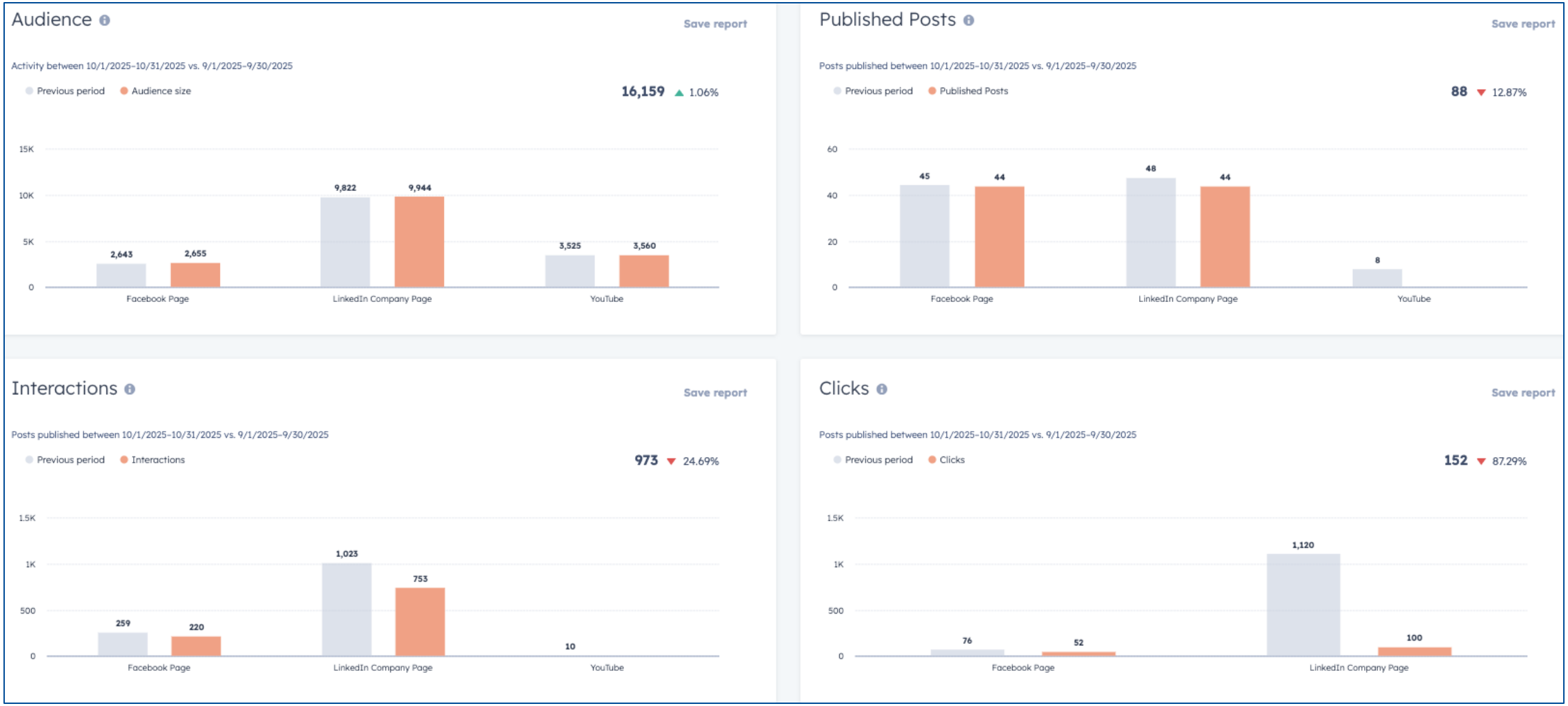


2025 Monthly Marketing Analytics

Americas | October | Justin Welnack & Jaclyn West

Digital Reporting: Social MoM LinkedIn, Facebook , X, YouTube

