



Digital Dashboard Quick Reference Guide

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Key Performance Indicators

In the Grid section for each KPI, users can click on Trend Line and Details to see trends and detailed metrics related to the KPI.

- Visitors**

VISITORS

of Visitors who visit any of the three Digital Channels

UNITS

NET SALES

GROSS PROFIT

INVESTMENT

CDI

of Visitors

5,670,976

+972.2K

+20.7%

Web Units

336,400

+56.9K

+29.7%

Web Invoice %

3.8%

+0.6%

Web Invoice Contribution %

10.9%

+3.6%

Checkout %

5.4%

+0.6%

Web Units Contribution %

13.2%

+3.7%

Web Net Sales Contribution %

13.0%

+3.8%

Checkout Units

248,361

+56.9K

+29.7%

Web AUR

\$164.46

\$9.61

Checkout Net Sales

\$40,665,882

+12.2M

+43.1%

Web Gross Profit

\$25,898,250

+10M

+63.1%

Web GP Contribution %

13.8%

+4.4%

Web PPU

\$76.97

\$8.21

Checkout GP

\$17,832,305

+6.3M

+54.8%

Ad Spend \$

\$4,999,339

+5M

+1220.2%

Ad Spend as % of Net Sales

1220.2%

+1220.2%

Web GP Contribution %

13.8%

+4.4%

Web Customer Recommend Delight

77.0%

-0.9%

Website Experience Recommend Delight

45.3%

-5.2%

Visitors Trend Line

Visitors Details

| DAY | VISITORS | VISITORS PP | VISITORS DIFF | VISITORS DIFF % | VISITORS PRDCT SRCH | VISITORS PRDCT SRCH DIFF | VISITORS PRDCT SRCH % | VISITORS PRDCT SRCH % DIFF | WEB INV CONT. % | WEB INV CONT. % DIFF | VISITORS ADD TO CART | VISITORS ADD TO CART DIFF | VISITORS ADD TO CART % | VISITORS ADD TO CART % DIFF | CHKO | CHKO DIFF | CHKO DIFF % | CHKO % | |
|----------|-----------|-------------|---------------|-----------------|---------------------|--------------------------|-----------------------|----------------------------|-----------------|----------------------|----------------------|---------------------------|------------------------|-----------------------------|-------|-----------|-------------|--------|------|
| Total | 5,670,976 | 4,698,759 | 972,217 | 20.7% | 2,529,618 | 576,308 | 29.5% | 44.6% | 3.0% | 10.9% | 3.8% | 669,124 | 96,369 | 16.8% | 11.8% | 303,408 | 81,522 | 26.7% | 5.4% |
| 01/31/21 | 144,360 | 0 | 144,360 | | 66,263 | 66,263 | | 45.9% | 45.9% | 0.0% | 17,250 | 17,250 | 11.9% | 11.9% | 7,137 | 2,686 | 60.3% | 4.9% | |
| 01/30/21 | 164,878 | 0 | 164,878 | | 73,946 | 73,946 | | 44.8% | 44.8% | 11.7% | 3.5% | 19,279 | 19,279 | 11.7% | 11.7% | 7,168 | 1,984 | 38.3% | 4.3% |
| 01/29/21 | 169,617 | 157,409 | 12,208 | 7.8% | 74,435 | 11,535 | 18.3% | 43.9% | 3.9% | 10.2% | 3.0% | 19,630 | 1,108 | 6.0% | 11.6% | 9,928 | 3,183 | 47.2% | 5.9% |
| 01/28/21 | 168,948 | 157,807 | 11,141 | 7.1% | 73,627 | 10,646 | 16.9% | 43.6% | 3.7% | 9.2% | 2.6% | 19,611 | 819 | 4.4% | 11.6% | 9,760 | 2,333 | 31.4% | 5.8% |
| 01/27/21 | 175,007 | 158,703 | 16,304 | 10.3% | 77,576 | 13,952 | 21.9% | 44.3% | 4.2% | 9.4% | 2.5% | 20,840 | 2,213 | 11.9% | 11.9% | 9,828 | 2,351 | 31.4% | 5.6% |

- # of Visitors** - # of Visitors who visit any of the three Digital Channels
- Web Invoice %** - # of Finalized Web Invoices / # of Visitors
- Web Invoice Contribution %** - # of Finalized Web Invoices / # of Total Invoices
- Checkout %** - # of Checkout Web Invoices / # of Visitors

| VISITORS | VISITORS | VISITORS | VISITORS |
|---|---|---|---|
| # of Visitors 5,670,976 +972.2K +20.7% | # of Visitors 5,670,976 +972.2K +20.7% | # of Visitors 5,670,976 +972.2K +20.7% | # of Visitors 5,670,976 +972.2K +20.7% |
| Web Invoice % 3.8% +0.6% | Web Invoice % 3.8% +0.6% | Web Invoice % 3.8% +0.6% | Web Invoice % 3.8% +0.6% |
| Web Invoice Contribution % 10.9% +3.6% | Web Invoice Contribution % 10.9% +3.6% | Web Invoice Contribution % 10.9% +3.6% | Web Invoice Contribution % 10.9% +3.6% |
| Checkout % 5.4% +0.6% | Checkout % 5.4% +0.6% | Checkout % 5.4% +0.6% | Checkout % 5.4% +0.6% |

- Web Units** – # of Units (Tires and Wheels) on Finalized Web Invoices
- Web Units Contribution %** - Web Units / Total Units
- Checkout Units** - # of Checkout Units (this includes BOPIS, ROPIS, Direct to Consumer, eBay, and "Make Appointment" transactions)

| UNITS | |
|--------------------------|---------|
| Web Units | 336,457 |
| Web Units Contribution % | 13.2% |
| Checkout Units | 248,361 |

| UNITS | |
|--------------------------|---------|
| Web Units | 336,457 |
| Web Units Contribution % | 13.2% |
| Checkout Units | 248,361 |

| UNITS | |
|--------------------------|---------|
| Web Units | 336,457 |
| Web Units Contribution % | 13.2% |
| Checkout Units | 248,361 |

