	36	100%	1

## Highlights for the week:

- Week 28, customer contacts increased slightly this week at 36 (previously 28) with customers calling in about their Funko Pop purchases.
- CSAT continues to increase at 69.0% (previously 66.7%)
- Customer Care SLA > 1 day remain increased as well at 51% previously (46%)

We continue to monitor customer care SLAs to gauge as we prep for Q3/Q4 when we open up ratings and reviews from customers. See report in sharepoint for more details.

## WS CSAT% (4 week aggregate)

Ticket brand: DC Shop

69.0%

Sharepoint version: [Customer Care Weekly Report](#)

Customer weekly report and highlights provided by  
[Mike Kim](#)

## WS CSAT (Rolling 12 weeks) Su-Sa





# ECOMM & MORE

## DC Shop

### Last Week – Merch

- SS WK30 \$11.5K +70% previous
- WK30 M8 Q3 GTD - **\$963K**



- #1 – SS King Shark Crown Tee – 19 units
- #2 – SS King Hand Tee – 19 units
- #3 – SS Harley Quinn Bubble Gum – 14 units
- #4 – SS Movie logo – 12 units
- #5 – SS King Shark Feeding Time - 11 units



### This Week – Merch

- Continue SS merch re-tout
- Prepping new products for RTF

### Last Week - Tech

- **Embed Carousel updates**
  - Increased query efficiency cutting down time by 90%;
  - Integrated platform-wide currency code mapping to handle currency formatting
  - hide carousel if products not available in country
  - Cross platform analytics implemented to track conversions and campaigns across platforms by anonymous Ids and signed in users
  - Implemented quick checkout as a config feature flag so users can checkout a product with a single click.

- Vendor testing and onboarding
- Continue i18n for mid-Sept launch target
- RTF assets delivered
- CMS preview functionality – before deploying changes to Prod

### This Week – Tech

- QA testing
- Continue performance/load testing
- Continue analytics testing
- Accessibility testing
- I18n work for mid to late September launch

## O&O



### Last Week

- Pause – Jen Sheu taking on the updates

### This Week

- Territory office agents training on CMS
- Territory office agents training on Crowdin’
- Setting up individual training sessions with territory agents

## Looney Tunes Shop

### Last Week – Merch

- ACME Intern WK30 \$2.5K -32%
- WK30 M7 Q3 GTD - **\$31.5K**



- #1 – Bugs Bunny & LeBron James Tee – 4 units
- #2 – Tune Squad Let’s Play Kids’ Tee – 3 units
- #3 – Monstars Bupkus Hoodie from Space Jam – 3 units
- #4 - Lola Bunny It’s On and Poppin’ Crew Sweatshirt – 3 units
- #5 – Looney Tunes Characters T-Shirt from Looney Tunes – 3 units

### This Week - Merch

- TBD

### Last Week - Tech

- Sweepstakes analysis
- Product re-strategy with Sam Bushy

### This Week - Tech

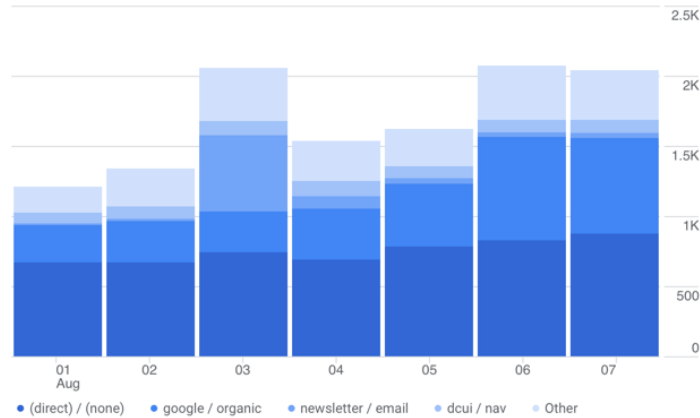
- Merch support and merch re-strategy
- Regression testing on LT Shop – eCommerce tech stack is shared – DC Shop RTF and i18n changes no impact

# DC SHOP ANALYSIS REPORT

SUMMARY-TO-DATE 2021 JANUARY 19-AUGUST 07

WEEKLY 2021 AUGUST 01-07

Source / Medium



## User Traffic 507,732

- 29<sup>th</sup> week 9,631 +18%
- 28<sup>th</sup> week 8,183

## Total Sessions 811,594

- 29<sup>th</sup> week 11,861 +19%
- 28<sup>th</sup> week 9,968

## Unique Pageviews 2,526,710

- 29<sup>th</sup> week 39,620 +30%
- 28<sup>th</sup> week 30,429

## Bounce Rate 4.20%

- 29<sup>th</sup> week 0.88% +20%
- 28<sup>th</sup> week 1.09%

## INSIGHTS:

- User traffic this week again driven mostly from referrals and Suicide Squad promotions.
- Shop Newsletter is #3 this week with 1.69% conversion.
- Bing/organic is new at #9 with 2.7% conversion.
- IG referral also at 3.17% conversion, largest this week.

**Summary:** The release of Suicide Squad along with its week-long campaigns has helped increase traffic and overall activity on shop.

## Top Acquisition Sources/Conversion this week

- #1 – Direct 45% / 0.72%
- #2 – Google/Organic 25% / 1.4%
- #3 – Shop newsletter 6%/1.69%
- #4 – DCUI Nav 6% / 1.4%
- #4 – dcuniverseinfinite.com/ref 5% / 0%
- #5 – WarnerBros/shop 2% / 0.43%
- #6 – dccomics /web 2%/ 2%
- #7 - madmagazine.com/ref 1.64% / 0%
- #8 – dccomics/web – 2% / 1.14%
- #9 – bing/organic – 1% / 2.7%
- #10 – IG referral - 1% / 3.17%

## Top Searches by pageviews this week

- #1 – Batman 15%
- #2 – Funko 9%
- #3 – Suicide Squad 7%
- #4 – Superman 5%
- #5 – Harley Quinn 4%
- #6 – Wonder Woman 4%
- #7 – Justice League 3%
- #8 – Steppenwolf 3%
- #9 – King Shark 2%
- #10 – Rick Flag 2%

## Top Unique Pageviews/\$V value this week

- #1 – Landing Page 40% / 32%
- #2 – Products 8% / 101%
- #3 – Suicide Squad Collection 4% / 118%
- #4 – Characters 4% / 109%
- #5 – Villains Collection 3% / 55%
- #6 – Products sort by Newest 3% / 83%
- #7 – Heroes Collection 3% / 54%
- #8 – Batman Characters 2% / 72%
- #9 – checkout 1% / 1,118%
- #10 – Shirts Collection 1% / 232%

## Your audience at a glance

