GAPP Partnership Program Sample Report Metrics *(Attachment B)*

Please provide all applicable metrics that relate to the program's tactics to help GAPP understand the impact/effectiveness of the partnership program. Key examples include distribution, velocity, and # of SKUs. Please see attached example list for additional metrics/data to be provided.

New Products Performance

- Trial and/or Repeat levels in the absolute and vs. Goal from household panel or shopper card data

Retail or Food Service Channel Expansion

- Number of new outlets selling or % ACV increase in the absolute and versus Goal or comparable prior period

Distributor Expansion

- Number of distributors selling in the absolute and vs. Goal
- Number of SKUs/slots obtained at each distributor for WAP products in the absolute and vs. Goal
- Number of outlets that distributor is selling WAP into in the absolute and versus Goal or comparable prior period

Household Purchase Dynamics (retail)

- Household Penetration level in the absolute and vs comparable prior period from household panel or shopper card data.
- Buying Rate (and its component pieces: Purchase Frequency or Purchase Size) levels in the absolute and vs. comparable prior period from household panel or shopper card data.

Retail Promotions

- Temporary Price Reduction: Weeks of Price Reduction, % ACV price reduction by week, % of the volume sold with price reduction by week. Price with promotion versus normal price by week. Estimated incremental volume from price reduction by week.
- Temporary Price Reduction + Displays: The same measures as above using Display Only and TPR
- Temporary Price Reduction + Feature: The same measure as above using Feature Only and TPR.

<u>Coupons</u>

- Coupons (all kinds: FSI, on-pack, digital, etc): Number distributed, number redeemed in the absolute and versus goal), Cost per Redemption, Sales with Coupon
- Sampling & Demonstrations: Volume or Dollars sold during Sampling/Demo Days at the Store Level in the absolute and versus goal