• Net Sales

| VISITORS | | UNITS | | NET SALES | | GROSS PROFIT | | INVESTMENT | | CDI | |
|----------------------------|---------------------|--------------------------|-------------------|------------------------------|------------------|-----------------------|-----------------|-----------------------|-------------|--------------------------------------|-------|
| # of Visitors | 5,670,976 | Web Units | 336,457 | Web Net Sales | \$55,332,855 | Web Gross Profit | \$25,898,111 | Ad Spend \$ | \$1,000,330 | Web Customer Recommend Delight | 77.0% |
| | +972.2K +20.6911 | | +105.5K +45.7% | | +12.2M +43.1% | | +10M +43.1% | | +5M | | 0.9% |
| Web Invoice % | 5.4% | Web Units Contribution % | 13.2% | Web Net Sales Contribution % | 13.0% | Web GP Contribution % | 13.8% | Total Net Sales (\$) | | | |
| | +0.6% | | +3.7% | | +3.8% | | | | | | |
| Web Invoice Contribution % | 3.8% | Checkout Units | 248,361 | Web AUR | \$164.46 | Web PPU | \$76.97 | Web GP Contribution % | 13.8% | Website Experience Recommend Delight | 45.3% |
| | +0.8% | | +56.9K +29.7% | | \$15.27 | | \$8.21 | | +4.4% | | 5.2% |
| Checkout % | 13.2% | | | Checkout Net Sales | \$40,665,882 | Checkout GP | \$17,832,305 | | | | |
| | 3.7% | | | | +12.2M +43.1% | | +6.3M +54.8% | | | | |

| Digital | Store | | Customer Type / Web Channel | | Net Sales Trend Lines > Net Sales Details > | | | | | | | | | | | | | |
|----------|--------------|--------------|-----------------------------|--------------|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| DATE | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS | CHKD NET SLS |
| Total | \$40,665,882 | \$13,288,855 | 8.9% | \$163.74 | \$15.27 | \$138.86 | \$12.15 | \$145.94 | \$7.11 | 34.3% | 8.4% | \$4,305,976 | \$1,084,191 | \$257,512 | \$142,338 | | | |
| 01/31/21 | \$964,067 | \$347,416 | | \$171.30 | \$14.87 | \$143.40 | \$11.33 | \$145.78 | (\$8.02) | 34.2% | 7.9% | \$90,613 | \$38,360 | \$6,667 | \$3,300 | | | |
| 01/30/21 | \$1,049,591 | \$277,320 | 5.5% | \$165.00 | \$16.38 | \$136.54 | \$11.34 | \$150.74 | \$14.21 | 34.7% | 7.9% | \$111,974 | \$32,387 | \$8,100 | \$4,761 | | | |
| 01/29/21 | \$1,583,956 | \$384,322 | 6.7% | \$162.90 | \$15.98 | \$133.52 | \$10.67 | \$171.84 | \$20.08 | 35.7% | 8.3% | \$123,659 | \$34,756 | \$9,404 | \$5,908 | | | |
| 01/28/21 | \$1,130,299 | \$284,013 | 7.9% | \$165.08 | \$16.22 | \$137.78 | \$12.68 | \$148.40 | (\$6.92) | 32.2% | 8.3% | \$119,092 | \$29,306 | \$8,620 | \$6,660 | | | |
| 01/27/21 | \$1,206,131 | \$367,274 | 7.8% | \$169.47 | \$20.55 | \$142.65 | \$17.09 | \$144.40 | \$4.34 | 32.1% | 8.3% | \$122,401 | \$35,444 | \$6,833 | \$3,851 | | | |

- Web Net Sales** – Total Net Sales (\$) on Finalized Web Invoices
- Web Net Sales Contribution %** - Web Net Sales / Total Net Sales
- Web AUR** – Average Unit Retail price for Finalized Web Invoices (Web Net Sales / T/W Web Units)
- Checkout Net Sales** - Total Net Sales (\$) on Checkout Transactions

| NET SALES | | NET SALES | | NET SALES | | NET SALES | |
|------------------------------|------------------|------------------------------|------------------|------------------------------|------------------|------------------------------|------------------|
| Web Net Sales | \$55,332,855 | Web Net Sales | \$55,332,855 | Web Net Sales | \$55,332,855 | Web Net Sales | \$55,332,855 |
| | +19.6M +54.7% | | +19.6M +54.7% | | +19.6M +54.7% | | +19.6M +54.7% |
| Web Net Sales Contribution % | 13.0% | Web Net Sales Contribution % | 13.0% | Web Net Sales Contribution % | 13.0% | Web Net Sales Contribution % | 13.0% |
| | +3.8% | | +3.8% | | +3.8% | | +3.8% |
| Web AUR | \$164.46 | Web AUR | \$164.46 | Web AUR | \$164.46 | Web AUR | \$164.46 |
| | \$9.61 | | \$9.61 | | \$9.61 | | \$9.61 |
| Checkout Net Sales | \$40,665,882 | Checkout Net Sales | \$40,665,882 | Checkout Net Sales | \$40,665,882 | Checkout Net Sales | \$40,665,882 |
| | +12.2M +43.1% | | +12.2M +43.1% | | +12.2M +43.1% | | +12.2M +43.1% |