Audience = Up 1.06% Published = Down 12% Interactions = Down 24%



- Sample: October 2025

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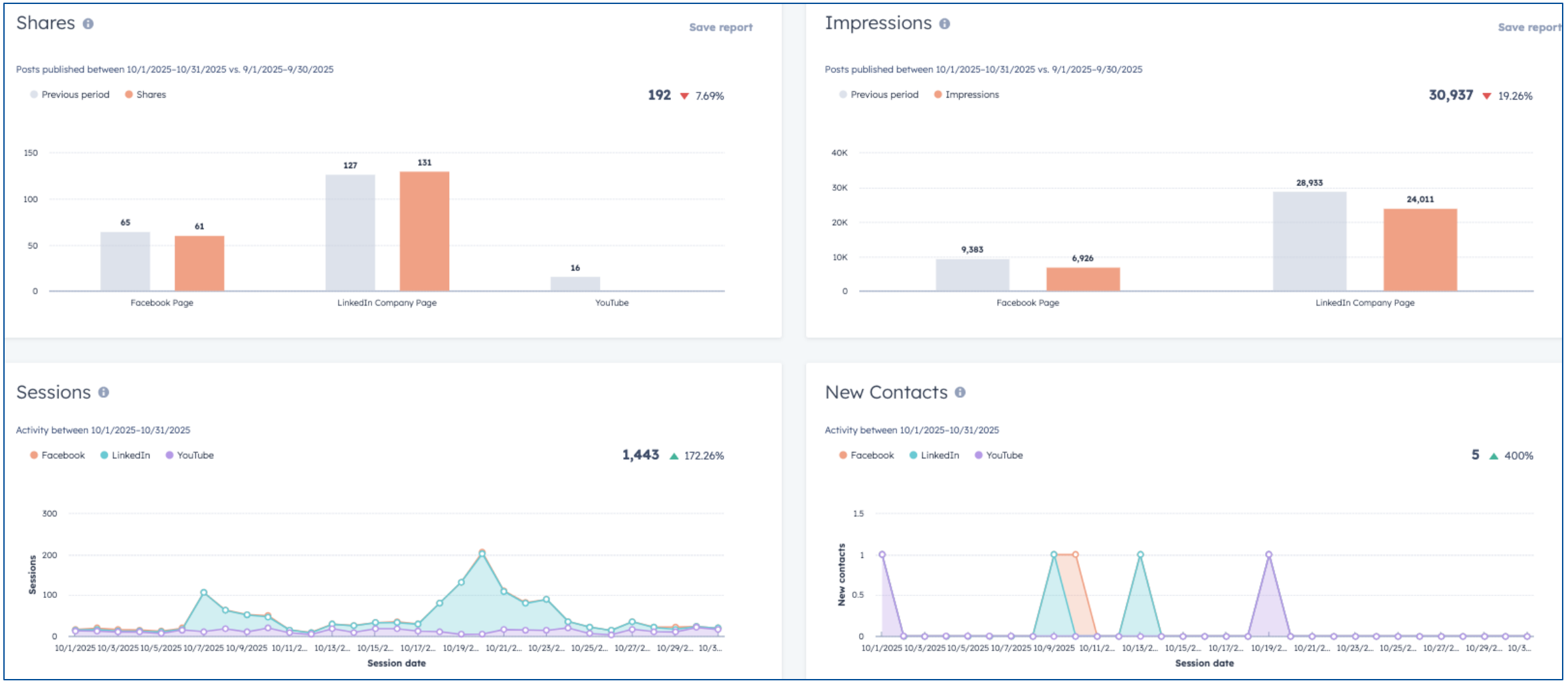
Digital Reporting: Social MoM LinkedIn, Facebook , X, YouTube

