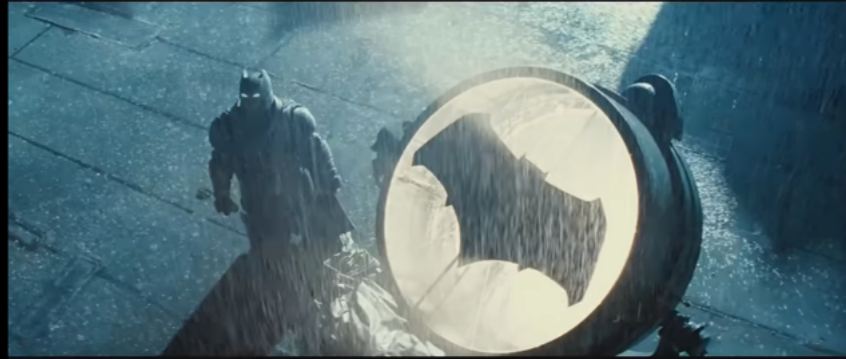
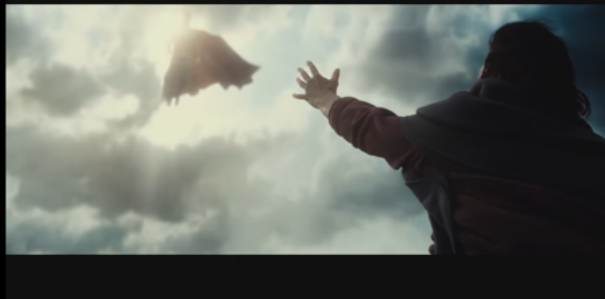


DC Shop Merch Moment – Zack Snyder Justice League Event

High Level Summary



Zack Snyder Justice League Event

Invest: A Story within a story.... Zack Snyder's Justice League HBO Max release has the elements of what makes great storytelling. Its release ridden with multi-layered conflicts has also ended with an unexpected cliffhanger from fans who have started a social movement within the community [#RestoreTheSnyderverse](#), a movement that demands releases 2,3, and 4.

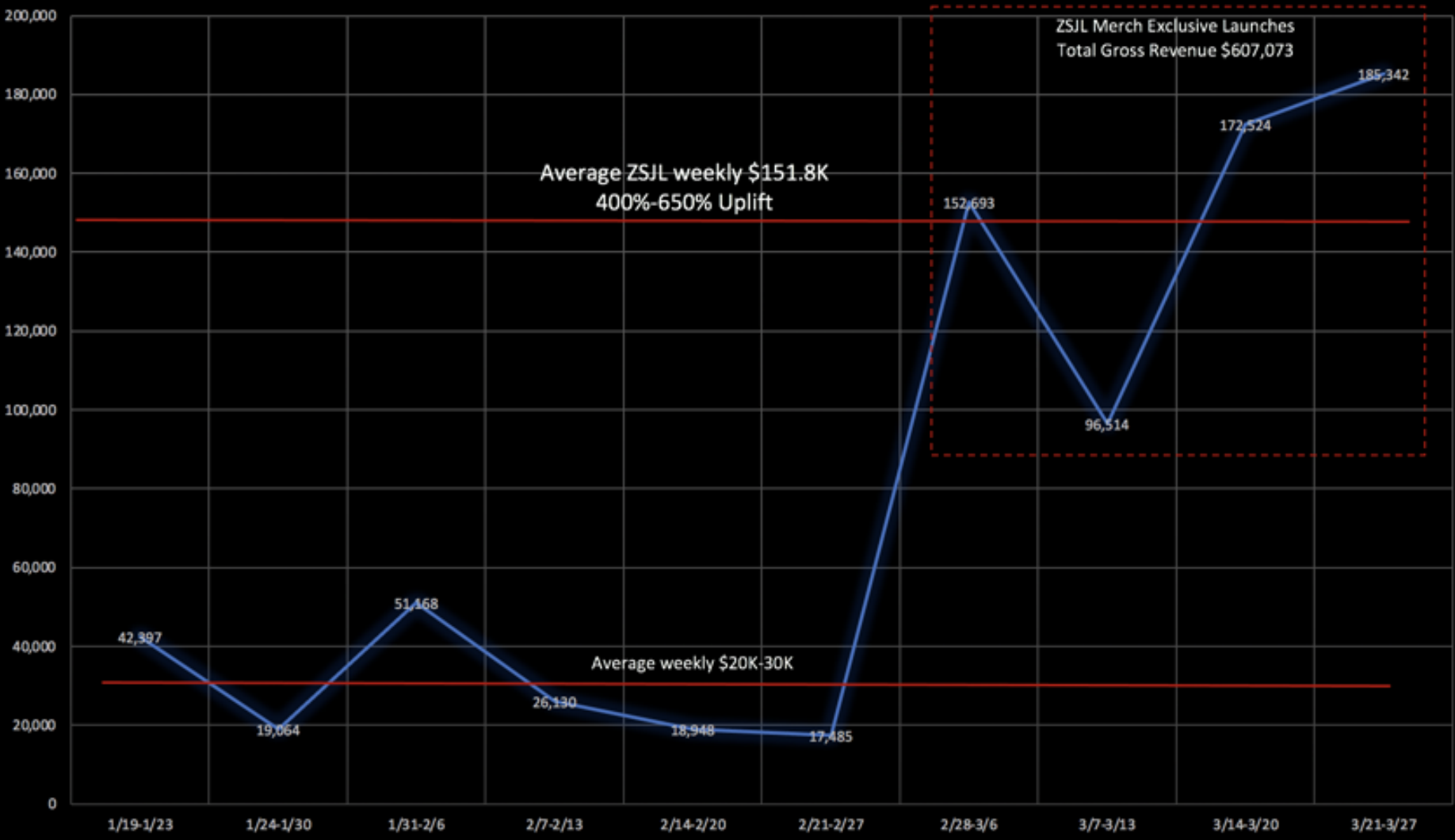
Belong: The story and artistic effect of Zack Snyder's version truly speaks to the DC Universe Fans. Its Gothic Novel scenes, meticulously achieved with the great balance of chiaroscuro, is a signature not only of Snyder's style, but of the devoted DC fans. This is the universe where fans feel they belong and have long awaited from DC.

Engage: This build up of multi-layered stories, along with strategic marketing launches, have kept fans engaged with ZSJL. The halo effect from pre-release, launch and post launch can be seen from our record-breaking numbers across our DC digital platforms.

DC Shop Merch Moment – Zack Snyder Justice League Event

High Level Summary

Zack Snyder Justice League DC Shop Gross Revenue Impact
3/27 GTD \$782,226



Zack Snyder Justice League Event

The lead up to Zack Snyder Justice League event was strategized with a month of exclusive Justice League-themed products only available to DC Shop for a limited time.

Sales and Marketing Strategy:

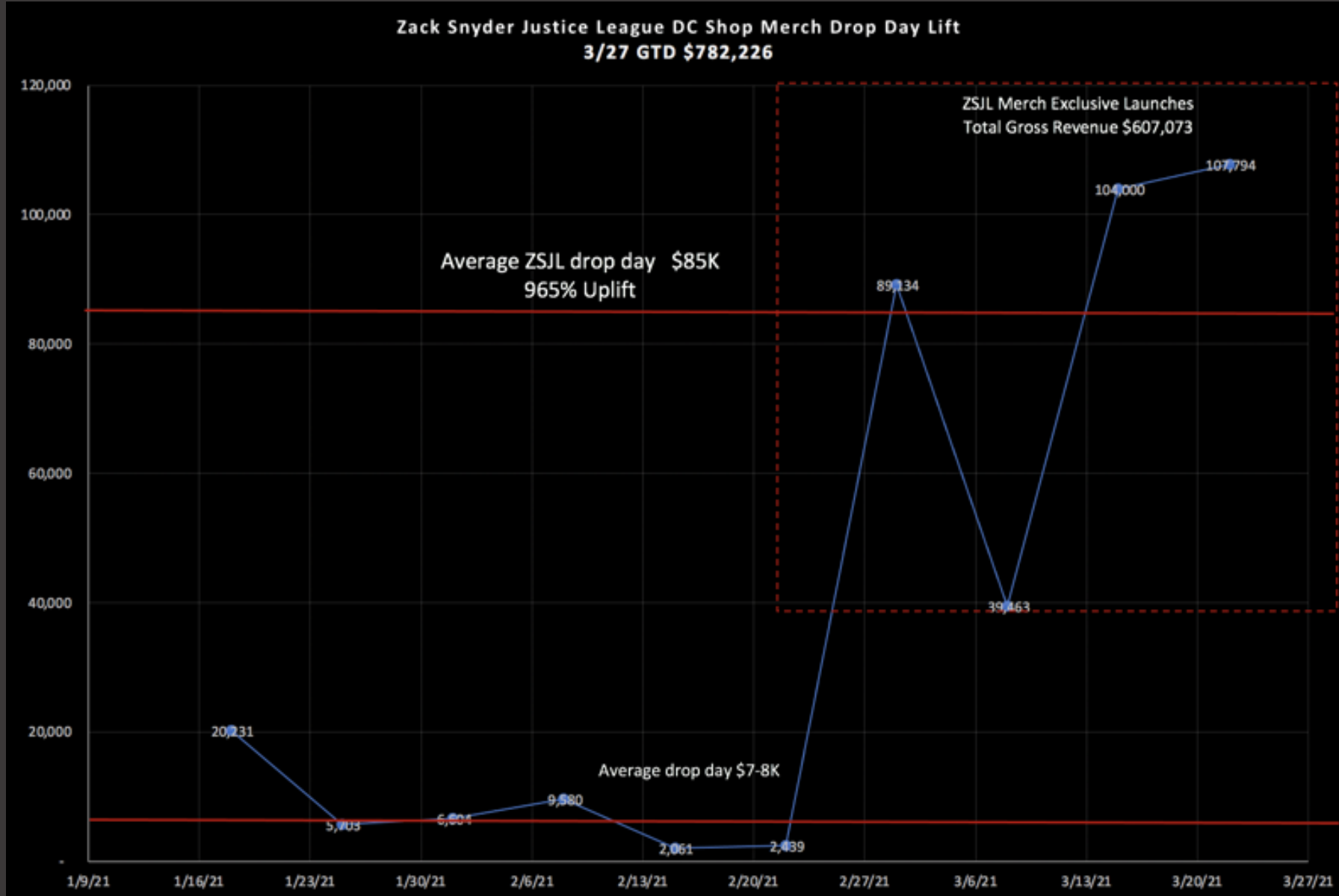
1. Popular Products – Funkos PUMA
2. Limited time
3. Limited quantity
4. Popular characters from Justice League movie, released strategically by character popularity
5. Low price point, high volume
6. High price point, low volume
7. Social posts and hints leading up to merch drops.
8. Drop day email campaign and product placement on social

400%-600% uplift. Base average of \$20K-\$30K per week went to an average \$151.8K per week.