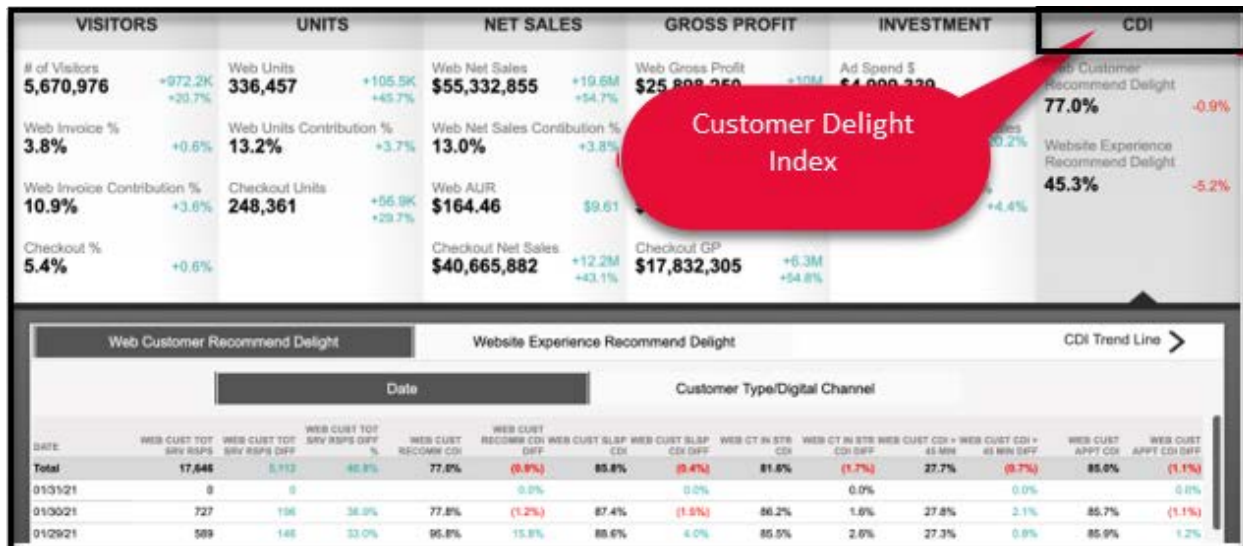
- a. **Web Gross Profit** - Total Gross Profit (\$) on Finalized Web Invoices
- b. **Web GP Contribution %** - Web Gross Profit / Profit on Net Sales using COGS
- c. **Web PPU** – Profit Per Unit on Finalized Web Invoices
- d. **Checkout GP** - Total Gross Profit (\$) on Checkout Transactions

Provided by: L&D
Designed by: L&D -SK

- Ad Spend \$** - Total \$ amount spent on digital advertising
- Ad Spend as % of Net Sales** – Ad Spend \$ / Web Net Sales
- Web GP Contribution %** - Web Gross Profit / Profit on Total Net Sales using COGS

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- **CDI - Customer Delight Index**



- Web Customer Recommend Delight** – Web Customer Recommend Delight is the CDI-Recommend metric for web customers that visit the store for finalized invoices and respond to the Store or DTD CDI survey emailed to them after their store visit.
- Website Experience Recommend Delight** - Web Experience Recommend Delight is the CDI-Recommend metric for website visitors that respond to the Website experience survey which is accessible via link on both the confirmation page and confirmation email after the web-transaction.



Grid Section

There will be metrics available on the bottom grid that will display the Current Period metrics, Prior Period metrics, Difference between Current Period and Prior Period and Difference % between Current Period and Prior Period. As a user clicks on the KPI the Grid Metrics will change.

- Daily Contribution** – Displays the metrics by date. The **Digital** Panel shows the checkout metrics. The **Store** Panel shows metrics for the web invoices that are finalized in the store.

| Daily Contribution | Market | | | | | | | | | | Customer | Lost Opportunities | Product | | | |
|--------------------|-----------|-------------|---------------|-----------------|------------|---------------|-----------------|-------------------|--------------|--------------|-------------------|---------------------|--------------|-----------------|----------|---------------|
| | Digital | | | | | | | | | | Store | | Trend Line > | Trend Compare > | | |
| DATE | VISITORS | VISITORS PP | VISITORS DIFF | VISITORS DIFF % | CHKO UNITS | CHKO UNITS PP | CHKO UNITS DIFF | CHKO UNITS DIFF % | CHKO MET | CHKO MET RLB | CHKO MET RLB DIFF | CHKO MET RLB DIFF % | CHKO MET | CHKO MET DIFF | CHKO PPU | CHKO PPU DIFF |
| Total | 5,870,976 | 4,698,759 | 972,217 | 20.7% | 248,381 | 191,462 | 56,919 | 29.7% | \$46,665,842 | | | | \$15.27 | \$17.80 | \$0.15 | \$11.66 |
| 01/31/21 | 144,360 | 0 | 144,360 | | 6,628 | 3,942 | 2,686 | 68.1% | \$904,067 | | | | \$14.87 | \$75.56 | \$64.67 | \$10.69 |
| 01/30/21 | 164,878 | 0 | 164,878 | | 6,381 | 5,196 | 1,185 | 22.4% | \$1,048,591 | | | | \$18.36 | \$73.81 | \$61.49 | \$12.32 |
| 01/29/21 | 169,817 | 157,409 | 12,408 | 7.4% | 7,144 | 5,713 | 1,431 | 25.0% | \$1,163,956 | | | | \$15.96 | \$73.30 | \$60.80 | \$12.70 |
| 01/28/21 | 168,948 | 157,807 | 11,141 | 7.1% | 6,847 | 5,685 | 1,162 | 20.4% | \$1,130,299 | | | | \$16.22 | \$73.30 | \$61.03 | \$12.27 |
| 01/27/21 | 175,007 | 158,703 | 16,304 | 10.3% | 7,117 | 5,633 | 1,484 | 26.3% | \$1,206,131 | | | | \$20.55 | \$74.47 | \$60.25 | \$14.22 |
| 01/26/21 | 186,334 | 164,263 | 22,071 | 13.4% | 8,801 | 6,343 | 2,458 | 38.8% | \$1,449,598 | \$92,329 | \$497,269 | 52.2% | \$164.71 | \$192.14 | \$14.67 | \$76.96 |
| 01/25/21 | 207,164 | 190,552 | 16,612 | 8.7% | 9,963 | 7,233 | 2,730 | 37.7% | \$1,600,523 | \$1,068,858 | \$531,665 | 54.4% | \$165.67 | \$147.78 | \$17.89 | \$71.32 |
| 01/24/21 | 185,949 | 153,616 | 32,333 | 21.0% | 5,883 | 4,250 | 1,633 | 38.4% | \$998,990 | \$823,072 | \$175,918 | 20.3% | \$189.81 | \$146.61 | \$23.20 | \$76.29 |
| 01/23/21 | 170,370 | 148,821 | 21,549 | 14.5% | 4,155 | 4,697 | -542 | -11.7% | \$1,022,809 | \$703,623 | \$319,187 | 45.4% | \$166.18 | \$149.80 | \$16.37 | \$62.94 |
| 01/22/21 | 175,925 | 156,191 | 19,734 | 12.6% | 7,273 | 5,799 | 1,474 | 25.6% | \$1,187,078 | \$857,236 | \$329,842 | 38.5% | \$163.22 | \$148.05 | \$15.16 | \$74.20 |