Shares = ↓7% Impressions = ↓19% ??? Sessions = ↑172%



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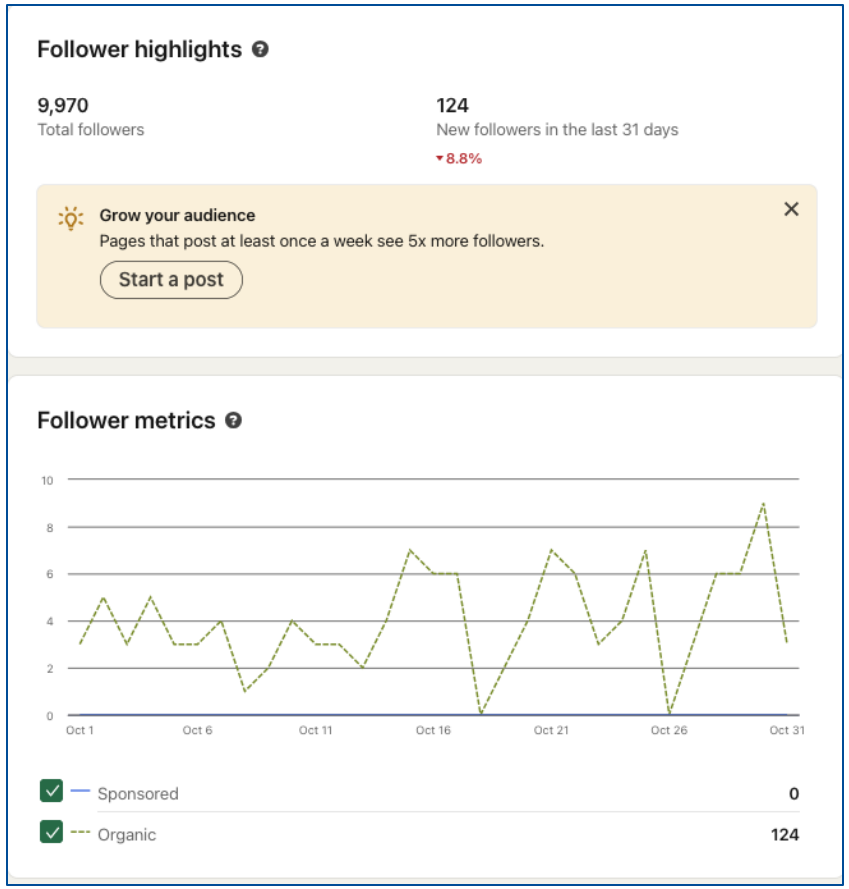
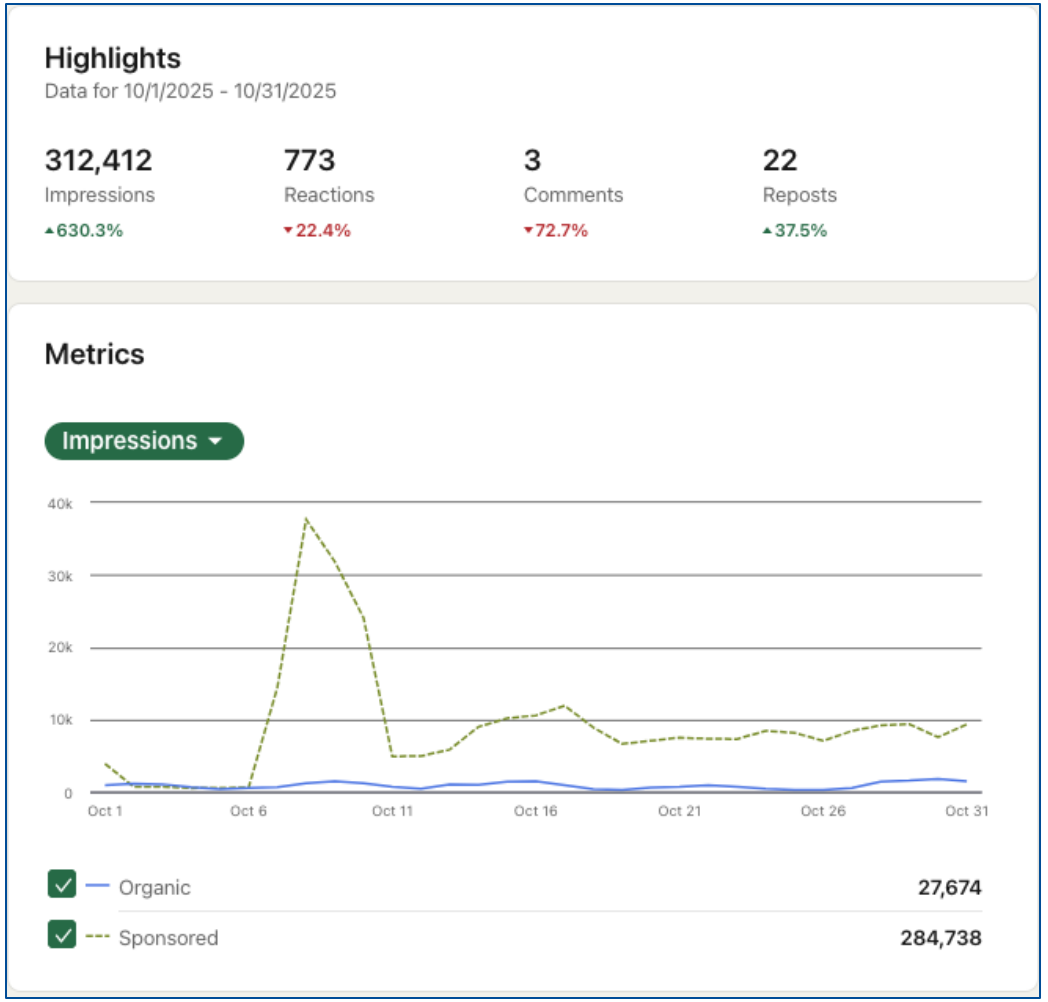
Digital Reporting: Social LinkedIn Followers