Total ZSJL Gross Revenue, \$607,073 USD, making up 78% of overall GTD of \$782,226 USD as of 3/27.

DC Shop Merch Moment – Zack Snyder Justice League Event

Drop Day



Zack Snyder Justice League Drop Day

Drop Day numbers show a significant increase from previous/baseline drops.

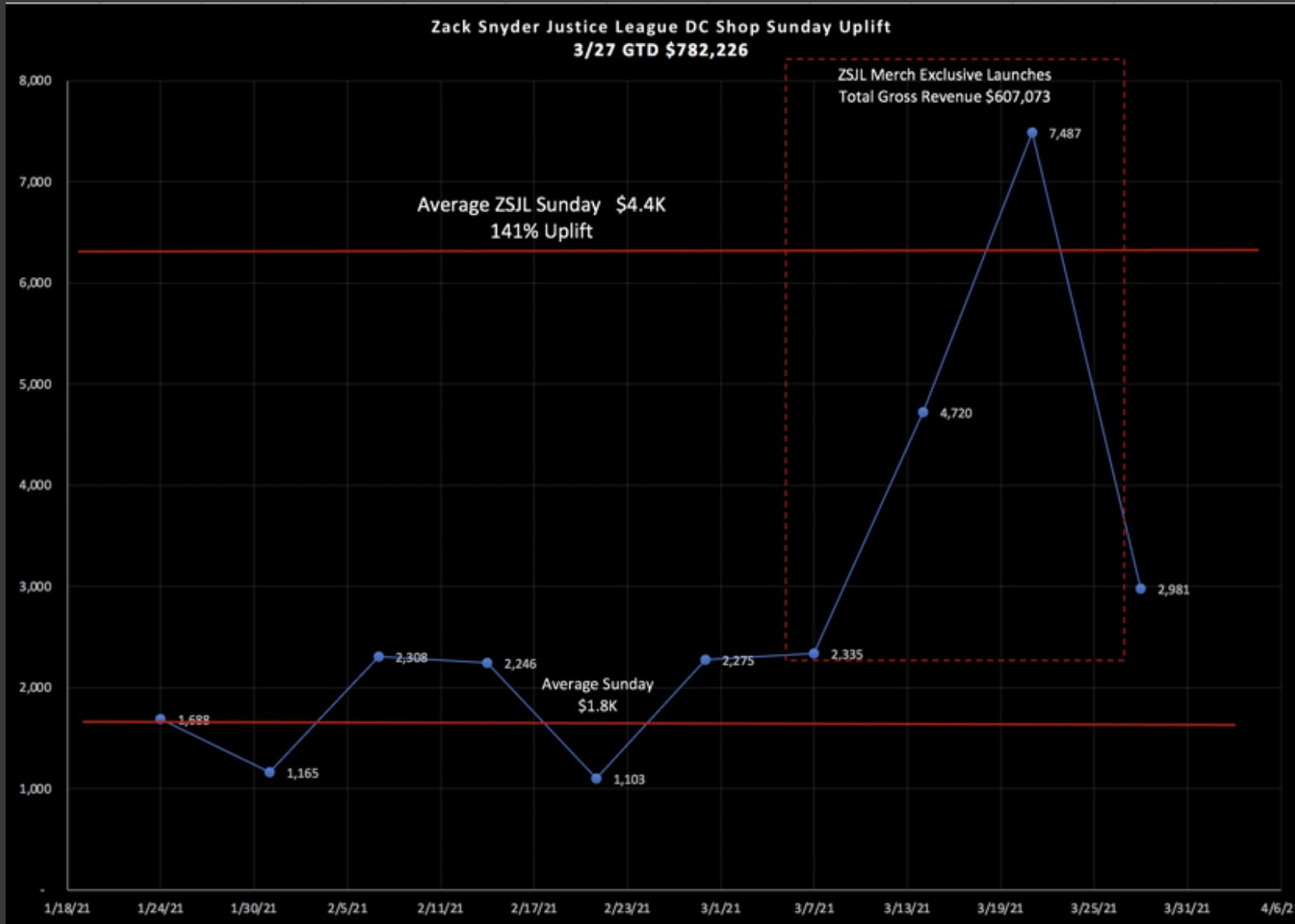
Product Release Strategy

1. **Urgency:** Lead products are popular with very limited quantity and availability, creating a sense of urgency and FOMO.
2. **Overflow:** main products with limited availability supported by general ZSJL and non-ZSJL print-on-demand merch allowing for either upsell or other option purchase if main items sell out.
3. **Interest without the fatigue:** Heart 'beat'-like release keeps our fans constantly engaged. Drop day being the highest peak, with smaller peaks throughout the week, then a quieter weekend, only to prep for another big drop day beat on Monday allows for a 'downtime' for our customers before the next drop, avoiding sales fatigue.

Drop day varied with a 965% uplift average. Baseline drop day at \$7-\$8K are at \$85K for ZSJL merch drops.

DC Shop Merch Moment – Zack Snyder Justice League Event

End of Week - Sunday



Zack Snyder Justice League Event End of Week Sunday

Capturing the last day before the next drop provides a more balanced view of how the drops are holding with support from other available merchandise and gives an idea of its retention.

Observations:

Gross daily Sunday revenue doubled as it got closer to ZSJL release, ending up with \$7.5K when average is \$1.8K.

- \$2,335 (similar to other Sunday)
- \$4,720 (double the baseline)
- \$7,487 (Launch - triple the baseline)
- \$2,981 (one week post launch, back to baseline)

DC Shop Merch Moment – Zack Snyder Justice League Event

High Level Summary



Zack Snyder Justice League Event

Although Zack Snyder Justice League is a unique event that started brewing way before the first 2017 release, some of the elements we can make repeatable:

1. Invest in our Fans and create a community where they can engage and interact
 - Create content and a story that will keep their interest on our site – a beginning/backstory; a conflict/a problem to solve; a goal/ a reason to solve the conflict; a conclusion/reward.
 - Understand them through data we've gathered through their interaction with us on our own platforms.
 - Listen to their social comments
 - Show that we are listening by taking their feedback and actioning on them.
2. Sales and Marketing Strategy
 - Sales and Marketing campaign timing.
 - Sales and Marketing campaign that support the timeline of the story.
3. Product Release Strategy
 - Urgency, Overflow and Continuous Engagement without fatigue.

DC Shop ZSJL Merch Moment Event

Weekly Merch Launch - March Merch Moments

Week of Mar 1

Metallic Darkseid Funko



Metallic Four-Pack Funko



Believe in Wonder, Nubia, Fandome Flag



DC Shop March Merch Moments Campaign – Zack Snyder Justice League

What: A weekly merch release campaign of exclusive products. Campaigns sent via email send, social posts and DC platform posts.

Month of March strategy: Aggressive merch release that will ride the halo effect generated by the trailers and publicity of the upcoming Zack Snyder Justice League movie

When: Weekly release of highlight merchandise, with supporting new merch releases throughout each week

Who:

- DC Shop newsletter subscribers
- Existing Shop customer list

April 2021

- First Look Suicide Squad
- Darkseid v Superman (Batman x Fortnite moved out)
- Earth Day – Poison Ivy
- National Superhero Day (new Merch calendar)

Week of Mar 8

Metallic Diana Prince Funko



WW80 – Wonder Woman 80th

ZSJL Collection – Complete the look



Week of Mar 15

Metallic Black Suit Funko



Darkseid and Black Suit Superman Pins



Martian Manhunter and Deathstroke Merch



Week of Mar 22

Metallic Desaad Funko – Mar. 22, 9:05a PST



Black Suit Superman PUMA Suede – Mar. 23, 9:05a PST






First Look Suicide Squad – Mar. 26, 9:05a PST



Week of March 1

7

Date	Merch Image	Merch Name	Total Inventory	Release Strategy					Avail Ship Date	Marketing Campaign Email	Marketing Campaign Social	URL
				Preorder	Early Access	Limited Order Qty	Exclusive/Flash Sale	Limited by Product Umbrella				
3/3	 <small>FUNKO CONCEPT SUBJECT TO LICENSEE APPROVAL</small>	Metallic Darkseid Funko	4,500 (50 reserved for appeasement)	Yes	No	Yes – 2 per order	No	No	8/1/2021 (appears as August 2021 on UI and other copy) UI: - Grid - Carousel - PDP - Mini-cart - Checkout - Confirm Page - Confirm Email	Darkseid Pre-Sale Funko Focused Email targeting DC Shop List	Darkseid Funko Social post & Tease - DC Comics IG/TW/FB - DC Lifestyle Share	https://shop.dccomics.com/product/metallik-darkseid-funko Backup: https://shop.dccomics.com/collections/snyder-cut
3/4 (changed from 3/3)	 <small>FUNKO CONCEPT SUBJECT TO LICENSEE APPROVAL</small>	4-Pack Metallic Funko (Superman, Diana Prince, Darkseid, Desaad)	500 (25 reserved for appeasement)	Yes	Yes – DC Universe Infinite subscribers receive a link via email campaign, to access the 4-pack. Only those who have this link can see the item. After 24 hours, the item will be available to anyone who has access to DC Shop store.	Yes – 1 per order	No	No	8/1/2021 (appears as August 2021 on UI and other copy) UI: - Grid - Carousel - PDP - Mini-cart - Checkout - Confirm Page - Confirm Email	DCUI Exclusive Funko Pack Targeting DCUI sub email list		https://shop.dccomics.com/product/fourpack-metallic-funko
3/4 (changed from 3/8)		Believe in Wonder (Wonder Woman), Nubia, Fandome Flag Apparel	POD	No	No	No	No	No	Available for fulfillment	WW80 DC Shop Campaign email	- Twitter - DC Community - IG Shop	Multi pages

