

Supply Chain Campaign

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Supply Chain Campaign: Channel Overview

- 5 CHANNELS
  - Email
  - Social
    - Paid
    - Organic
  - Website
  - Webinar
  - Video



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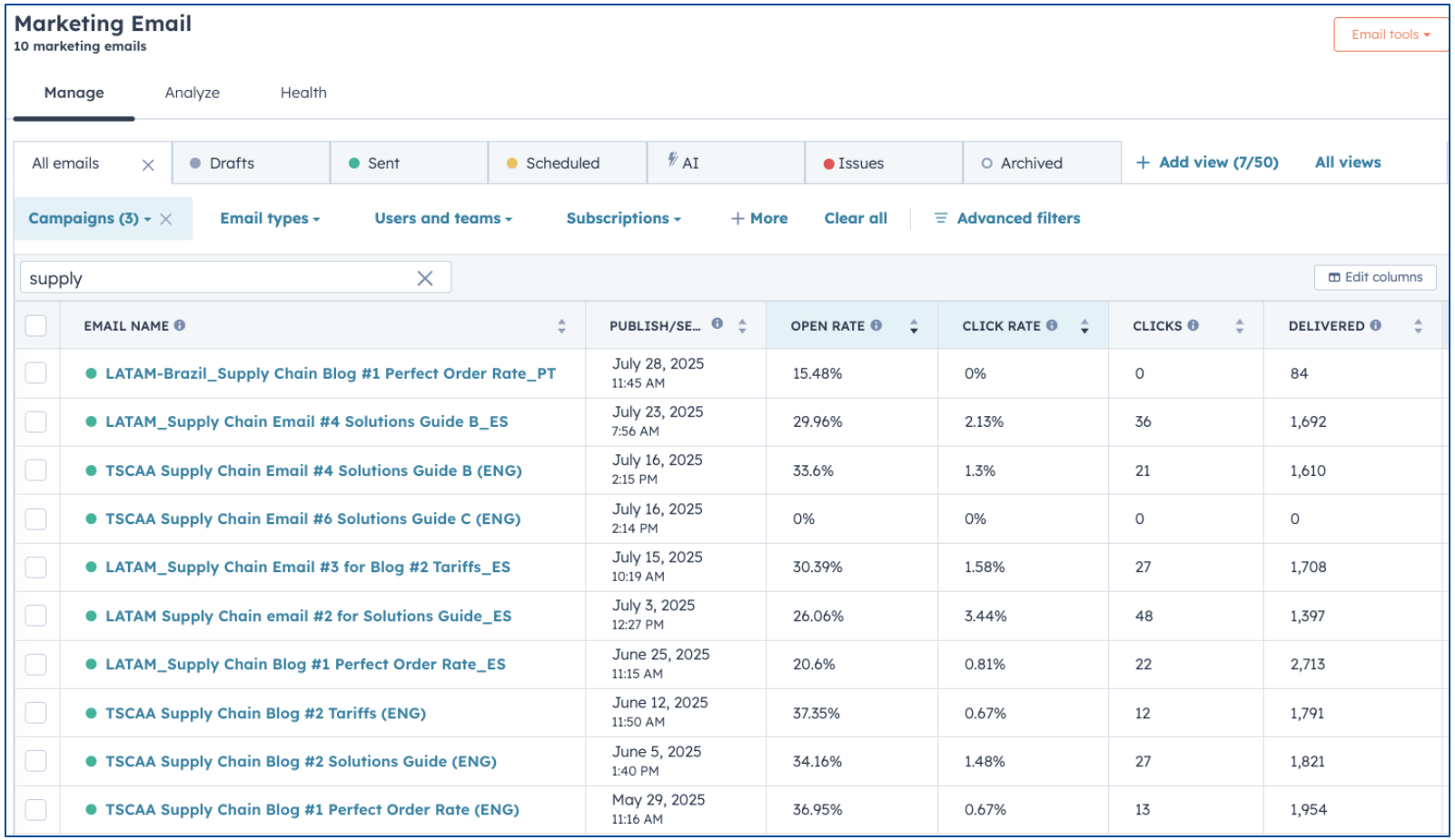
Supply Chain: Email – Americas

- 9 Emails
  - 3 Languages
  - 14,770 Delivered
  - 206 Clicks
  - 1.3% CTR
  - 5 emails had Open Rate over 30%



Marketing Email
10 marketing emails

Email tools

Manage | Analyze | Health

All emails | Drafts | Sent | Scheduled | AI | Issues | Archived | + Add view (7/50) | All views