New Followers: 124 Down 8% Total Followers: 9,970

Organic Impressions = 27,674 (up 3%)

Sponsored Impressions = 284,738 (up 600%)





- Sample: October 2025

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Social Top Posts

LinkedIn, Facebook , X, YouTube

Americas Recap

Most Interactions = Americas #3, 4, 5, 6, 7

Most Impressions = Americas #2, 6, 10

Most Shares = Americas #5, 8, 9, 10

Most Clicks = Americas #1, 3, 6, 7, 8

Most Engaged Topics:

AIAG, TSC Academy (APAC, US), Halloween, TSC Console Web 1.2, Retail Blog: 3 Common Challenges RFID, Don Percival Award



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Social Top Posts

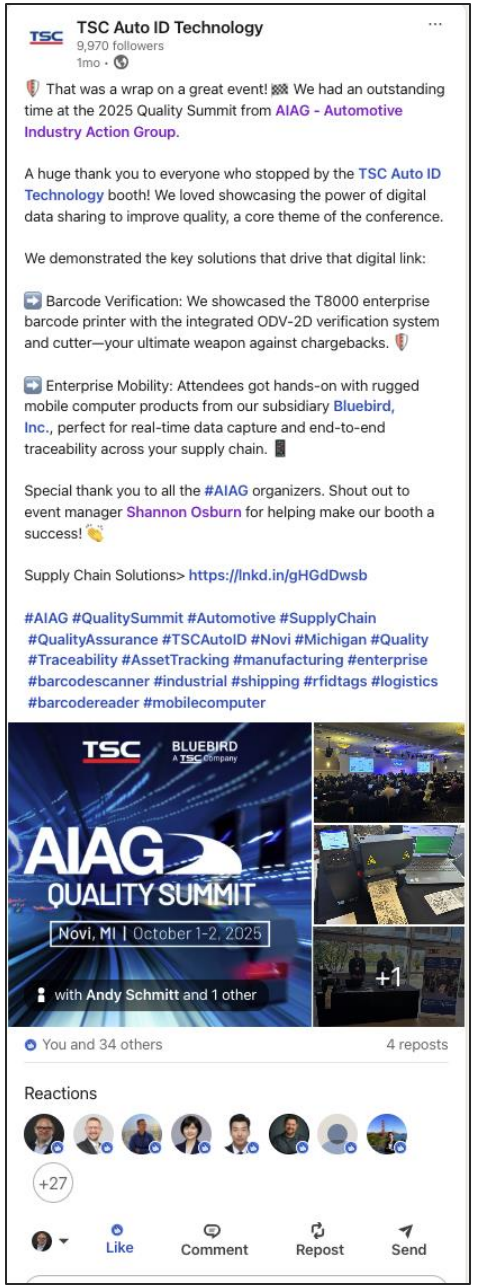
Unique Content

#2 Interactions: AIAG Recap

35 Interactions

#2 Impressions: AIAG Recap

1,498 Impressions



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Social Top Posts

Unique Content

Halloween Animation & Poetry

44 Interactions

797 Impressions



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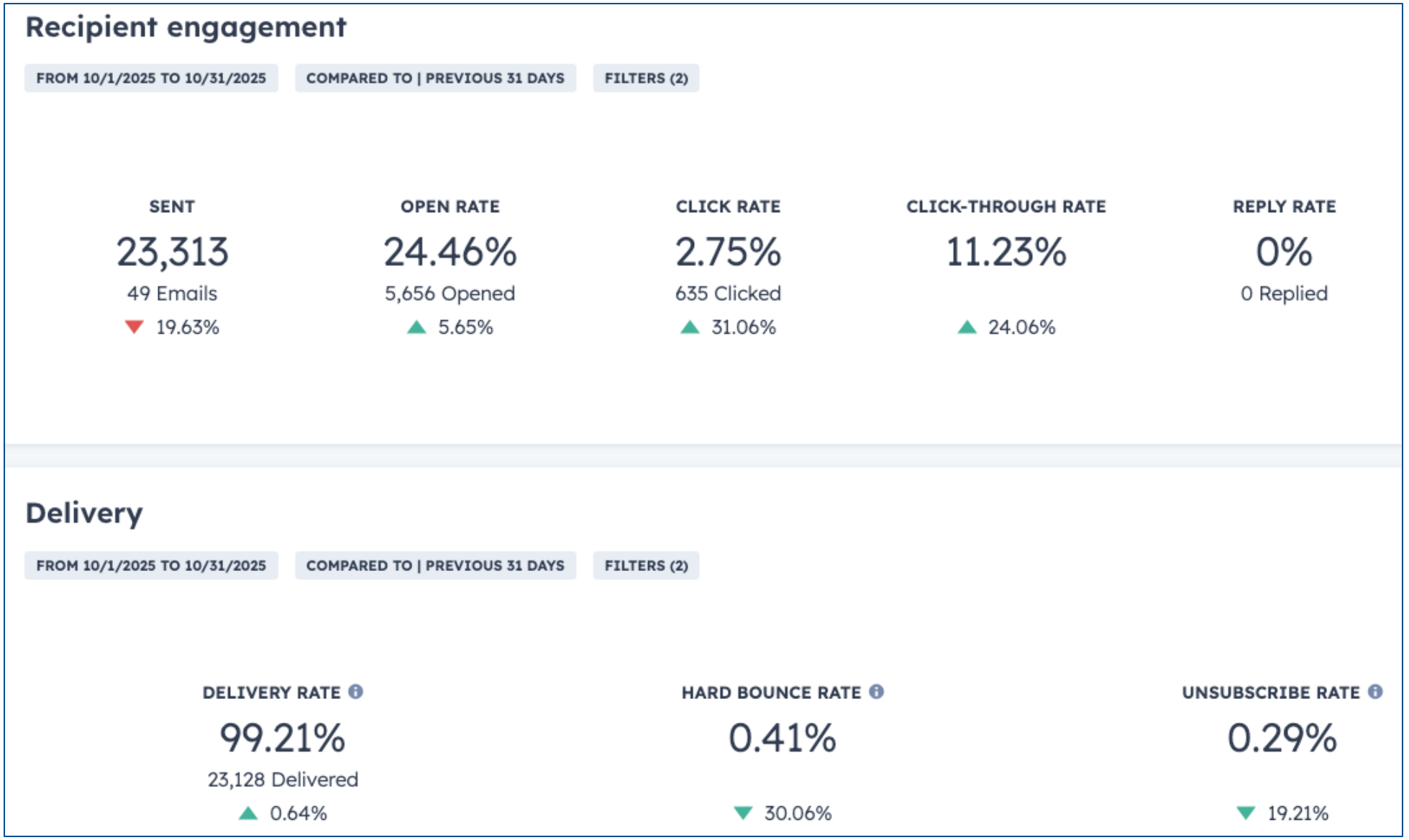
Digital Reporting: Email HubSpot



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Digital Reporting: Email HubSpot

Health Trends: Concern?

MONTH	HEALTH SCORE	OPENS	CLICK-THROUGHS	HARD BOUNCES	UNSUBSCRIBES	EMAILS SENT