Digital Panel shows the checkout metrics

2. Market – Displays the metrics by Region or State.

| Daily Contribution | Market | | | | | | | | | | Customer | Lost Opportunities | Product | | | |
|--------------------------|------------|--------------|-----------------|-------------------|---------|--------------|---------|--------------|-----------|----------------|------------------|--------------------|----------|----------------|-----------------|-------------|
| | REGION | | | | | | | | | | STATE | | Map > | Best Sellers > | | |
| REGION | CHKO COUNT | CHKO COUNT % | CHKO COUNT DIFF | CHKO COUNT DIFF % | BOFIS % | BOFIS % DIFF | BOFIS % | BOFIS % DIFF | CHKO APPT | CHKO APPT DIFF | CHKO APPT DIFF % | CHKO APPT DIFF % | CHKO PPU | CHKO PPU DIFF | CHKO PPU DIFF % | CHKO CERT % |
| Total | 383,408 | 15.35% | 4.8% | 19.2% | 12.1% | 0.7% | (11.9%) | 13.74% | 2.3% | | | | \$71.80 | \$11.66 | \$1,141 | 34.3% |
| Arizona | 22,151 | 13.76% | 5.3% | 15.3% | 12.6% | 0.5% | (12.9%) | 16.49% | 1.8% | 67.70% | (1.7%) | 0.0% | 11,668 | 49.9% | \$79.95 | 43.2% |
| California - Los Angeles | 16,394 | 17.44% | 6.6% | 17.5% | 6.4% | 0.6% | (6.0%) | 14.60% | 3.2% | 67.34% | (1.6%) | 0.0% | 9,942 | 27.7% | \$73.70 | 42.0% |
| California - Northern | 17,102 | 19.89% | 3.7% | 20.7% | 0.6% | 0.6% | (6.7%) | 13.10% | 1.6% | 65.48% | (4.6%) | 0.0% | 12,850 | 29.5% | \$77.41 | 34.1% |
| California - San Diego | 12,077 | 15.13% | 4.1% | 17.3% | 10.7% | 0.6% | (13.7%) | 16.47% | 1.4% | 65.51% | (3.5%) | 0.0% | 7,383 | 49.8% | \$71.83 | 37.5% |

Displays the metrics by Region or State

Metrics can also be viewed by **Digital** or **Store**. The Digital Panel shows the checkout metrics.

| Daily Contribution | Market | | | | | | | | | | Customer | Lost Opportunities | Product | | | |
|--------------------------|------------|--------------|-----------------|-------------------|---------|--------------|---------|--------------|-----------|----------------|------------------|--------------------|----------|----------------|-----------------|-------------|
| | REGION | | | | | | | | | | STATE | | Map > | Best Sellers > | | |
| REGION | CHKO COUNT | CHKO COUNT % | CHKO COUNT DIFF | CHKO COUNT DIFF % | BOFIS % | BOFIS % DIFF | BOFIS % | BOFIS % DIFF | CHKO APPT | CHKO APPT DIFF | CHKO APPT DIFF % | CHKO APPT DIFF % | CHKO PPU | CHKO PPU DIFF | CHKO PPU DIFF % | CHKO CERT % |
| Total | 383,408 | 15.35% | 4.8% | 19.2% | 12.1% | 0.7% | (11.9%) | 13.74% | 2.3% | | | | \$71.80 | \$11.66 | \$1,141 | 34.3% |
| Arizona | 22,151 | 13.76% | 5.3% | 15.3% | 12.6% | 0.5% | (12.9%) | 16.49% | 1.8% | 67.70% | (1.7%) | 0.0% | 11,668 | 49.9% | \$79.95 | 43.2% |
| California - Los Angeles | 16,394 | 17.44% | 6.6% | 17.5% | 6.4% | 0.6% | (6.0%) | 14.60% | 3.2% | 67.34% | (1.6%) | 0.0% | 9,942 | 27.7% | \$73.70 | 42.0% |
| California - Northern | 17,102 | 19.89% | 3.7% | 20.7% | 0.6% | 0.6% | (6.7%) | 13.10% | 1.6% | 65.48% | (4.6%) | 0.0% | 12,850 | 29.5% | \$77.41 | 34.1% |
| California - San Diego | 12,077 | 15.13% | 4.1% | 17.3% | 10.7% | 0.6% | (13.7%) | 16.47% | 1.4% | 65.51% | (3.5%) | 0.0% | 7,383 | 49.8% | \$71.83 | 37.5% |

Digital Panel shows the checkout metrics.