DC Shop Merch Moments Campaign Data Analysis

Weekly Merch Launch - March Merch Moments

Metallic Darkseid Funko – Mar. 3, 9:05a PST



Week of Mar 1-5

Metallic Four-Pack Funko – Mar. 4, 9:05a PST



Believe in Wonder, Nubia, Fandome Flag – Mar. 4, 8p PST



Overall Week Campaign Summary

Metallic Darkseid Funko launch is the largest gross revenue campaign DC Shop has made to date with **\$100,422 USD** in less than 3 days. Adding **\$32,455 USD from 4-Pack Funko**, an additional **\$10,457 USD of other merchandise** with 27 orders coming from Wonder Woman new merch release Mar. 4, **total gross revenue for this week's Mar. 3-5 campaign is \$143,334 USD.** On Mar. 4, we noticed a slow down in Darkseid Funko sales due to the 4-Pack launch, with a 50% cannibalization in sales from previous day. Initial strategy to launch both day-and-date, using 4-Pack Funko launch to send overflow of purchasers who miss out on 4-Pack, can still be seen on Mar. 4, but not as impactful on sell-through duration as day-and-date. Darkseid acts as a good baseline for other upcoming Funko drops with the character being fairly popular. We anticipate Diana to be a little slower in sell-through and Black suit Superman to be higher. Wonder Woman, Nubia, and Fandome Flag new merch is a great lead-in to next week's Diana Prince Funko.

Metallic Darkseid Funko Stats Highlights

Sales

- Highest grossing revenue-to-date at \$100,422 USD. Total units sold 4,450
- Sold all units in 57h2m, Fri., Mar. 5, 2021 6:02p PST
 - 100+ orders in under 2 minutes (2,300+ in 7h)
 - \$20K in sales in 10 minutes (\$55K in 1h, \$81K in 7h)
- Highest peak at **10a PST** \$52,645 USD

Upsell purchases

- 83 orders with upsell
- 73 orders with multiple Darkseid Funko orders
- Largest Upsell order at ~\$500.00 USD with 14 items
- 75% of upsell merchandise is from ZSJL collection, popular Darkseid (35%, Superman Logo (55%), Batman Logo (15%)
- 25% Masks and Gaiters, Wonder Woman new merch, Justice League Team, Flash

Vouchers used on Darkseid

- Annual 20
- Monthly 1
- Total vouchers used on Darkseid 21

Metallic 4-Pack Funko Stats Highlights

Sales

- Gross revenue-to-date at \$42,455 USD
- Total units sold 475
- Sold all units in 20min

DCUI Subscribers

- New premium subscriber adds doubled to 588 on Mar. 5
- Average daily new adds in the 200-300 range

Upsell purchases

- 2 orders with upsell
 - 2 – with 2 items; 1 with additional Darkseid Funko; 1 with ZSJL Superman Logo Hoodie
- Higher price-point product = lower upsell

Vouchers used on Four-Pack

- Annual 16
- Monthly 4
- Total vouchers used on Darkseid 20

Wonder Woman – Believe in Wonder, Nubia, Fandome Flag

Sales

- Gross revenue-to-date at \$10,457 USD
- 27 orders with Wonder Woman new merch
- Other merch sales increased by 60%, averaging at \$4,183 USD per day compared to the usual \$2,245 USD in sales per day.

Lead-in to next week merch launch

- Next week, Diana Prince Funko Mon., Mar. 8 9:05a PST
- International Women's Day Mar. 8

DC Shop Merch Moments Campaign Data Analysis

2021 MAR 3-5 – METALLIC DARKSEID FUNKO



FIGURE CONCEPT SUBJECT TO LICENSOR APPROVAL

Release Strategy

- Pre-order, limit 2 per order, ships August 2021
- Number of units 4,450
- Drop Date: Wed., Mar. 3, 2021 9:05a PST
- **Why Pre-order?** In this case, to diversify merch in store even if products are not ready. Funko is a popular item. Community and social comments request for collectibles, like figurines and Funko.
- **Why Darkseid?** Darkseid is one of the more popular characters that will provide a good baseline to compare our other Funko releases in the coming weeks.
- **Why Mar. 3?** First week to launch (product not ready Mar. 1)
- **Other:** Releasing same week as Four-Pack Early Access



Gross Revenue at \$100,422 USD*

- Baseline
 - Total units sold 4,450
 - Sold all units in 57h2m, Fri., Mar. 5, 2021 6:02p PST
 - 100+ orders in under 2 minutes (2,300+ in 7h)
 - \$20K in sales in 10 minutes (\$55K in 1h, \$81K in 7h)
 - Highest peak at **10a PST** \$52,645
- This peak generated from the 'email sent Mar. 3, 9:05a PST'*

Spend-per-customer at \$44.03 USD*

- Baseline

**Source directly from Stripe Payment system.*



Conversion at 6.58%

- Baseline

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

Transactions at 3,682*

- Baseline

**Source directly from Stripe Payment system.*



New Users (UA) at 29,745

- Baseline

10,335 returning visitors (total 33,421)

Sessions at 52,414

- Baseline



Bounce rate at 0.50%

- Baseline

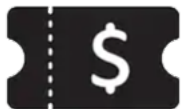
Unique Pageviews at 153,668

- Baseline



Feedback on Social

- Feb. 26 early posts on Funko releases generated a lot of anticipation for both Darkseid and Four-Pack
- Twitter conversion at 51.25%
- Facebook at 46.27%
- YouTube at 1.16%



Mar 3-5 Total Vouchers used on Darkseid

- Annual 20
- Monthly 1
- Total vouchers used on Darkseid 21



DC Shop Darkseid Funko Email Send

- Sent on 3/3 at 9:05a PST
- Total of emails sent - 32,248
- Total of emails opened (**unique opens**) breakdown - 7,254:
 - Opened and clicked through CTA - 697
 - Opened but didn't click through - 6,557
- Total of emails bounced - 37



Upsell purchases

- 83 orders with upsell
 - 61 – with 2 items; 14 with 3 items; 3 with 4 items; 4 with 5 items; 1 with 14 items
- 73 orders with multiple Darkseid Funko orders
 - 64 – 2 Funko; 7 – 3 Funko; 1 – 4 Funko; 1 – 6 Funko
- 75% of upsell merchandise is from ZSJL collection, popular Darkseid (35%), Superman Logo (55%), Batman Logo (15%)
- 25% Masks and Gaiters, Wonder Woman new merch, Justice League Team, Flash

DC Shop Merch Moments Campaign Data Analysis

2021 MAR 4 – METALLIC FOUR-PACK FUNKO



FIGURE CONCEPT SUBJECT TO LICENSOR APPROVAL

Release Strategy

- Early access DCUI members, Pre-order, limit 1 per order, ships August 2021
- Number of units 475
- Drop Date: Thu., Mar. 4, 2021 9:05a PST
- **Why Early Access?** To provide loyalty and customer value to our DC Universe Infinite Subscribers.
- **Why Four-Pack?** To provide high value merchandise to our DC Universe Infinite Subscribers, gaining customer lifetime value



Gross Revenue at \$32,455 USD*

- Release strategy with Darkseid Funko
- Total units sold 475
- Sold all units in 20m, Thu., Mar. 4, 2021 9:25a PST
- On Mar. 5, DC Universe Infinite subscriber adds doubled at 588 adds, when normal average add per day is 200-300 adds.

Spend-per-customer at \$54.42 USD*

- Release strategy with Darkseid Funko

**Source directly from Stripe Payment system.*



Conversion at 5.89%

- Release strategy with Darkseid Funko

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

Transactions at 900*

- Release strategy with Darkseid Funko

**Source directly from Stripe Payment system.*



New Users (UA) at 11,762

- Release strategy with Darkseid Funko

7,341 returning visitors (total 17,731)

Sessions at 23,794

- Release strategy with Darkseid Funko



Bounce rate at 0.45%

- Release strategy with Darkseid Funko

Unique Pageviews at 69,913

- Release strategy with Darkseid Funko



Feedback on Social

- Feb. 26 early posts on Funko releases generated a lot of anticipation for both Darkseid and Four-Pack
- DC Community not as happy about 'early access' strategy not log-in gated since there were only 475 units
- Twitter conversion at 52.62%
- Facebook at 46.14%



Mar 4 Total Vouchers used on Four-Pack

- Annual 16
- Monthly 4
- Total vouchers used on 4-Pack - 20




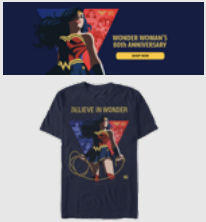


DC Universe Infinite Early Access Email Send

- Sent on 3/4 at 9:05a PST
- Total of emails sent - 153,829
- Total of emails opened - 26,785:
 - Opened and clicked through CTA - 2,267
 - Opened but didn't click through - 24,518
- Total of emails bounced - 194



Upsell purchases

- 2 orders with upsell
 - 2 – with 2 items; 1 with additional Darkseid Funko; 1 with ZSJL Superman Logo Hoodie
- Higher price-point product, lower upsell