Oct 08-Nov 07	6	15.2%	7.3%	0.25%	0.19%	87.9K
Oct '25	6	15.6%	7.1%	0.24%	0.25%	101.5K
Sep '25	4	17.6%	7.3%	1.58%	0.36%	101.3K
Aug '25	7	23%	6.2%	0.3%	0.24%	34.2K
Jul '25	8	21.6%	9.9%	0.15%	0.13%	38.9K
Jun '25	7	23.2%	5.4%	0.35%	0.18%	45K

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Email High-Low Performers

High performing emails

These emails scored well in all deliverability metrics.

1. **EMEA_16102025_Retail Campaign#5_IT**
   Published 16 Oct. Sent to 470.
   8.13% clicks, 26.23% opens, 0% hard bounces, 0.21% unsubscribes.

2. **EMEA_30102025_TH_Enhancement #2_RC_DE**
   Published 30 Oct. Sent to 531.
   10.32% clicks, 23.82% opens, 0.19% hard bounces, 0% unsubscribes.

3. **LATAM_11/03/25_Technical Webinar#5: TSC Console Web_ES**
   Published 03 Nov. Sent to 3.5K.
   15.71% clicks, 20.84% opens, 0.14% hard bounces, 0.09% unsubscribes.

4. **EMEA_09102025_New Pricelist_Supplies**
   Published 09 Oct. Sent to 688.
   31.58% clicks, 24.93% opens, 0.15% hard bounces, 0.29% unsubscribes.

Low performing emails

These emails scored poorly in at least one deliverability metric.

1. **20250820-APAC-EM-Retail-Campaign-D&B #10**
   AUTOMATED
   Published 13 Oct. Sent to 4K in this 32 day period.
   4.61% opens, 1.09% clicks.