Whereas the Store Panel (b) shows metrics for web invoices that are finalized in the store viewed by **Digital** or **Store**.

| Daily Contribution | Market | | | | | | | | | | Customer | Lost Opportunities | Product | | | |
|--------------------------|------------|--------------|-----------------|-------------------|---------|--------------|---------|--------------|-----------|----------------|------------------|--------------------|----------|----------------|-----------------|-------------|
| | REGION | | | | | | | | | | STATE | | Map > | Best Sellers > | | |
| REGION | CHKO COUNT | CHKO COUNT % | CHKO COUNT DIFF | CHKO COUNT DIFF % | BOFIS % | BOFIS % DIFF | BOFIS % | BOFIS % DIFF | CHKO APPT | CHKO APPT DIFF | CHKO APPT DIFF % | CHKO APPT DIFF % | CHKO PPU | CHKO PPU DIFF | CHKO PPU DIFF % | CHKO CERT % |
| Total | 383,408 | 15.35% | 4.8% | 19.2% | 12.1% | 0.7% | (11.9%) | 13.74% | 2.3% | | | | \$71.80 | \$11.66 | \$1,141 | 34.3% |
| Arizona | 22,151 | 13.76% | 5.3% | 15.3% | 12.6% | 0.5% | (12.9%) | 16.49% | 1.8% | 67.70% | (1.7%) | 0.0% | 11,668 | 49.9% | \$79.95 | 43.2% |
| California - Los Angeles | 16,394 | 17.44% | 6.6% | 17.5% | 6.4% | 0.6% | (6.0%) | 14.60% | 3.2% | 67.34% | (1.6%) | 0.0% | 9,942 | 27.7% | \$73.70 | 42.0% |
| California - Northern | 17,102 | 19.89% | 3.7% | 20.7% | 0.6% | 0.6% | (6.7%) | 13.10% | 1.6% | 65.48% | (4.6%) | 0.0% | 12,850 | 29.5% | \$77.41 | 34.1% |
| California - San Diego | 12,077 | 15.13% | 4.1% | 17.3% | 10.7% | 0.6% | (13.7%) | 16.47% | 1.4% | 65.51% | (3.5%) | 0.0% | 7,383 | 49.8% | \$71.83 | 37.5% |

Store Panel shows metrics for the web invoices that are finalized in the Store

3. **Customer** – Displays data by Channel Classification and through which digital channel customers arrive to the website.

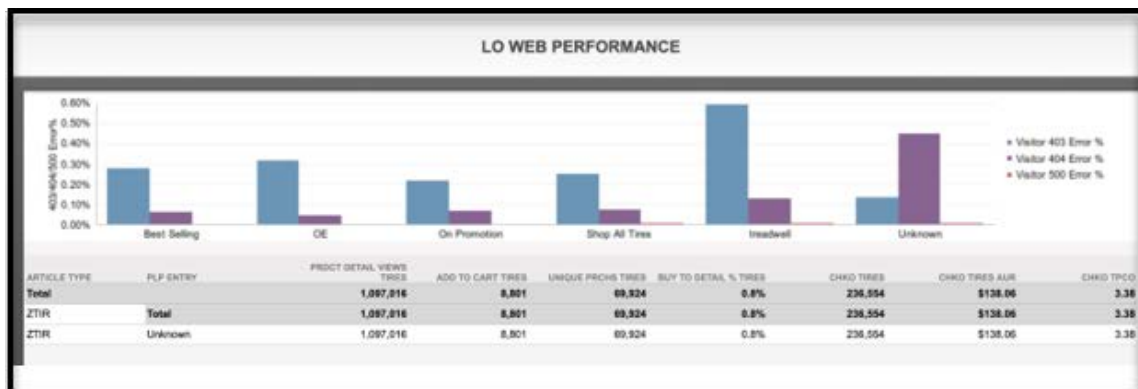
| Daily Contribution | | Market | | Customer | | Lost Opportunities | | Product | |
|------------------------|----------------|-----------|-----------------|------------|-------------------|--------------------|----------------|-------------------|--------|
| CHANNEL CLASSIFICATION | CHANNEL | VISITORS | VISITORS DIFF % | CHKO UNITS | CHKO UNITS DIFF % | MY ACCT % | MY ACCT % DIFF | Customer Detail > | |
| Total | | 4,948,838 | 1,501,779 | 43.6% | 248,361 | 56,899 | 23.7% | 2531.2% | (9) |
| Awareness | Total | 3,480,401 | 832,196 | 31.4% | 0 | 0 | 8842900.0 | 88,429 | (0.6%) |
| Awareness | Direct | 1,759,103 | 585,908 | 49.9% | 0 | 0 | 3334150.0 | 33,342 | (0.1%) |
| Awareness | Display | 19,726 | (2,996) | (13.2%) | 0 | 0 | 0 | 0 | 1.0% |
| Awareness | Organic Search | 1,678,833 | 247,299 | 17.3% | 0 | 0 | 0 | 0.2% | 0.2% |
| Awareness | Social | 22,739 | 1,985 | 9.6% | 0 | 0 | 0 | 0.1% | 0.1% |
| Conversion | Total | 1,412,201 | 673,293 | 48.1% | 0 | 0 | 0 | 0.2% | 0.2% |

Displays data by Channel Classification and through which digital channel customers arrive to the website

4. **Lost Opportunities** – Displays how many customers visited the website but did not checkout.

| Daily Contribution | | Market | | Customer | | Lost Opportunities | | Product | |
|------------------------|----------------|-----------|-----------------|------------|-------------------|--------------------|----------------|-------------------|--------|
| CHANNEL CLASSIFICATION | CHANNEL | VISITORS | VISITORS DIFF % | CHKO UNITS | CHKO UNITS DIFF % | MY ACCT % | MY ACCT % DIFF | Customer Detail > | |
| Total | | 4,948,838 | 1,501,779 | 43.6% | 248,361 | 56,899 | 23.7% | 2531.2% | (9) |
| Awareness | Total | 3,480,401 | 832,196 | 31.4% | 0 | 0 | 8842900.0 | 88,429 | (0.6%) |
| Awareness | Direct | 1,759,103 | 585,908 | 49.9% | 0 | 0 | 3334150.0 | 33,342 | (0.1%) |
| Awareness | Display | 19,726 | (2,996) | (13.2%) | 0 | 0 | 0 | 0 | 1.0% |
| Awareness | Organic Search | 1,678,833 | 247,299 | 17.3% | 0 | 0 | 0 | 0.2% | 0.2% |
| Awareness | Social | 22,739 | 1,985 | 9.6% | 0 | 0 | 0 | 0.1% | 0.1% |
| Conversion | Total | 1,412,201 | 673,293 | 48.1% | 0 | 0 | 0 | 0.2% | 0.2% |

Displays how many customers visited the website but did not checkout



AMERICA'S[®] DISCOUNT[®] DISCOUNT[®] TIRE TIRE TIRE DIRECT

5. **Product** – Displays metrics by different Product Segment and Brand Category. Separate panels shown below will be available to show the metrics by Tires, Wheels, Accessories, and Top Products.