Date	Merch Image	Merch Name	Total Inventory	Release Strategy					Avail Ship Date	Marketing Campaign Email	Marketing Campaign Social	URL
				Preorder	Early Access	Limited Order Qty	Exclusive/Flash Sale	Limited by Product Umbrella				
3/8	 <p>Backup: When Diana Funko runs out, switch Hero to Wonder Woman 80th Banner</p>	Metallic Diana Prince Funko Wonder Woman 80th	4,500 (50 reserved for appeasement)	Yes	No	Yes – 2 per order	No	No	8/1/2021 (appears as August 2021 on UI and other copy) UI: <ul style="list-style-type: none"> - Grid - Carousel - PDP - Mini-cart - Checkout - Confirm Page - Confirm Email 	Diana Pre-Sale Funko focused Email targeting DC Shop List - Tease next week's Funko	Darkseid Jacket/Diana Funko Social Post <ul style="list-style-type: none"> - DC Comics IG/TW/FB - DC Lifestyle Share 	https://shop.dccomics.com/product/metallic-dianaprince-funko Backup: https://shop.dccomics.com/collections/heroes
3/8		WW80 – Wonder Woman 80 th Anniversary	POD – T-shirt, Long Sleeve, Sweatshirt, Hoodie, Racerback Tank	No	No	No	No	No	Available for fulfillment			https://shop.dccomics.com/collections/search=Wonder%20Woman
3/11		Darkseid Jacket	300 (20 reserved for appeasement)	Yes	No	Yes – 5 per order	No	No	4/1/2021 (appears as April 2021 on UI and other copy) UI: <ul style="list-style-type: none"> - Grid - Carousel - PDP - Mini-cart - Checkout - Confirm Page - Confirm Email 		Darkseid Jacket/Diana Funko Social Post <ul style="list-style-type: none"> - DC Comics IG/TW/FB - DC Lifestyle Share 	https://shop.dccomics.com/product/justice-league-darkseid-bomber-jacket
3/11		Superman, JL, Darkseid Hats	100 (5 reserved for appeasement)	No	No	Yes – 2 per order	No	No	Available for fulfillment	Newsletter send 3/11 9:05a PST	IG post 3/11	Superman Blacked out Logo: https://shop.dccomics.com/product/justice-league-superman-black-logo-hat Justice League Logo: https://shop.dccomics.com/product/justice-league-logo-hat Darkseid Omega: https://shop.dccomics.com/product/justice-league-darkseid-omega-hat

DC Shop Merch Moments Campaign Data Analysis

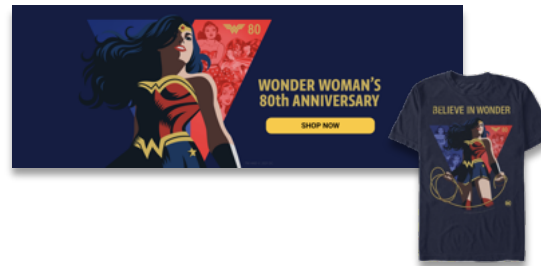
Weekly Merch Launch - March Merch Moments

Week of Mar 8-13

Metallic Diana Funko – Mar. 8, 9:05a PST



WW80 – Wonder Woman Anniversary – Mar. 8, 7a PST



ZSJL Additional Merch – Complete the look – Mar. 11, 11a PST



Overall Week Campaign Summary

Week 8 made an amazing **\$96,514 USD**, from Mar. 8-13. Although Diana Funko made \$29,715 USD to date, with ~\$36K more to go before selling out (2,469 more units left of 4,450), the diversified merch during the week made up a lot of the week's revenue. See details below.

Metallic Diana Prince Funko Stats Highlights

Sales

- **Diana Funko** made \$29,715 USD to date
- **Diana Funko** not as popular in sales because she is not in her Wonder Woman superhero outfit. DC female fans make up 12% of community.
- **New users, sessions, and pageviews** up from last week due to the longer week run.

Upsell purchases

- 67 orders with upsell
 - Varied with WW80 30% of upsell
- 39 orders with multiple Diana Funko orders
 - 29 – 2 Funko; 1 – 3 Funko; 6 – 4 Funko; 3 – 6 Funko
- Upsell merch was quite varied with a slight dominance on WW80 merch. The rest is an even mix between new ZSJL collection, hats, and logo shirts.

Social

- International community wants her to be sold internationally
- Repost of Diana Funko on Twitter made fans aware that she is not selling out like the others
- Some feedback on her post requesting Darkseid restock, Superman and Batman Funko sales
- Some confused her for Lois

WW80 – Wonder Woman Merch Stats Highlights

Sales

- **WW80 retro design** - 171 orders totaling \$5,774.37 USD
- 226 units total
 - 175 T-shirts
 - 8 Hoodies
 - 9, sweatshirts
 - 17 long sleeve
 - 17 racerback tanks

Upsell purchases

- 88 units of other Wonder Woman merch sold
- 14 Wonder Woman Masks sold

Social

- Overall social sentiment is positive with a lot of love for the iconic character.
- Fans love this retro design and are asking for the WW logo to be on apparel.



ZSJL Additional Merch – Complete the look

Sales

- **Blacked out Superman hat** - this extremely popular merch style sold out in less than 12 hours overselling 109 of 100 units, totaling **\$2,580.76**
- **Darkseid Bomber Jacket** – although only 19 units sold, with the high price point of \$135.00, it made **\$2,273.09** with one order purchase at 2 units.
- **Justice League Logo hat** – almost sold out at 80 units making **\$1,831.85**
- **Darkseid Omega Beam hat** – sold 36 units making **\$916.73**

Upsell purchases

- Upsell purchases, 70% newly added ZSJL Merch and 20% previous logo merch making most of the rest of the sales at **\$40,477.52**

Social

- A lot more vocal of requests/demands that DC Shop be available internationally. The excitement of the new merch in the US and not having it available in Canada, UK and India are making quite a few customers unhappy.
- Lots of requests to restock Superman Blacked out Logo hat.

DC Shop Merch Moments Campaign Data Analysis

2021 MAR 8-13 – METALLIC DIANA PRINCE FUNKO



FIGURE CONCEPT SUBJECT TO LICENSOR APPROVAL

Release Strategy

- Pre-order, limit 2 per order, ships August 2021
- Number of units 4,450
- Drop Date: Mon., Mar. 8, 2021 9:05a PST
- **Why Pre-order?** In this case, to diversify merch in store even if products are not ready. Funko is a popular item. Community and social comments request for collectibles, like figurines and Funko.
- **Why Diana? Diana Funko** is Wonder Woman's 'human' character, in celebration of women, superheroes not needing superpowers.
- **Why Mar. 8?** Coincides with International Women's Day
- **Other:** Wonder Woman 80th Commemorative Edition



Gross Revenue at \$29,715 USD*

- **70% less than** Darkseid at \$100,422
 - Total units sold 1,981
 - Highest peak at **10a PST** \$20,644
- This peak generated from the 'email sent Mar. 8, 9:05a PST'*



Conversion at 5.27%

- **19.94% less than** Darkseid at 6.58%

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

Spend-per-customer at \$37.55 USD*

- **15.5% less than** Darkseid at \$44.03

**Source directly from Stripe Payment system.*

Transactions at 2,676*

- **28.3% less than** Darkseid at 3,682

**Source directly from Stripe Payment system.*



New Users (UA) at 58,849

- **97.85% more than** Darkseid at 29,745

10,335 returning visitors (total 33,421)

Sessions at 109,159

- **108.26% more than** Darkseid at 52,414



Bounce rate at 1.04%

- **70.16% less than** Darkseid at 0.50%

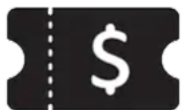
Unique Pageviews at 354,667

- **130.80% more than** Darkseid at 153,668



Feedback on Social

- Because of Diana Funko, some people on DC Community asking for Lois
- Twitter tweets asking for Diana to be sold internationally
- Some are not happy with release schedule (April ship) and merch being limited release



Mar 8-13 Total Vouchers used on Diana

- Annual 12
- Monthly 19
- Total vouchers used on Diana 31
- 786 DCUI vouchers used for the week



DC Shop Diana Funko Email Send


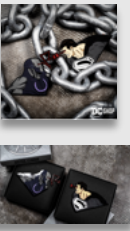

- Sent on 3/8 at 9:05a PST
- Total of emails sent - 32,722
- Total of emails opened (**unique opens**) breakdown - 8,882:
 - Opened and clicked through CTA - 935
 - Opened but didn't click through - 7,947
- Total of emails bounced - 48



Upsell purchases

- 67 orders with upsell
 - Varied with WW80 30% of upsell
- 39 orders with multiple Diana Funko orders
 - 29 – 2 Funko; 1 – 3 Funko; 6 – 4 Funko; 3 – 6 Funko
- Upsell merch was quite varied with a slight dominance on WW80 merch. The rest is an even mix between new ZSJL collection, hats, and logo shirts.

Week of March 15

Date	Merch Image	Merch Name	Total Inventory	Release Strategy					Avail Ship Date	Marketing Campaign Email	Marketing Campaign Social	URL
				Preorder	Early Access	Limited Order Qty	Exclusive/Flash Sale	Limited by Product Umbrella				
3/15	 <p>Backup: When Superman Funko runs out, switch ZSJL Hero banner</p>	Metallic Superman Funko	4,500 (50 reserved for appeasement)	Yes	No	Yes – 2 per order	No	No	8/1/2021 (appears as August 2021 on UI and other copy) UI: <ul style="list-style-type: none"> - Grid - Carousel - PDP - Mini-cart - Checkout - Confirm Page - Confirm Email 	Black Suit Superman Funko Pre-Sale Focused Email targeting DC Shop List		https://shop.dccomics.com/product/metallc-superman-funko Backup: https://shop.dccomics.com/collections/snyder-cut
3/17		Darkseid, Dark suit Superman Pins	490 (10 reserved for appeasement)	Yes	No	Yes – 2 per order	No	No	4/1/2021 (appears as April 2021 on UI and other copy) UI: <ul style="list-style-type: none"> - Grid - Carousel - PDP - Mini-cart - Checkout - Confirm Page - Confirm Email 			Darkseid Pin: https://shop.dccomics.com/product/justice-league-darkseid-pin Superman Pin: https://shop.dccomics.com/product/justice-league-superman-pin
3/19		Martian Manhunter and Deathstroke Apparel	POD	No	No	No	No	No	Available for fulfillment	Martian Manhunter/Deathstroke Focused Email targeting DC Shop List - Tease next week's Funko	Martian Manhunter/Deathstroke Social Post <ul style="list-style-type: none"> - DC Comics IG/TW/FB - DC Lifestyle Share 	https://shop.dccomics.com/collections/snyder-cut

DC Shop Merch Moments Campaign Data Analysis

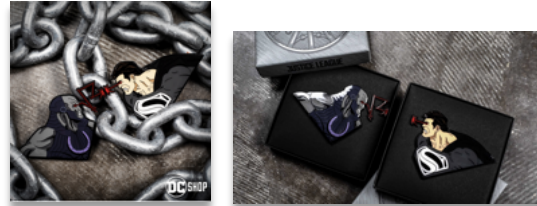
Weekly Merch Launch - March Merch Moments

Week of Mar 14-20

Metallic Black Suit Funko – Mar. 15, 9:05a PST



Darkseid and Black Suit Superman Pins– Mar. 17 & 18, 11a PST



Martian Manhunter and Deathstroke – Mar. 19, 9:05a PST



Overall Week Campaign Summary

Week 9 was a record-breaking week for DC Shop, taking in **\$172,524 USD**, from Mar. 14-20. **Superman Funko** made the **highest grossing** Funko to date, and highest grossing merch for DC Shop to date at \$102,331 USD. The additional \$70,193 was generated from the continuous “merch madness” drops, from the new Darkseid and Superman lapel pins and Martian Manhunter and Deathstroke apparel, to last week’s recent merch.