2. **20250820-APAC-EM-Retail-Campaign-D&B #12**
   AUTOMATED
   Published 14 Oct. Sent to 4K in this 32 day period.
   4.94% opens, 0% clicks.

3. **20250820-APAC-EM-Retail-Campaign-D&B #11**
   AUTOMATED
   Published 14 Oct. Sent to 4K in this 32 day period.
   4.39% opens, 1.16% clicks.

4. **TSCAA Academy 2025 Winter CTA**
   Published 21 Oct. Sent to 1.3K.
   4.31% hard bounces, 2.07% clicks.

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Content Marketing Reporting

KEY TAKEAWAYS

- Rollup Audience number 1% for our business unit
- Huge spike in sponsored impressions drives dip in reach, engagement aggregate numbers.
  - This is derived from change in targeting on paid campaigns
- Supply Chain paid posts showed strong engagement on organic
- LATAM social breaks into top 10 twice
- Email health big dip from 8 to 4 (1-10 scale) due to a few low performing emails (EMEA, DLS) that are not TSC Americas

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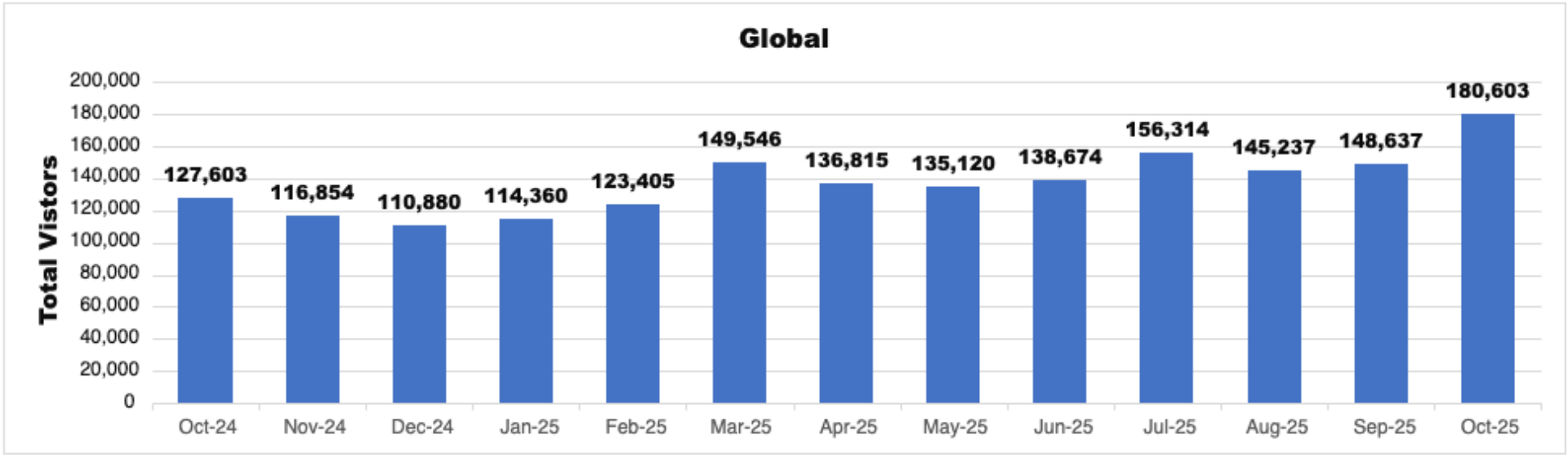
Website Visitor Traffic - Global

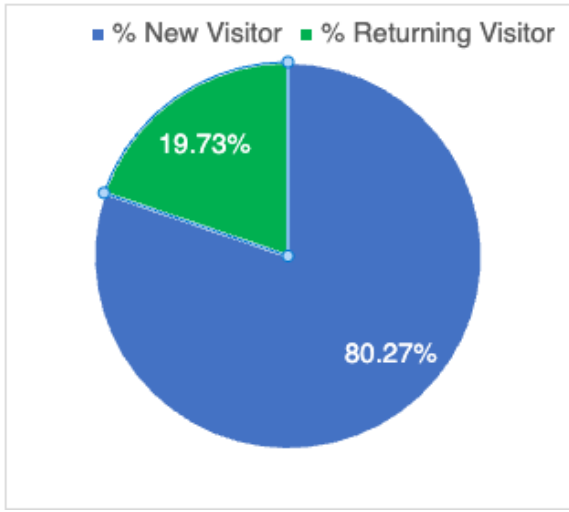


Audience name [Global] October 1 - October 31, 2025



Search... Rows per page: 10 1-1 of 1

	Audience name	Total users	New users	Returning users	Sessions	Sessions per user	Views	Views per session	Average session duration	Event count file_download	Bounce rate
		182,691 100% of total	162,691 100% of total	39,979 100% of total	225,238 100% of total	1.41 Avg 0%	573,211 100% of total	2.25 Avg 0%	4m 28s Avg +<0.01%	1,123 0.07% of total	44.14% Avg 0%
1	All Users	182,691	162,691	39,979	225,238	1.41	573,211	2.25	4m 28s	1,123	44.14%