← Daily Distribution | **Tires Product Performance** | Wheels Product Performance | Accessories Product Performance | Top Products >

Digital | Store

Tire Product Performance

| PRODUCT SEGMENT | BRAND CATEGORY | CHRD TRES | CHRD TRES DIFF | CHRD TRES % | CHRD TRES NET | CHRD TRES NET BLA DIFF | CHRD TRES NET BLA % | CHRD TRES GP | CHRD TRES GP DIFF | CHRD TRES GP % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % |
|-----------------|----------------|-----------|----------------|-------------|---------------|------------------------|---------------------|--------------|-------------------|----------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|
| Total | | 236,558 | 55,725 | 23.6% | \$12,658,867 | \$3,636,485 | 28.7% | \$11,277,758 | 4,184,838 | 36.8% | \$1,000,000 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| S SPOKE | Flag | 0 | 0 | 0.0% | \$0 | \$0 | 0.0% | \$0 | 0 | 0.0% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| AUTV | Custom | 28 | 13 | 46.4% | \$3,700 | 1,731 | 46.9% | \$1,019 | 437 | 43.0% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| AUTV | Flag | 447 | 8 | 1.8% | \$56,523 | 4,229 | 7.5% | \$15,709 | 2,962 | 18.9% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CLG | Flag | 29 | 5 | 17.2% | \$1,847 | 107 | 5.8% | \$549 | 84 | 15.2% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CVT | Custom | 53 | (4) | (7.5%) | \$6,800 | (467) | (6.8%) | \$2,713 | (233) | (8.6%) | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CVT | Flag | 440 | 141 | 32.0% | \$66,878 | 24,354 | 36.3% | \$21,373 | 9,342 | 43.7% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LT | Co-Brand | 1,318 | 530 | 40.2% | \$271,090 | 117,241 | 43.2% | \$104,826 | 45,136 | 42.9% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LT | Custom | 786 | 528 | 67.2% | \$129,188 | \$9,241 | 7.2% | \$43,535 | 29,801 | 68.3% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| BRAND CATEGORY | BRAND | CHRD TRES | CHRD TRES DIFF | CHRD TRES % | CHRD TRES NET | CHRD TRES NET BLA DIFF | CHRD TRES NET BLA % | CHRD TRES GP | CHRD TRES GP DIFF | CHRD TRES GP % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % |
| Total | | 236,558 | 55,725 | 23.6% | \$12,658,867 | \$3,636,485 | 28.7% | \$11,277,758 | 4,184,838 | 36.8% | \$1,000,000 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | BRIDGESTONE | 1,487 | 639 | 43.0% | \$285,801 | 129,859 | 45.5% | \$128,704 | 62,238 | 48.4% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | CONTINENTAL | 5,382 | 2,786 | 51.8% | \$728,784 | 379,432 | 52.1% | \$355,720 | 194,578 | 54.7% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | COOPER | 2,183 | 432 | 19.8% | \$173,282 | 87,498 | 50.5% | \$145,478 | 28,201 | 19.4% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | FALKEN | 7,372 | 4,535 | 61.5% | \$927,216 | 588,148 | 63.5% | \$382,170 | 251,671 | 65.9% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | GOODYEAR | 1,276 | 730 | 57.2% | \$271,184 | 156,441 | 57.6% | \$111,459 | 64,487 | 57.8% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | GT RADIAL | 6,317 | 1,343 | 21.3% | \$488,060 | 134,057 | 27.5% | \$185,299 | 68,572 | 36.7% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | KUMHO | 0 | (40) | (100.0%) | \$0 | (2,692) | (100.0%) | \$0 | (1,234) | (100.0%) | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | NOKIAN TIRE | 201 | (48) | (23.9%) | \$31,554 | (8,697) | (27.6%) | \$11,254 | (2,591) | (22.9%) | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

← Daily Distribution | Tires Product Performance | **Wheels Product Performance** | Accessories Product Performance | Top Products >