Metallic Black suit Superman Funko Stats Highlights

Sales

- **Black Suit Superman Funko** sold out in less than an hour, making \$102,331 USD and totaling \$104,025 that day alone.
- **Black Suit Superman Funko** coveted character in DC.
- High grossing merch: Black suit Superman Shirt, Superman Silver Logo on Black shirt.
- Sold out merch: Black suit Superman Hat sold out in a day with more requests/demands from Fans on social to restock.

Upsell purchases

- 212 orders with upsell
 - 60% Diana Funko
 - 25% Superman merch led by Silver logo
- 347 orders with multiple Superman Funko orders
 - 97 – 2 orders of 4 Funko; 23 – 3 orders of 6 Funko; 1 – 8 orders of 16 Funko; 1 – 7 orders of 14 Funko, 1 – 5 orders of 10 Funko, 18 single and double orders



Social

- **Black suit Superman** most requested character on social along with Batman. Both Black Suit Superman Funko and hat which sold out, have been adamantly requested to be restocked.

Darkseid Lapel Pin and Black suit Superman Lapel Pin

Sales

- **Darkseid and Superman Pins** - sold ~80% of available inventory, around 380 units of a total of 490

Upsell purchases

- Pins with such a low price point of \$15 each are usually purchased with other merch.
- Most popular merch purchased with pins: Bomber jacket, hats, and Superman or Darkseid apparel.

Social

- Released on Mar. 17 and 18 due to vendor issues, Social post was done on Mar. 19, post ZSJL movie. Ray Porter aka “Darkseid” posted on Instagram his purchase. A lot of buzz created by saying that Darkseid’s Omega Beam did not fight Superman’s Laser Beam.
Overall Twitter and IG conversion highest this week since launch.

Martian Manhunter and Deathstroke Teaser Apparel

Sales

- **Martian Manhunter and Deathstroke** released as ‘teaser’ apparel to ZSJL Movie as both characters had cameo appearances in the movie.
- With only a few days in the market, both merch generated a total of 100 units in sales.

Upsell purchases

- Mostly purchased by itself or with other varied apparel. Not enough data to provide valuable analysis.

Social

- Posted on Mar. 19, a day post ZSJL movie launch, Joe Manganiello’s tweet to purchase his apparel along with post-movie recap, generated a high user activity on twitter and Instagram.
- Many were encouraged to watch the movie after finding out the cameo from this post.
- Deathstroke with mask on as merch requested, Martian Manhunter and Deathstroke own series requested, and other additional characters on merch requested.

DC Shop Merch Moments Campaign Data Analysis

2021 MAR 14-20 – METALLIC BLACK SUIT SUPERMAN FUNKO



FIGURE CONCEPT SUBJECT TO LICENSOR APPROVAL

Release Strategy

- Pre-order, limit 2 per order, ships August 2021
- Number of units 4,450
- Drop Date: Mon., Mar. 15, 2021 9:05a PST
- **Why Pre-order?** In this case, to diversify merch in store even if products are not ready. Funko is a popular item. Community and social comments request for collectibles, like figurines and Funko.
- **Why Black Suit Superman?** Coveted character, most especially in black suit. Highest grossing or sold-out merch are black suit
- **Why Mar. 15?** Timing with Zack Snyder's Justice League Movie with ode to character's intro as Black Suit Superman



Gross Revenue at \$102,331 USD*

- **19% more than** Darkseid at \$100,422
- Total units sold 4,450
- Highest peak at **9:05a PST** \$55,973

This peak generated from the 'email sent Mar. 15, 9:05a PST'



Conversion at 7.17%

- **5.9% better than** Darkseid at 6.58%

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

Spend-per-customer at \$43.05 USD*

- **1% less than** Darkseid at \$44.03

**Source directly from Stripe Payment system.*

Transactions at 3,889*

- **5.6% more than** Darkseid at 3,682

**Source directly from Stripe Payment system.*



New Users (UA) at 41,283

- **38.79% more than** Darkseid at 29,745

10,335 returning visitors (total 33,421)

Sessions at 82,289

- **57% more than** Darkseid at 52,414



Bounce rate at .89%

- **51.79% less than** Darkseid at 0.50%

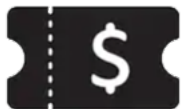
Unique Pageviews at 275,031

- **78.98% more than** Darkseid at 153,668



Feedback on Social

- Highly anticipated Funko
- Superman and Batman Funko requested prior Funko merch drop
- Internationalization requested/demanded
- Restock of Funko after it sold out



Mar 14-20 Total Vouchers used on Black Suit Superman

- Annual 10
- Monthly 5
- Total vouchers used on Superman 15
- 224 DCUI vouchers used for the week



DC Shop Black Suit Superman Funko Email Send




- Sent on 3/15 at 9:05a PST
- Total of emails sent - 33,238
- Total of emails opened (**unique opens**) breakdown - 8,054:
 - Opened and clicked through CTA - 1,495
 - Opened but didn't click through - 6,559
- Total of emails bounced - 30



Upsell purchases

- 212 orders with upsell
 - 60% Diana Funko
 - 25% Superman merch led by Silver logo
- 347 orders with multiple Superman Funko orders
 - 97 – 2 orders of 4 Funko; 23 – 3 orders of 6 Funko; 1 – 8 orders of 16 Funko; 1 – 7 orders of 14 Funko, 1 – 5 orders of 10 Funko, 18 single and double orders

Week of March 22

Date	Merch Image	Merch Name	Total Inventory	Release Strategy					Avail Ship Date	Marketing Campaign Email	Marketing Campaign Social	URL
				Preorder	Early Access	Limited Order Qty	Exclusive/Flash Sale	Limited by Product Umbrella				
3/22	 <p>Backup: When Desaad Funko runs out, switch back to Martian Manhunter and Deathstroke Hero banner</p>	Metallic Desaad Funko	4,500 (50 reserved for appeasement)	Yes	No	Yes – 2 per order	No	No	8/1/2021 (appears as August 2021 on UI and other copy) UI: <ul style="list-style-type: none"> - Grid - Carousel - PDP - Mini-cart - Checkout - Confirm Page - Confirm Email 	Desaad Funko Pre-Sale Focused Email targeting DC Shop List		https://shop.dccomics.com/product/metalliac-desaad-funko Backup: https://shop.dccomics.com/collections/snyder-cut
3/23		Justice League Black suit Superman PUMA Suede	279 (5 initial +16 appeasement) Sizes: 7.5 – 5 units 8 – 23 units 8.5 – 25 units 9 – 33 units 10 – 40 units 10.5 – 40 units 11 – 34 units 11.5 – 11 units 12 – 23 units 13 – 11 units	Yes	No	Yes – 3 per order	No	No	5/1/2021 (appears as May 2021 on UI and other copy) UI: <ul style="list-style-type: none"> - Grid - Carousel - PDP - Mini-cart - Checkout - Confirm Page - Confirm Email 	Merch Marketing email regular 9:05a PST send	Twitter and IG Shop post same day	https://shop.dccomics.com/product/justice-league-superman-blacksuit-puma-suede
3/26		First Look: Suicide Squad	POD	No	No	No	No	No	Available for fulfillment	No email send on 3/26 (send week of 3/29)	No Twitter and IG Shop post on 3/26 (post week of 3/29)	TBD

DC Shop Merch Moments Campaign Data Analysis

Weekly Merch Launch - March Merch Moments

Week of Mar 21-27

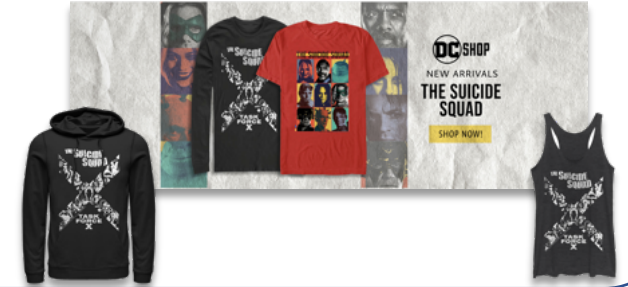
Metallic Desaad Funko – Mar. 22, 9:05a PST



Black Suit Superman PUMA Suede – Mar. 23, 9:05a PST



First Look Suicide Squad – Mar. 26, 9:05a PST



Overall Week Campaign Summary

Week 10 was a record-breaking week for DC Shop, taking in **\$185,342 USD** beating last week's record. **Desaad Funko** made the **2nd highest grossing** Funko to date at **\$102,142**, falling only slightly behind Black Suit Superman Funko on upsell sales. Record sales for the day topped at \$107,794. Merch still benefiting from the ZSJL halo effect, with purchasing topping the shop's record. First Look Suicide Squad still low on merch purchase with no marketing and social shop set up.