Campaigns (3) | Email types | Users and teams | Subscriptions | + More | Clear all | Advanced filters

supply

Edit columns

EMAIL NAME	PUBLISH/SE...	OPEN RATE	CLICK RATE	CLICKS	DELIVERED
LATAM-Brazil_Supply Chain Blog #1 Perfect Order Rate_PT	July 28, 2025 11:45 AM	15.48%	0%	0	84
LATAM_Supply Chain Email #4 Solutions Guide B_ES	July 23, 2025 7:56 AM	29.96%	2.13%	36	1,692
TSCAA Supply Chain Email #4 Solutions Guide B (ENG)	July 16, 2025 2:15 PM	33.6%	1.3%	21	1,610
TSCAA Supply Chain Email #6 Solutions Guide C (ENG)	July 16, 2025 2:14 PM	0%	0%	0	0
LATAM_Supply Chain Email #3 for Blog #2 Tariffs_ES	July 15, 2025 10:19 AM	30.39%	1.58%	27	1,708
LATAM Supply Chain email #2 for Solutions Guide_ES	July 3, 2025 12:27 PM	26.06%	3.44%	48	1,397
LATAM_Supply Chain Blog #1 Perfect Order Rate_ES	June 25, 2025 11:15 AM	20.6%	0.81%	22	2,713
TSCAA Supply Chain Blog #2 Tariffs (ENG)	June 12, 2025 11:50 AM	37.35%	0.67%	12	1,791
TSCAA Supply Chain Blog #2 Solutions Guide (ENG)	June 5, 2025 1:40 PM	34.16%	1.48%	27	1,821
TSCAA Supply Chain Blog #1 Perfect Order Rate (ENG)	May 29, 2025 11:16 AM	36.95%	0.67%	13	1,954

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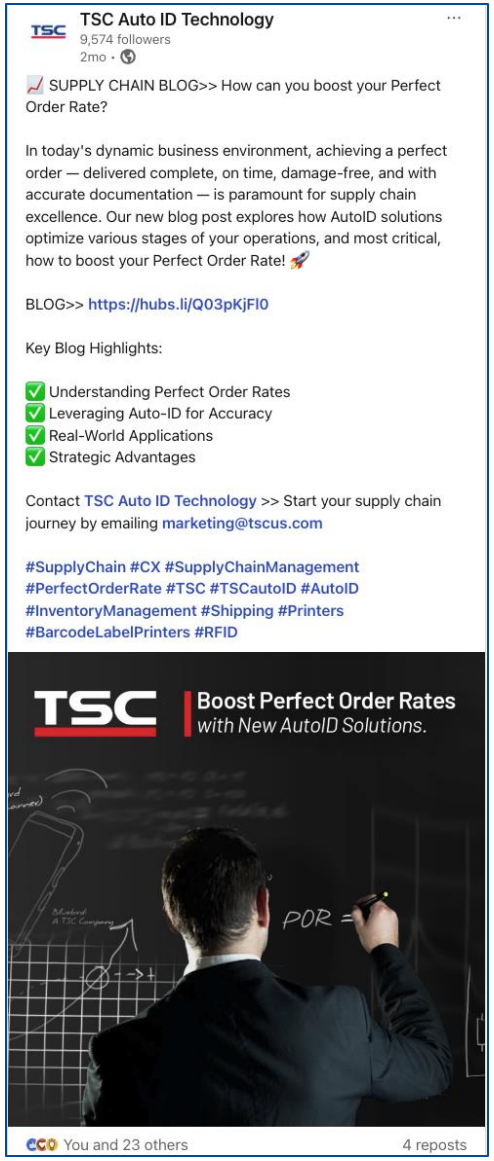
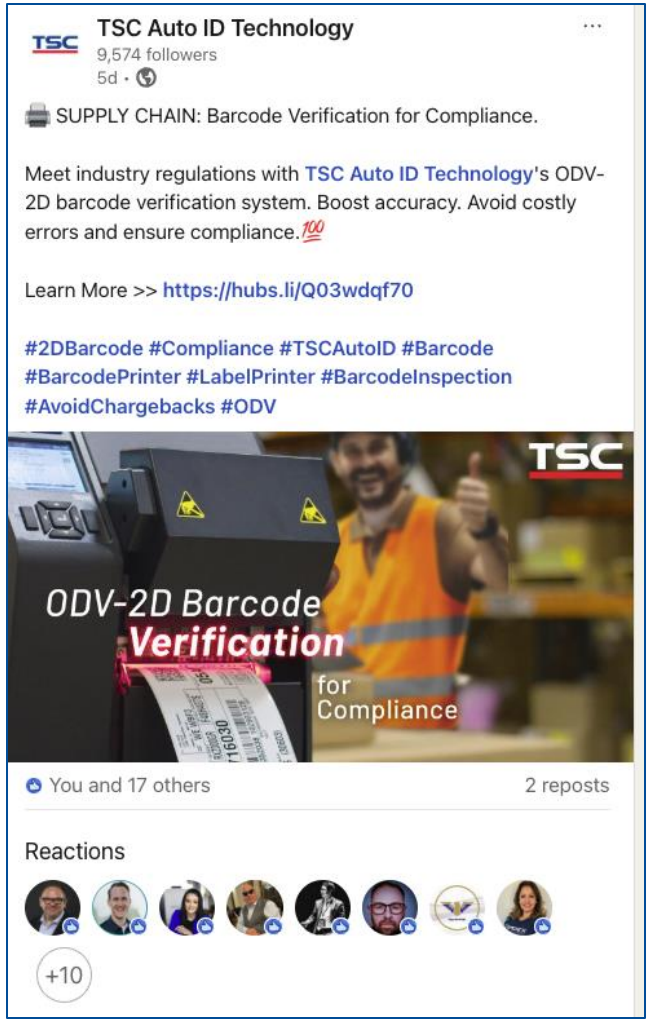
Supply Chain: Social Media – Americas - Organic