Digital | Store

Wheel Product Performance

| PRODUCT SEGMENT | BRAND CATEGORY | CHRD TRES | CHRD TRES DIFF | CHRD TRES % | CHRD TRES NET | CHRD TRES NET BLA DIFF | CHRD TRES NET BLA % | CHRD TRES GP | CHRD TRES GP DIFF | CHRD TRES GP % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % |
|-----------------|----------------|-----------|----------------|-------------|---------------|------------------------|---------------------|--------------|-------------------|----------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|
| Total | | 236,558 | 55,725 | 23.6% | \$12,658,867 | \$3,636,485 | 28.7% | \$11,277,758 | 4,184,838 | 36.8% | \$1,000,000 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| S SPOKE | Flag | 0 | 0 | 0.0% | \$0 | \$0 | 0.0% | \$0 | 0 | 0.0% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| AUTV | Custom | 28 | 13 | 46.4% | \$3,700 | 1,731 | 46.9% | \$1,019 | 437 | 43.0% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| AUTV | Flag | 447 | 8 | 1.8% | \$56,523 | 4,229 | 7.5% | \$15,709 | 2,962 | 18.9% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CLG | Flag | 29 | 5 | 17.2% | \$1,847 | 107 | 5.8% | \$549 | 84 | 15.2% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CVT | Custom | 53 | (4) | (7.5%) | \$6,800 | (467) | (6.8%) | \$2,713 | (233) | (8.6%) | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CVT | Flag | 440 | 141 | 32.0% | \$66,878 | 24,354 | 36.3% | \$21,373 | 9,342 | 43.7% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LT | Co-Brand | 1,318 | 530 | 40.2% | \$271,090 | 117,241 | 43.2% | \$104,826 | 45,136 | 42.9% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LT | Custom | 786 | 528 | 67.2% | \$129,188 | \$9,241 | 7.2% | \$43,535 | 29,801 | 68.3% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| BRAND CATEGORY | BRAND | CHRD TRES | CHRD TRES DIFF | CHRD TRES % | CHRD TRES NET | CHRD TRES NET BLA DIFF | CHRD TRES NET BLA % | CHRD TRES GP | CHRD TRES GP DIFF | CHRD TRES GP % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % |
| Total | | 236,558 | 55,725 | 23.6% | \$12,658,867 | \$3,636,485 | 28.7% | \$11,277,758 | 4,184,838 | 36.8% | \$1,000,000 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | BRIDGESTONE | 1,487 | 639 | 43.0% | \$285,801 | 129,859 | 45.5% | \$128,704 | 62,238 | 48.4% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | CONTINENTAL | 5,382 | 2,786 | 51.8% | \$728,784 | 379,432 | 52.1% | \$355,720 | 194,578 | 54.7% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | COOPER | 2,183 | 432 | 19.8% | \$173,282 | 87,498 | 50.5% | \$145,478 | 28,201 | 19.4% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | FALKEN | 7,372 | 4,535 | 61.5% | \$927,216 | 588,148 | 63.5% | \$382,170 | 251,671 | 65.9% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | GOODYEAR | 1,276 | 730 | 57.2% | \$271,184 | 156,441 | 57.6% | \$111,459 | 64,487 | 57.8% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | GT RADIAL | 6,317 | 1,343 | 21.3% | \$488,060 | 134,057 | 27.5% | \$185,299 | 68,572 | 36.7% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | KUMHO | 0 | (40) | (100.0%) | \$0 | (2,692) | (100.0%) | \$0 | (1,234) | (100.0%) | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | NOKIAN TIRE | 201 | (48) | (23.9%) | \$31,554 | (8,697) | (27.6%) | \$11,254 | (2,591) | (22.9%) | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

← Daily Distribution | Tires Product Performance | Wheels Product Performance | **Accessories Product Performance** | Top Products >

Digital | Store

Accessories Product Performance

| PRODUCT SEGMENT | BRAND CATEGORY | CHRD TRES | CHRD TRES DIFF | CHRD TRES % | CHRD TRES NET | CHRD TRES NET BLA DIFF | CHRD TRES NET BLA % | CHRD TRES GP | CHRD TRES GP DIFF | CHRD TRES GP % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % |
|-----------------|----------------|-----------|----------------|-------------|---------------|------------------------|---------------------|--------------|-------------------|----------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|
| Total | | 236,558 | 55,725 | 23.6% | \$12,658,867 | \$3,636,485 | 28.7% | \$11,277,758 | 4,184,838 | 36.8% | \$1,000,000 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| S SPOKE | Flag | 0 | 0 | 0.0% | \$0 | \$0 | 0.0% | \$0 | 0 | 0.0% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| AUTV | Custom | 28 | 13 | 46.4% | \$3,700 | 1,731 | 46.9% | \$1,019 | 437 | 43.0% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| AUTV | Flag | 447 | 8 | 1.8% | \$56,523 | 4,229 | 7.5% | \$15,709 | 2,962 | 18.9% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CLG | Flag | 29 | 5 | 17.2% | \$1,847 | 107 | 5.8% | \$549 | 84 | 15.2% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CVT | Custom | 53 | (4) | (7.5%) | \$6,800 | (467) | (6.8%) | \$2,713 | (233) | (8.6%) | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CVT | Flag | 440 | 141 | 32.0% | \$66,878 | 24,354 | 36.3% | \$21,373 | 9,342 | 43.7% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LT | Co-Brand | 1,318 | 530 | 40.2% | \$271,090 | 117,241 | 43.2% | \$104,826 | 45,136 | 42.9% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LT | Custom | 786 | 528 | 67.2% | \$129,188 | \$9,241 | 7.2% | \$43,535 | 29,801 | 68.3% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| BRAND CATEGORY | BRAND | CHRD TRES | CHRD TRES DIFF | CHRD TRES % | CHRD TRES NET | CHRD TRES NET BLA DIFF | CHRD TRES NET BLA % | CHRD TRES GP | CHRD TRES GP DIFF | CHRD TRES GP % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % | CHRD TRES GP BLA DIFF | CHRD TRES GP BLA % |
| Total | | 236,558 | 55,725 | 23.6% | \$12,658,867 | \$3,636,485 | 28.7% | \$11,277,758 | 4,184,838 | 36.8% | \$1,000,000 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | BRIDGESTONE | 1,487 | 639 | 43.0% | \$285,801 | 129,859 | 45.5% | \$128,704 | 62,238 | 48.4% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | CONTINENTAL | 5,382 | 2,786 | 51.8% | \$728,784 | 379,432 | 52.1% | \$355,720 | 194,578 | 54.7% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | COOPER | 2,183 | 432 | 19.8% | \$173,282 | 87,498 | 50.5% | \$145,478 | 28,201 | 19.4% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | FALKEN | 7,372 | 4,535 | 61.5% | \$927,216 | 588,148 | 63.5% | \$382,170 | 251,671 | 65.9% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | GOODYEAR | 1,276 | 730 | 57.2% | \$271,184 | 156,441 | 57.6% | \$111,459 | 64,487 | 57.8% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | GT RADIAL | 6,317 | 1,343 | 21.3% | \$488,060 | 134,057 | 27.5% | \$185,299 | 68,572 | 36.7% | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | KUMHO | 0 | (40) | (100.0%) | \$0 | (2,692) | (100.0%) | \$0 | (1,234) | (100.0%) | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-Brand | NOKIAN TIRE | 201 | (48) | (23.9%) | \$31,554 | (8,697) | (27.6%) | \$11,254 | (2,591) | (22.9%) | \$0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