Metallic Desaad Funko Stats Highlights

Sales

- **Desaad Funko** sold out in less than 5 hours, making \$102,142 USD and totaling \$107,794 that day alone, highest day grossing merch to date.
- Desaad sales benefiting from ZSJL post-launch release

Upsell purchases

- 261 orders with upsell
 - 60% Diana Funko (similar to Superman Funko)
 - 40% ZSJL merch, Batman, I Believe in Wonder/Wonder Woman, Steppenwolf, Darkseid, The Flash making the list
- 207 orders with multiple Desaad Funko orders
 - 188 – 2 orders of Funko; 12 – 3 orders of Funko; 7 - of 4 orders

Social

- **Desaad Funko** marked with #RestoreTheSnyderverse movement
- Requests for 4-pack Funko re-release
- Request for Batman, Steppenwolf, The Flash, Funko Funko

Black Suit Superman PUMA Suede

Sales

- **Black Suit Superman PUMA Suede** sold at \$44,227 with upsell in less than 12 hours. Total Day at \$54K
- **Sizes 7.5, 13, 11.5 and 12 sold out** in that order within 3 hours due to their more limited quantity (5, 11 and 23 units). More popular sizes 10, 10.5 and 11 also sold out next even with more availability (34, 40 units). Remaining 8, 8.5 and 9 longest to sell with 8.5 being last.

Upsell purchases

- Not a lot of upsell since this item has a high price point of \$150. Moreover, the limited quantity incentivized customers to quickly check out from add to cart.
- Time spent on add to cart. only 44s average on PUMA PDP before adding to cart, with 70% of customers continuing to checkout after PDP (Product Details Page).

Social

- A lot of fans from shoe designer.
- Request to have Batman version next.

First Look Suicide Squad

Sales

- Not a lot of sale generated from soft launch on 3/26. Most sales still related to ZSJL merch.
- **Week of 3/29 marketing and social shop campaign**

Upsell purchases

- None

Social

- Suicide Squad Trailer received positively on IG and Twitter
- 90% overall positive with 10% negative related to #RestoreTheSnyderverse movement with fans asking WB to release ZSJL versions.
- Comments on 'Did anyone see John Cena?' made the post with ode to 'You Can't See Me' John Cena trademark.

DC Shop Merch Moments Campaign Data Analysis

2021 MAR 21-27 – METALLIC DESAAD FUNKO



FIGURE CONCEPT SUBJECT TO LICENSOR APPROVAL

Release Strategy

- Pre-order, limit 2 per order, ships August 2021
- Number of units 4,450
- Drop Date: Mon., Mar. 22, 2021 9:05a PST
- **Why Pre-order?** In this case, to diversify merch in store even if products are not ready. Funko is a popular item. Community and social comments request for collectibles, like figurines and Funko.
- **Why Desaad?** Perfect character post launch as he along with Steppenwolf have been primary antagonists in ZSJL movie.
- **Why Mar. 22?** Post ZSJL movie, fans and non-fans will know who Desaad is from the movie. Similar to Diana Funko with doll holding the arrow has now given more context



Gross Revenue at \$102,142 USD*

- **17.2% more than** Darkseid at \$100,422
- Total units sold 4,450
- Highest peak at **10:00a PST** \$79,184
This peak generated from the 'email sent Mar. 22, 9:05a PST'



Conversion at 11.46%

- **74% better than** Darkseid at 6.58%

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

Spend-per-customer at \$40.11 USD*

- **3% less than** Darkseid at \$44.03

**Source directly from Stripe Payment system.*

Transactions at 2,901*

- **21% less than** Darkseid at 3,682

**Source directly from Stripe Payment system.*



New Users (UA) at 12,418

- **58.25% less than** Darkseid at 29,745

10,335 returning visitors (total 33,421)

Sessions at 24,661

- **57% more than** Darkseid at 52,414



Bounce rate at .50%

- **51.79% less than** Darkseid at 0.50%

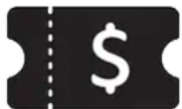
Unique Pageviews at 77,004

- **49.8% less than** Darkseid at 153,668



Feedback on Social

- **Desaad Funko** marked with [#RestoreTheSnyderverse](#) movement
- Requests for 4-pack Funko re-release
- Request for Batman, Steppenwolf, The Flash, Funko Funko



Mar 21-27 Total Vouchers used on Desaad Funko

- Annual 4
- Monthly 2
- Total vouchers used on Desaad 6
- 158 DCUI vouchers used for the week



DC Shop Desaad Funko Email Send

- Sent on 3/22 at 9:05a PST
- Total of emails sent - 33,691
- Total of emails opened (**unique opens**) breakdown – 9,140:
 - Opened and clicked through CTA - 1,131
 - Opened but didn't click through - 7,979
- Total of emails bounced – 43
- Unsubs - 30



Upsell purchases

- 261 orders with upsell
 - 60% Diana Funko (similar to Superman Funko)
 - 40% ZSJL merch, Batman, I Believe in Wonder/Wonder Woman, Steppenwolf, Darkseid, The Flash making the list
- 207 orders with multiple Desaad Funko orders
 - 188 – 2 orders of Funko; 12 – 3 orders of Funko; 7 - of 4 orders

DC Shop Merch Moments Campaign Data Analysis

2021 MAR 21-27 – BLACK SUIT SUPERMAN PUMA SUEDE



Release Strategy

- Pre-order, limit 3 per order, ships May 2021
- Number of units 279
- Drop Date: Tue., Mar. 23, 2021 9:05a PST
- **Why Pre-order?** PUMA limited release and pre-order to get exclusivity on merch drop earlier than other retailers
- **Why Black Suit Superman?** Black Suit Superman is iconic and character that constantly sells out on Shop. Black suit design very stylish as a PUMA shoe.
- **Why Mar. 23?** Post ZSJL movie, halo effect from the movie with Superman in his black suit a big part of ZSJL version.



Gross Revenue at \$44,227 USD*

- Total day \$53,008
 - Total units sold 279
 - Highest peak at **10:00a PST** \$20,047
- This peak generated from the 'email and social Mar. 23, 9:05a PST'*



Conversion at 1.90%

- Baseline

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

Spend-per-customer at \$138.66 USD*

- Baseline

**Source directly from Stripe Payment system.*

Transactions at 411*

- Baseline

**Source directly from Stripe Payment system.*



New Users (UA) at 10,977

- Baseline

5,190 returning visitors (total 15,055)

Sessions at 18,723

- Baseline



Bounce rate at 1.26%

- Baseline

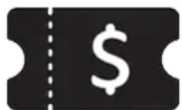
Unique Pageviews at 56,867

- Baseline



Feedback on Social

- A lot of fans from shoe designer.
- Request to have Batman version next.



Mar 21-27 Total Vouchers used on Blacksuit Superman PUMA

- Annual 5
- Monthly 2
- Total vouchers used on Superman Puma 7
- 158 DCUI vouchers used for the week



DC Shop Black Suit Superman PUMA Email Send

- Sent on 3/23 at 9:05a PST
- Total of emails sent - 33,742
- Total of emails opened (**unique opens**) breakdown – 9,426:
 - Opened and clicked through CTA – 1,999
 - Opened but didn't click through - 7,399
- Total of emails bounced – 35
- Unsubs - 28



Upsell purchases

- Not a lot of upsell since this item has a high price point of \$150. Moreover, the limited quantity incentivized customers to quickly check out from add to cart.
- Time spent on add to cart. only 44s average on PUMA PDP before adding to cart, with 70% of customers continuing to checkout after PDP (Product Details Page).

DC Shop Merch Moments Campaign Data Analysis

Weekly Merch Launch Jan-Feb 2021



DC Shop Jan-Feb Merch Moments Campaign

What: A weekly merch release campaign of exclusive products. Campaigns sent via email send, social posts and DC platform posts.

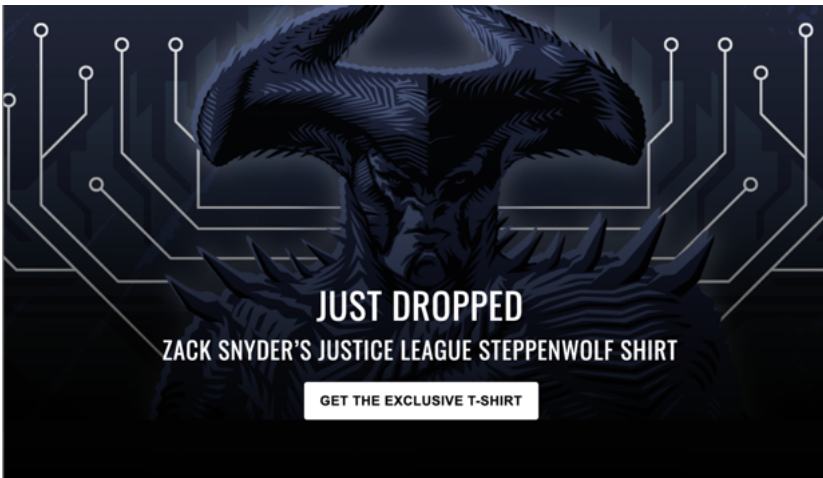
When: Weekly, mostly every Monday at 10a PST.