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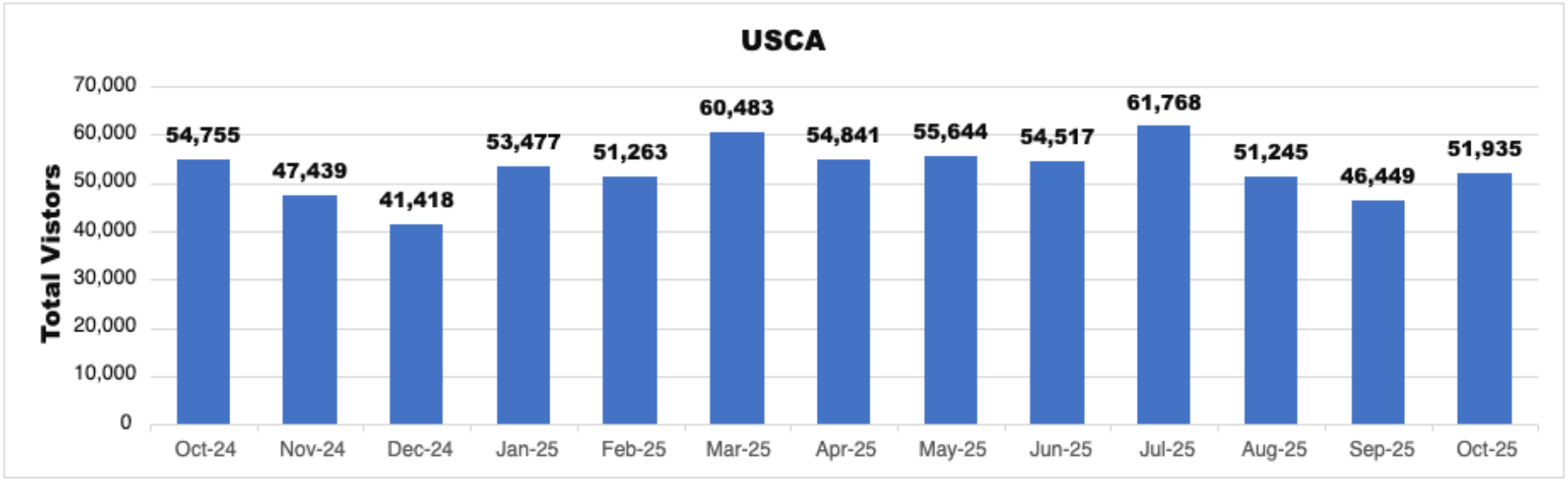
Website Visitor Traffic - USCA

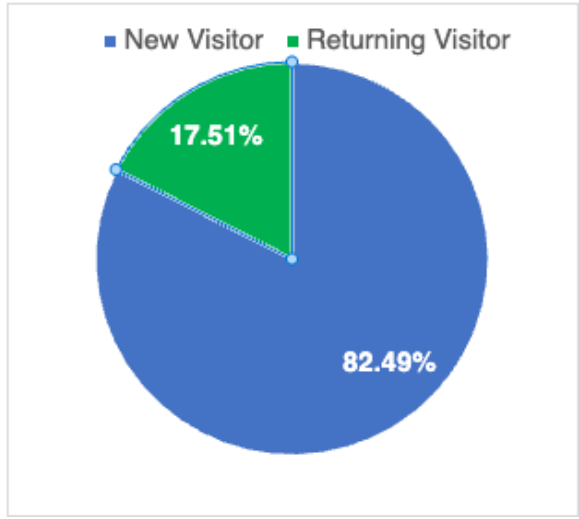


Audience name [USCA] October 1 - October 31, 2025



Search... Rows per page: 10 1-1 of 1

	Audience name	Total users	New users	Returning users	Sessions	Sessions per user	Views	Views per session	Average session duration	Event count file_download	Bounce rate
		52,612	48,208	10,230	67,159	1.29	117,512	1.75	3m 33s	186	41.62%
		100% of total	100% of total	100% of total	100% of total	Avg 0%	100% of total	Avg 0%	Avg +<0.01%	0.02% of total	Avg 0%
1	All Users	52,612	48,208	10,230	67,159	1.29	117,512	1.75	3m 33s	186	41.62%