- 22 Posts
  - 3 Languages
  - 5,774 Impressions
  - 170 Interactions
  - 35 Clicks
  - 52 Shares
  - Engagement rate of 20 Interactions per 1,000 impressions





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Supply Chain: Social – Americas - Paid

- 5 Buckets
  - Lead Gen – AI
  - Brand Awareness
    - Top 30
  - Brand Awareness
    - IT Decision Makers
  - Lead Gen – Solution Guide
  - Lead Gen – Google
- Budget
  - 6 months, $36,000



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Supply Chain: Social – Americas - Paid

- 5 Buckets
  - 719,438 Impressions
  - 3,622 Clicks
  - 13 Leads
    - 12 LinkedIn
    - 1 Google Form
  - $8,545 Spent



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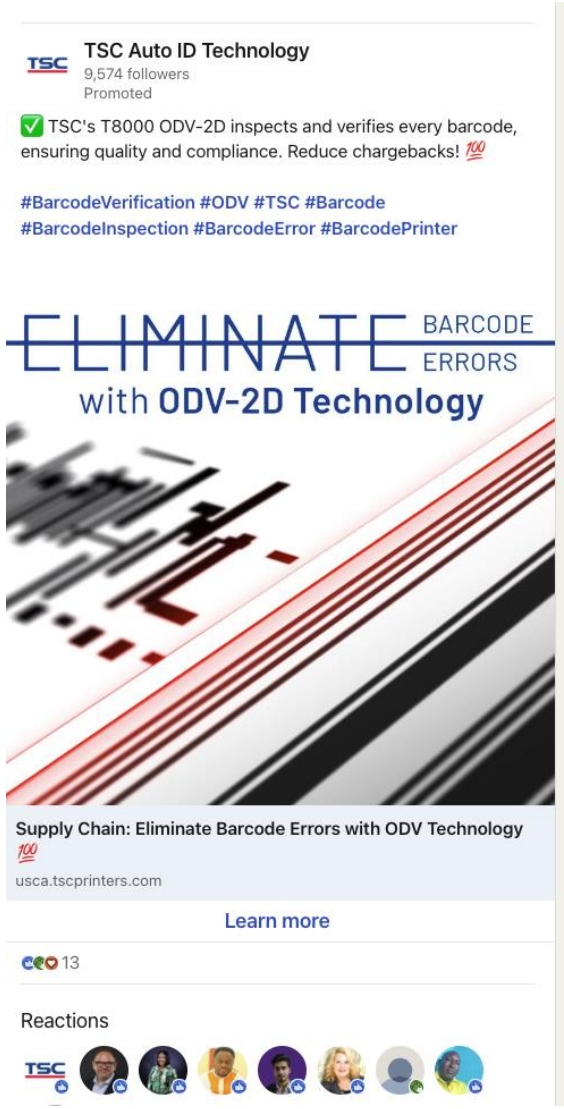
Supply Chain: Social – Americas – Top Performing Ad

- ODV-2D
  - 8 Leads
  - **Copy:** TSC's T8000 ODV-2D inspects and verifies every barcode, ensuring quality and compliance. Reduce chargebacks!