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| PRODUCT CATEGORY | BRAND CATEGORY | CHWD TRES | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % |
|---------------------|-------------------|--------------|-------------------|----------------|-------------------|----------------|-------------------|----------------|-------------------|----------------|-------------------|----------------|-------------------|----------------|-------------------|----------------|-------------------|----------------|
| Total | | 236,558 | 51,725 | 21.8% | 8.8% | \$12,659,067 | 5,835,465 | 41.8% | \$11,377,759 | 4,184,834 | 36.8% | 63.2% | 1.2% | 24.6% | 38.7% | 38.7% | 53.6% | |
| 5 SPOKE | Flag | 0 | 0 | 0.0% | 0.1% | \$0 | 0 | 0.0% | \$0 | 0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| AUTV | Custom | 28 | 13 | 46.4% | 14.9% | \$3,700 | 1,731 | 46.9% | \$1,019 | 437 | 43.0% | 100.0% | 0.0% | 0.0% | 100.0% | 0.0% | 85.7% | |
| CLG | Flag | 447 | 6 | 1.4% | 12.9% | \$56,523 | 4,229 | 8.1% | \$15,709 | 2,962 | 19.2% | 100.0% | 0.0% | 0.0% | 95.0% | 4.5% | 1.8% | |
| CVT | Custom | 29 | 5 | 17.2% | 2.5% | \$1,847 | 107 | 6.0% | \$549 | (84) | (10.4%) | 100.0% | 0.0% | 0.0% | 100.0% | 0.0% | 13.8% | |
| CVT | Flag | 53 | (4) | (7.5%) | 1.4% | \$6,800 | (487) | (8.4%) | \$2,713 | (233) | (7.9%) | 100.0% | 0.0% | 0.0% | 100.0% | 0.0% | 100.0% | |
| LT | Co-Brand | 440 | 141 | 32.0% | 7.2% | \$66,878 | 24,354 | 36.3% | \$21,373 | 8,940 | 41.8% | 100.0% | 0.0% | 3.9% | 21.4% | 74.8% | 30.9% | |
| LT | Custom | 1,318 | 530 | 40.2% | 3.8% | \$271,080 | 117,241 | 43.2% | \$104,826 | 45,130 | 43.1% | 100.0% | 0.0% | 0.0% | 42.2% | 37.8% | 99.7% | |
| LT | Flag | 785 | 528 | 67.3% | 3.1% | \$125,195 | 55,933 | 44.6% | \$43,535 | 29,807 | 68.2% | 100.0% | 0.0% | 0.0% | 100.0% | 0.0% | 100.0% | |
| BRAND CATEGORY | BRAND | CHWD TRES | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % | CHWD TRES DIFF | CHWD TRES % |
| Total | | 236,558 | 51,725 | 21.8% | 8.8% | \$12,659,067 | 5,835,465 | 41.8% | \$11,377,759 | 4,184,834 | 36.8% | 63.2% | 1.2% | 24.6% | 38.7% | 38.7% | 53.6% | |
| Co-Brand | BRIDGESTONE | 1,487 | 639 | 43.0% | 4.4% | \$285,801 | 125,859 | 44.1% | \$128,704 | 62,238 | 48.4% | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 100.0% | |
| Co-Brand | CONTINENTAL | 5,382 | 2,769 | 51.4% | 5.3% | \$726,794 | 379,437 | 52.2% | \$365,720 | 194,578 | 53.2% | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 100.0% | |
| Co-Brand | COOPER | 2,183 | 432 | 19.8% | 8.1% | \$379,282 | 87,488 | 23.1% | \$145,478 | 39,201 | 26.9% | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 96.5% | |
| Co-Brand | FALKEN | 7,372 | 4,535 | 61.5% | 5.9% | \$927,216 | 580,145 | 62.6% | \$362,170 | 201,671 | 55.7% | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 100.0% | |
| Co-Brand | GOODYEAR | 1,278 | 730 | 57.1% | 7.8% | \$271,184 | 158,641 | 58.5% | \$111,409 | 64,637 | 58.0% | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 100.0% | |
| Co-Brand | GT RADIAL | 6,317 | 1,343 | 21.3% | 9.8% | \$488,080 | 134,057 | 27.5% | \$185,299 | 68,572 | 36.9% | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 100.0% | |
| Co-Brand | KUMHO | 0 | (40) | (100.0%) | | \$0 | (2,692) | (100.0%) | \$0 | (1,234) | (100.0%) | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 89.1% | |
| Co-Brand | NOKIAN TIRE | 201 | (48) | (19.2%) | 15.7% | \$21,554 | (8,697) | (23.5%) | \$11,254 | (2,591) | (18.7%) | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 89.1% | |

For any questions related to the Digital Operations Dashboard, please reach out to BI_Support@Discounttire.com

Appendix:

Below are some of the abbreviations used on the dashboard.

| Abbreviation | Definition |
|-----------------------|---|
| ACC | Accessory |
| ACCT | Account |
| AF | Affiliate |
| APPT | Appointment |
| C2C | Click to Call |
| CDI | Customer Delight Index |
| CERT | Certificate |
| CHKO | Checkout |
| CMPL | Completed |
| CNSLT | Consultation |
| CNSMR | Consumer |
| CNT | Count |
| CONT | Contribution |
| DET | Detractors |
| DIR TO CNSMR | Direct to Consumer |
| DISP | Display |
| DISP | Display |
| DSKTP | Desktop |
| EXP | Experience |
| FIL | Found It Lower |
| FNLZD | Finalized |
| GP | Gross Profit |
| INV | Invoice |
| LO | Lost Opportunities |
| NET SLS | Net Sales |
| PD SRCH | Paid Search |
| PLP | Product List Page |
| PRDCT SRCH | Product Search |
| REC CDI | Recommend CDI |
| SRV | Service |
| STR LCTR | Store Locator |
| TPCO | Tires Per Checkout Order |
| UPCO | Units Per Check Out |
| UPWI | Units Per Web Invoices |
| WEB CT IN STR CDI | Web Customer In-Store CDI |
| WEB CUST APPT CDI | Web Customer with Appointment Recommend CDI |
| WEB CUST SLSP CDI | Web Customer Salesperson CDI |
| WEB CUST TOT SRV RSPS | Web Customer Total Survey Responses |