Who:

- DC Shop newsletter subscribers
- Existing Shop customer list

Jan-Feb Merch Moment Releases:

- Tue., Jan. 19 (launch date), 3pm PST – Darkseid
- Mon., Jan. 25, 1:30pm PST – Steppenwolf
- Mon., Feb. 1, 10am PST – Black Suit Superman
- Mon., Feb. 8, 10am PST – Darkseid on the Throne
- Wed., Feb. 17, 10am PST – Zack Snyder's Justice League



DC Shop Merch Moments Campaign Data Analysis

2021 FEB 17 – Zack Snyder Justice League Collection



Feb 17th at \$2,544 USD* ↓73.4%

- Compare to Feb 8th at \$9,580
- Highest peak at **11a PST** \$393

This peak generated from the 'Zack Snyder Justice League' Monday Merch email sent out at 10a PST

** Net Total (after discounts, refunds, cancellations) \$2,326 USD. Source directly from Stripe Payment system from midnight to 11:59pm.*

Feb 17th Spend-per-customer at \$33.91 USD* ↓7.9%

- Compare to Feb 8th at \$36.84

**Source directly from Stripe Payment system.*



Feb 17th Conversion at 0.75% ↓80.21%

- Compare to Feb 8th at 3.80%

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

Feb 17th Transactions at 75* ↓71.2%

- Compare to Feb 8th at 261

**Source directly from Stripe Payment system.*



Feb 17th - #1 ZSJL Darkseid Omega T-Shirt

- Gross Sales at \$400
- 16 Units sold
- Net total (after discounts, refunds, cancellations) \$355
- Next 5: (2) Darkseid on the Throne; (3) Black Suit Superman; (4) Darkseid JL Team; (5) Steppenwolf JL Team; (6) Steppenwolf T-Shirt

Product Trend and Product Placement

- Trend: **ZSJL merch** trending this week.



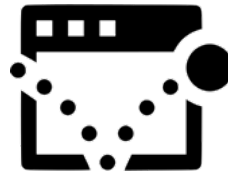
Feb 17th New Users (UA) at 2,470 ↓40.22%

- Compare to Feb 8th at 4,132

890 returning visitors

Feb 17th Sessions at 3,594 ↓42.43%

- Compare to Feb 8th at 6,243



Feb 17th Bounce rate at 2.28% ↓145.58%

- Compare to Feb 8th at 0.93%

Feb 17th Unique Pageviews at 11,742 ↓35.11%

- Compare to Feb 8th at 18,094



Feedback on Social

- 99% of comments on the Zack Snyder Justice League twitter post were from disappointed international fans adamant about purchasing from the Shop.

Halo Effect/Trending

- Movie Trailer gaining a lot of attention.
- Snyder Cut Trailer moves up to #2 on Movie Trending on YouTube overall

Top 3 Campaigns by # of users

- Merch Moment email at 57.92%
- Dcglobalnav at 25.71%
- Exclusive Hero site at 11.64%

Campaign		732
1. merc_ZSJL_dcshop_dcshop	428	57.92%
2. dcglobalnav	190	25.71%
3. merc_ZSJL_site_dcshop	86	11.64%
4. merc_ZSJL_dcui_dcshop	11	1.49%
5. merc_launch_social_dcshop	8	1.08%
6. merc_ZSJL_DCC_dcshop	7	0.95%
7. merc_launch_ShopList_dcshop	6	0.81%
8. dcshop2002	1	0.14%
9. EDC210106	1	0.14%
10. later-linkinbio-dcstyle	1	0.14%

Page	Pageviews	% Pageviews
1. /	4,327	28.67%
2. /collections/snyder-cut	1,933	12.81%
3. /product/black-suit-superman	702	4.65%
4. /collections/shirts-t-shirts	529	3.50%
5. /product/darkseid-on-throne	525	3.48%
6. /product/steppenwolf	411	2.72%
7. /checkout	342	2.27%
8. /collections/heroes	329	2.18%
9. /product/omega-inked-1	264	1.75%
10. /product/grey-darkseid	257	1.70%

Top 3 Pageviews***

- Zack Snyder Collection page at 12.81%
- Black suit Superman page at 4.65%
- T-Shirt collection page at 6.23%

****Not including landing page*

Social Network	Sessions	% Sessions
1. Twitter	303	58.16%
2. Facebook	207	39.73%
3. Instagram	4	0.77%
4. Pinterest	3	0.58%
5. Instagram Stories	2	0.38%
6. reddit	1	0.19%
7. YouTube	1	0.19%

Top 3 Social Engagement

- Twitter at 58.16%
- Facebook at 39.73%
- Instagram at 0.77%

***Analytics hooks need to be enhanced to capture other traffic. Heavily weighted on Direct*

DC Shop Merch Moments Campaign Data Analysis

2021 FEB 08 – Darkseid on the Throne



Feb 8th at \$9,580 USD* ↑45.0%

- Compare to Feb 1st at \$6,604
- Highest peak at **11a PST** \$1,684

This peak generated from the 'Darkseid on the Throne' Monday Merch email sent out at 10a PST

** Net Total (after discounts, refunds, cancellations) \$9,188 USD. Source directly from Stripe Payment system from midnight to 11:59pm.*

Feb 8th Spend-per-customer at \$36.84 USD* ↓16.8%

- Compare to Feb 1st at \$44.31

**Source directly from Stripe Payment system.*



Feb 8th Conversion at 3.80% ↑66.90%

- Compare to Feb 1st at 2.27%

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

Feb 8th Transactions at 261* ↑74.0%

- Compare to Feb 1st at 150

**Source directly from Stripe Payment system.*



Feb 8th - #1 ZSJL Darkseid on the Throne

- Gross Sales at \$3,900
- 155 Units sold
- Net total (after discounts, refunds, cancellations) \$3,813
- Next 5: (2) Black Suit Superman; (3) Darkseid Omega; (4) Steppenwolf; (5) Darkseid JL Team; (6) Steppenwolf JL Team

Product Trend and Product Placement

- Trend: **Exclusive shirt** on Hero banner and ZSJL shirts are top 6.
- Placement: **Hero banner** exclusives



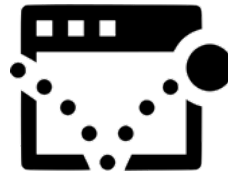
Feb 8th New Users (UA) at 4,132 ↑25.06%

- Compare to Feb 1st at 3,304

1,615 returning visitors

Feb 8th Sessions at 6,243 ↑26.79%

- Compare to Feb 1st at 4,924



Feb 8th Bounce rate at 0.93% ↑96.53%

- Compare to Feb 1st at 26.79%

Feb 8th Unique Pageviews at 18,094 ↑30.92%

- Compare to Feb 1st at 13,821



Feedback on Social

- Excitement on new Darkseid on the Throne shirt and purchases using voucher.
- Requests for other merchandise, including comics, figurines, and funks.

Halo Effect/Trending

- Darkseid on the Throne merch Monday campaign generated boost in sales and voucher use.

Campaign		1,906
		% of Total 35.17% (5,420)
1. merc_ZSJL_dcshop_dcshop	1,438	74.90%
2. merc_ZSJL_site_dcshop	231	12.03%
3. dcglobalnav	172	8.96%
4. merc_ZSJL_dcsl_dcshop	25	1.30%
5. mer_launch_social_dcshop	18	0.94%
6. mer_launch_shopList_dcshop	16	0.83%
7. merc_ZSJL_DCC_dcshop	11	0.57%
8. merc_ZSJL_dcsl_dcshop	7	0.36%
9. EDC190326	1	0.05%
10. EDC201225	1	0.05%

Top 3 Campaigns by # of users

- Merch Moment email at 74.90%
- Exclusive Hero site at 12.03%
- Dcglobalnav at 8.96%

Page	Pageviews	% Pageviews
1. /	6,377	25.47%
2. /product/darkseid-on-throne	5,212	20.81%
3. /collections/shirts-t-shirts	1,560	6.23%
4. /checkout	923	3.69%
5. /collections/heroes	585	2.34%
6. /product/black-suit-superman	446	1.78%
7. /characters/Batman	345	1.38%
8. /collections/villains	339	1.35%
9. /collections/shirts-t-shirts?sid=darkseid-on-throne	298	1.19%
10. /products?productType=T-shirts	271	1.08%

Top 3 Pageviews***

- Darkseid on the Throne page at 20.81%
- T-Shirt collection page at 6.23%
- Checkout at 3.69%

****Not including landing page*

Social Network	Sessions	% Sessions
1. Twitter	205	64.87%
2. Instagram Stories	39	12.34%
3. Instagram	28	8.86%
4. reddit	24	7.59%
5. Facebook	17	5.38%
6. Disqus	1	0.32%
7. Pinterest	1	0.32%
8. YouTube	1	0.32%

Top 3 Social Engagement

- Twitter at 64.87%
- Instagram Stories at 12.34%
- Instagram at 8.86%

***Analytics hooks need to be enhanced to capture other traffic. Heavily weighted on Direct*

DC Shop Merch Moments Campaign Data Analysis

2021 FEB 01 – Black Suit Superman



Feb 1st at \$6,604 USD* ↑ 15.7%

- Compare to Jan 25th at \$5,703
- Highest peak at 11a PST \$747

This peak generated from the 'Black Suit Superman' Monday Merch email sent out at 10a PST

** Net Total (after discounts, refunds, cancellations) \$6,226 USD. Source directly from Stripe Payment system from midnight to 11:59pm.*

Feb 1st Spend-per-customer at \$44.31 USD* ↓ 19.1%

- Compare to Jan 25th at \$54.83

**Source directly from Stripe Payment system.*



Feb 1st Conversion at 2.27% ↑ 62.06%

- Compare to Jan 25th at 1.40%

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

Feb 1st Transactions at 150* ↑ 40.1%

- Compare to Jan 25th at 107

**Source directly from Stripe Payment system.*



Feb 1st - #1 ZSJL Black Suit Superman

- Gross Sales at \$2,975
- 118 Units sold
- Net total (after discounts, refunds, cancellations) \$2,959
- Next 5: (2) Darkseid JL Team; (3) Darkseid T-Shirt; (4) Steppenwolf JL Team; (5) Steppenwolf JL Team; (6) Batman Movie T-Shirt

Product Trend and Product Placement

- Trend: **Exclusive shirt** on Hero banner, **new merch** releases and **large sizes** continue to dominate
- Placement: **Hero banner** exclusives; **top** of product pages, **Merch Moment** products are trending



Feb 1st New Users (UA) at 3,304 ↑ 7.52%

- Compare to Jan 25th at 3,073

1,269 returning visitors

Feb 1st Sessions at 4,924 ↑ 1.63%

- Compare to Jan 25th at 4,845



Feb 1st Bounce rate at 26.79% ↑ 28.73%

- Compare to Jan 25th at 37.59%

Feb 1st Unique Pageviews at 13,821 ↑ 5.43%

- Compare to Jan 25th at 13,109



Feedback on Social

- Need international availability – Canada, Europe, Latin America, Mexico, India
- Fans excited about the black suit/black cape Superman in upcoming Zack Snyder movie