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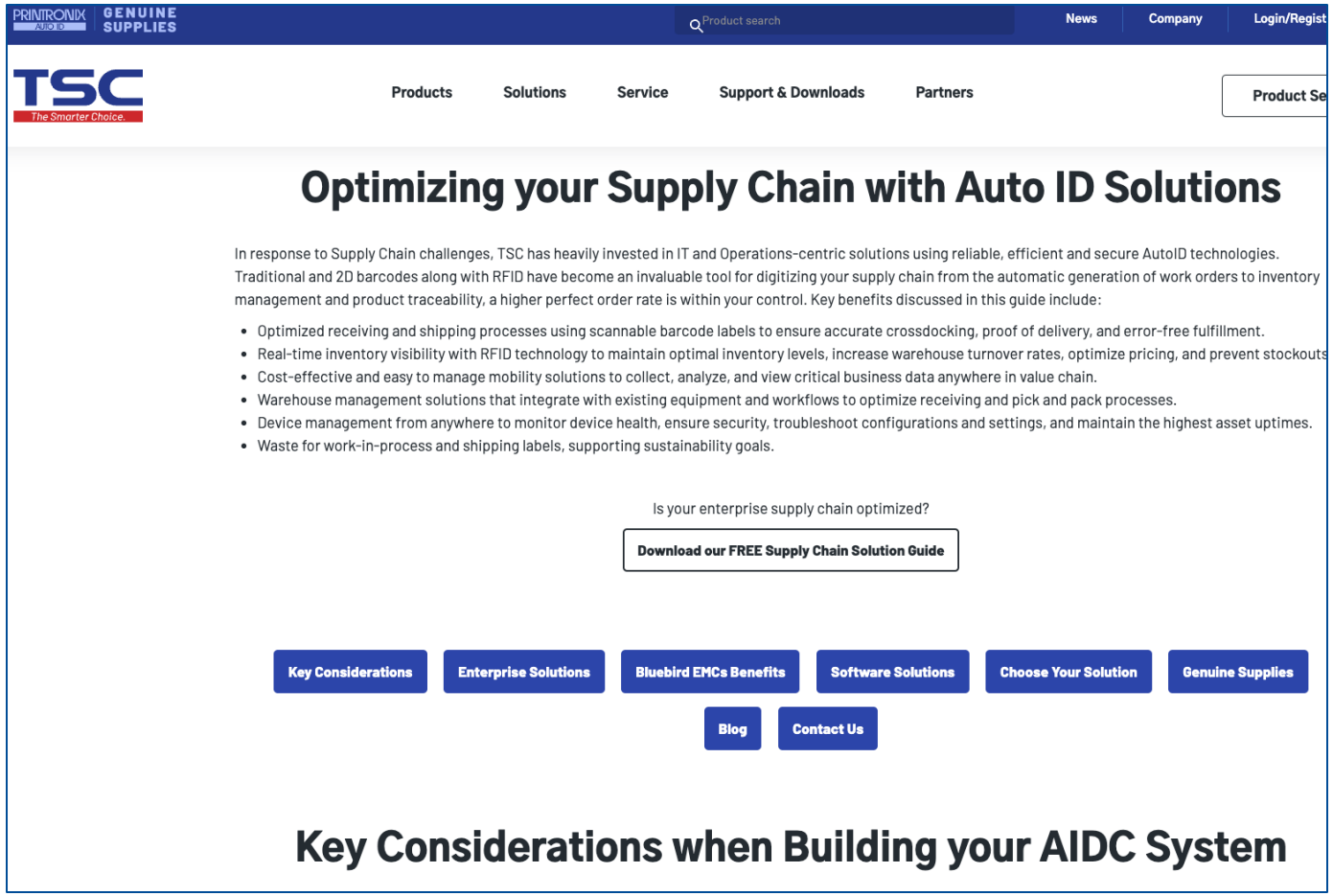
Supply Chain: Website Landing Page – Americas

- USCA Landing Page
  - 4,340 Views
- Blog 1 Perfect Order Rate
  - 214 Views
- Blog 2 Tariffs
  - 214 Views
- TOTAL = 4,340 Views
- TSC Page Rank
  - #8 for page views
- Week of 6/18
  - Avg engagement 1min 18 sec



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Supply Chain: KEY TAKEAWAYS

- **Top Performers**
  - Leads
    - ODV-2D
      - 10 of 13 Leads on 2 different ad creatives.
      - 258 clicks
    - Reliable Barcode Printers
      - 2 Leads
  - Vertical Ads. 50% higher CTR.
- **Bottom Performer**
  - RFID. Least Clicks. Plain design.
- **Engagement**
  - Custom content = strong engagement rates & increase session times.

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THANK YOU

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