Halo Effect/Trending

- Black Suit Superman generating anticipation for the Zack Snyder Justice League movie

Campaign	853
1. merc_ZSJL_dcshop_dcshop	541 62.69%
2. dcglobalnav	206 23.87%
3. mer_launch_social_dcshop	48 5.56%
4. mer_launch_shoplist_dcshop	27 3.13%
5. merc_ZSJL_DCC_dcshop	14 1.62%
6. merc_ZSJL_dcc_dcshop	13 1.51%
7. merc_ZSJL_site_dcshop	5 0.58%
8. DCWELCOMEFIRST	3 0.35%
9. EDC210106	3 0.35%
10. later-linkinbio-dcstyle	1 0.12%

Top 3 Campaigns by # of users

- Merch Moment email at 62.69%
- Dcglobalnav at 23.87%
- Social at 5.56%

Page	17,547
1. /	5,035 28.69%
2. /product/black-suit-superman	2,579 14.70%
3. /collections/shirts-t-shirts	1,763 10.05%
4. /checkout	560 3.19%
5. /collections/heroes	511 2.91%
6. /collections/shirts-t-shirts/sid-black-suit-superman	304 1.73%
7. /product/grey-darkseid	303 1.73%
8. /characters/batman	272 1.55%
9. /collections/villains	254 1.45%
10. /product/tech-wolf-1	174 0.99%

Top 3 Pageviews***

- Black Suit Superman page at 14.70%
- T-Shirt collection page at 10.05%
- Checkout at 3.19%

****Not including landing page*

Social Network	Sessions	% Sessions
1. Twitter	510	80.95%
2. Facebook	39	6.19%
3. reddit	35	5.56%
4. Instagram Stories	24	3.81%
5. Instagram	14	2.22%
6. YouTube	4	0.63%
7. Pinterest	3	0.48%
8. Snapchat	1	0.16%

Top 3 Social Engagement

- Twitter at 80.95%
- Facebook at 6.19%
- Reddit at 5.56%

***Analytics hooks need to be enhanced to capture other traffic. Heavily weighted on Direct*

DC Shop Merch Moments Campaign Data Analysis

2021 JAN 25 - Steppenwolf



Jan 25th at \$5,703 USD* ↓71.8%

- Compare to Jan 19th at \$20,231
- Highest peak at 2pm PST \$1,111

This peak generated from the 'Steppenwolf' Monday Merch email sent out at 1:30p PST

**Net Total (after discounts, refunds, cancellations) \$5,305 USD. Source directly from Stripe Payment system from midnight to 11:59pm.*

Jan 25th Spend-per-customer at \$54.83 USD* ↑9.2%

- Compare to Jan 19th at \$50.20

**Source directly from Stripe Payment system.*



Jan 25th Conversion at 1.40% ↓71.85%

- Compare to Jan 19th at 4.99%

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

Jan 25th Transactions at 107* ↓74.4%

- Compare to Jan 19th at 418

**Source directly from Stripe Payment system.*



Jan 25th - #1 ZSJL Steppenwolf

- Gross Sales at \$1,750
- 70 Units sold
- Net total (after discounts, refunds, cancellations) \$1,750
- Next 5: (2) Steppenwolf JL Team; ; (3) Darkseid T-Shirt; (4) Darkseid JL Team; (5) Superman Logo Face Mask; (6) The Flash and Batman T-Shirt

Product Trend and Product Placement

- Trend: **Exclusive shirt** on Hero banner, Darkseid and Steppenwolf new villain characters
- Placement: **Hero banner** exclusives; **top** of product pages, **Merch Moment** products are trending



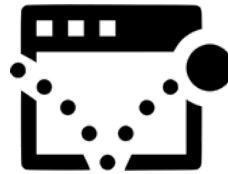
Jan 25th New Users (UA) at 3,073 ↓53.98%

- Compare to Jan 19th at 6,677

1,307 returning visitors

Jan 25th Sessions at 4,845 ↓38.69%

- Compare to Jan 19th at 7,902



Jan 25th Bounce rate at 37.59% ↓21.92%

- Compare to Jan 19th at 30.83%

Jan 25th Unique Pageviews at 13,109 ↓50.03%

- Compare to Jan 19th at 26,232



Feedback on Social

- Need international availability – Canada, Europe, Latin America, Mexico, India
- Fans excited about Steppenwolf character in upcoming Zack Snyder movie

Halo Effect/Trending

- Black Steppenwolf generating anticipation for the Zack Snyder Justice League movie

Campaign		523 % of Total: 12.77% (4.09%)
1. dcglobalnav	320	60.15%
2. mer_launch_ShopList_dcshop	84	15.79%
3. mer_launch_social_dcshop	60	11.28%
4. merc_ZSJL_POC_dcshop	57	10.71%
5. merc_ZSJL_site_dcshop	4	0.75%
6. EDC201225	2	0.38%
7. EDC201225	1	0.19%
8. EDC210106	1	0.19%
9. FB,FB	1	0.19%
10. later-linkinbio-dcstyle	1	0.19%

Top 3 Campaigns by # of users

- Dcglobalnav at 60.15%
- Merch Moment email at 15.79%
- Social at 11.28%

Page	Pageviews	% Pageviews
1. /	4,615	28.25%
2. /collections/shirts-t-shirts	1,531	9.37%
3. /product/steppenwolf-1	885	5.42%
4. /collections/heroes	571	3.50%
5. /product/steppenwolf	501	3.07%
6. /product/tech-wolf-1	486	2.98%
7. /product/tech-wolf	411	2.52%
8. /collections/villains	384	2.35%
9. /checkout	368	2.25%
10. /product/omega-linked-1	334	2.04%

Top 3 Pageviews***

- T-Shirt collection page at 28.25%
- Steppenwolf Page at 5.42%
- Heroes Collection at 3.50%

****Not including landing page*

Social Network	Sessions	% Sessions
1. Twitter	340	63.55%
2. Facebook	162	30.28%
3. reddit	24	4.49%
4. Instagram Stories	4	0.75%
5. Instagram	2	0.37%
6. YouTube	2	0.37%
7. Snapchat	1	0.19%

Top 3 Social Engagement

- Twitter at 63.55%
- Facebook at 30.28%
- Reddit at 4.49%

***Analytics hooks need to be enhanced to capture other traffic. Heavily weighted on Direct*

DC Shop Merch Moments Campaign Data Analysis

2021 JAN 19 - Darkseid



Jan 19th at \$20,231 USD*

- Baseline
- Highest peak at 4pm PST \$3,439

This peak generated from the 'Darkseid' DC Shop Launch email sent out at 3:00p PST

** Net Total (after discounts, refunds, cancellations) \$18,990 USD. Source directly from Stripe Payment system from midnight to 11:59pm.*

Jan 19th Spend-per-customer at \$50.20 USD*

- Baseline

**Source directly from Stripe Payment system.*



Jan 19th Conversion at 4..99%

- Baseline

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

Jan 19th Transactions at 418

- Baseline

**Source directly from Stripe Payment system.*



Jan 19th - #1 ZSJL Darkseid Omega

- Gross Sales at \$7,975
- 313 Units sold
- Net total (after discounts, refunds, cancellations) \$7,825
- Next 5: (2) Darkseid JL Team; ; (3) Batman Movie Profile T-Shirt; (4) Batman Movie Profile Hoodie; (5) Batman Retro Logo T-Shirt; (6) Batman The Killing Joke

Product Trend and Product Placement

- Trend: **Exclusive shirt** on Hero banner, Batman merch
- Placement: **Hero banner** exclusives; **Batman character** merch



Jan 19th New Users (UA) at 6,677

- Baseline

900 returning visitors

Jan 19th Sessions at 7,902

- Baseline



Jan 19th Bounce rate at 30.83%

- Baseline

Jan 19th Unique Pageviews at 26,232

- Baseline



Feedback on Social

- Need international availability – Canada, Europe, Latin America, Mexico, India
- Fans excited about Darkseid and the new shop overall look

Halo Effect/Trending

- Darkseid is a favorite villain character by the fans, generating buzz about the upcoming movie.

Campaign		2,534 % of Total 37.61% (6,725)
1. mer_launch_shoplist_dcshop	1,819	70.94%
2. mer_launch_social_dcshop	741	28.90%
3. dcglobalnav	1	0.04%
4. mer_launch dcc_dcshop	1	0.04%
5. merlaunch_shoplist_dcshop	1	0.04%
6. TDCA/UTO	1	0.04%

Top 3 Campaigns by # of users

- Merch Moment email at 70.94%
- Social at 28.90%
- Dcglobalnav at 0.04%

Page	Pageviews	% Pageviews
1. /collections/shirts-t-shirts	5,922	18.44%
2. /	4,223	13.15%
3. /product/omega-inked-1	2,956	9.21%
4. /product/grey-darkseid	2,650	8.25%
5. /product/omega-inked	2,138	6.66%
6. /collections/shirts-t-shirts?sid=grey-darkseid	1,495	4.66%
7. /collections/shirts-t-shirts?sid=omega-inked-1	1,450	4.52%
8. /checkout	1,239	3.86%
9. /collections/shirts-t-shirts?sid=omega-inked	1,001	3.12%
10. /collections/heroes	530	1.65%

Top 3 Pageviews***

- T-Shirt collection page at 18.44%
- Darkseid Omega Page at 9.21%
- Darkseid Grey 8.25%

****Not including landing page*

Social Network	Sessions	% Sessions
1. Twitter	416	61.09%
2. Facebook	150	22.03%
3. reddit	73	10.72%
4. Instagram	22	3.23%
5. Instagram Stories	18	2.64%
6. Snapchat	2	0.29%

Top 3 Social Engagement

- Twitter at 61.09%
- Facebook at 22.03%
- Reddit at 10.72%

***Analytics hooks need to be enhanced to capture other traffic. Heavily weighted on Direct*