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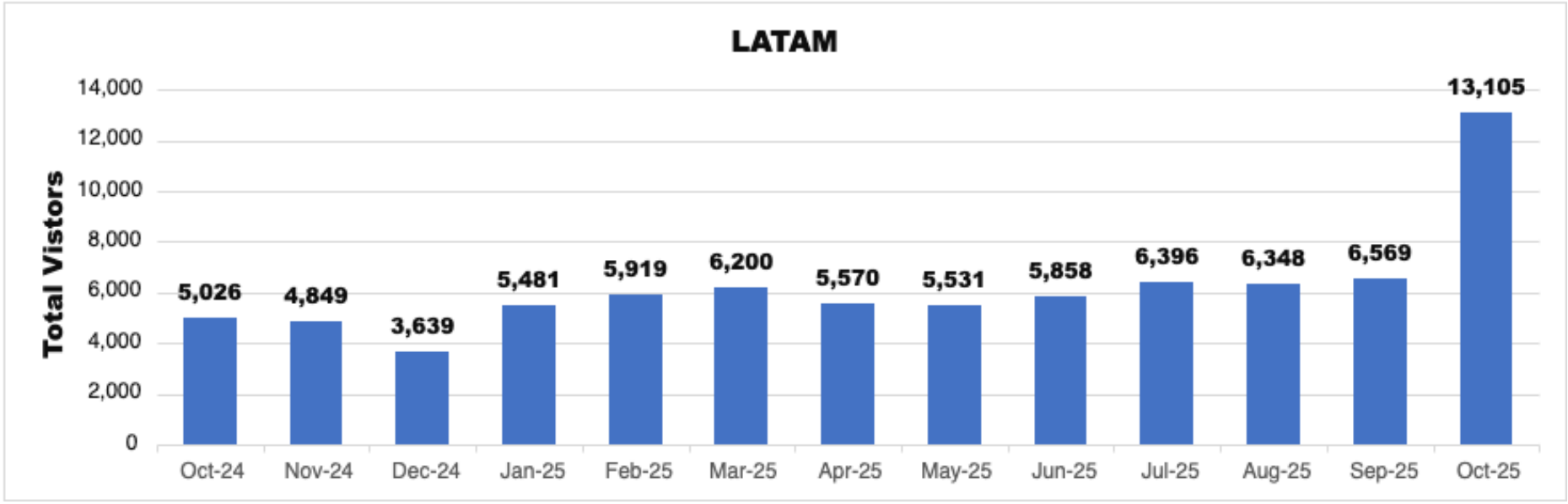
Website Visitor Traffic - LATAM



Audience name [LATAM]

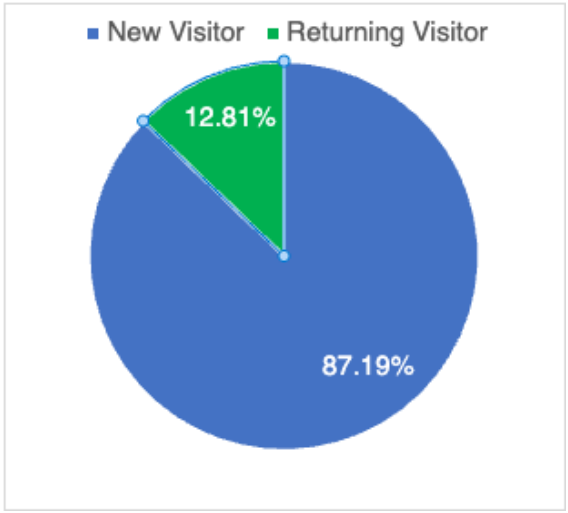
October 1 - October 31, 2025



Search...

Rows per page: 10 1-1 of 1

	Audience name	Total users	New users	Returning users	Sessions	Sessions per user	Views	Views per session	Average session duration	Event count file_download	Bounce rate
		13,192 100% of total	12,532 100% of total	1,841 100% of total	16,394 100% of total	1.25 Avg 0%	26,741 100% of total	1.63 Avg 0%	2m 52s Avg 0%	29 0.04% of total	61.71% Avg 0%
1	All Users	13,192	12,532	1,841	16,394	1.25	26,741	1.63	2m 52s	29	61.71%



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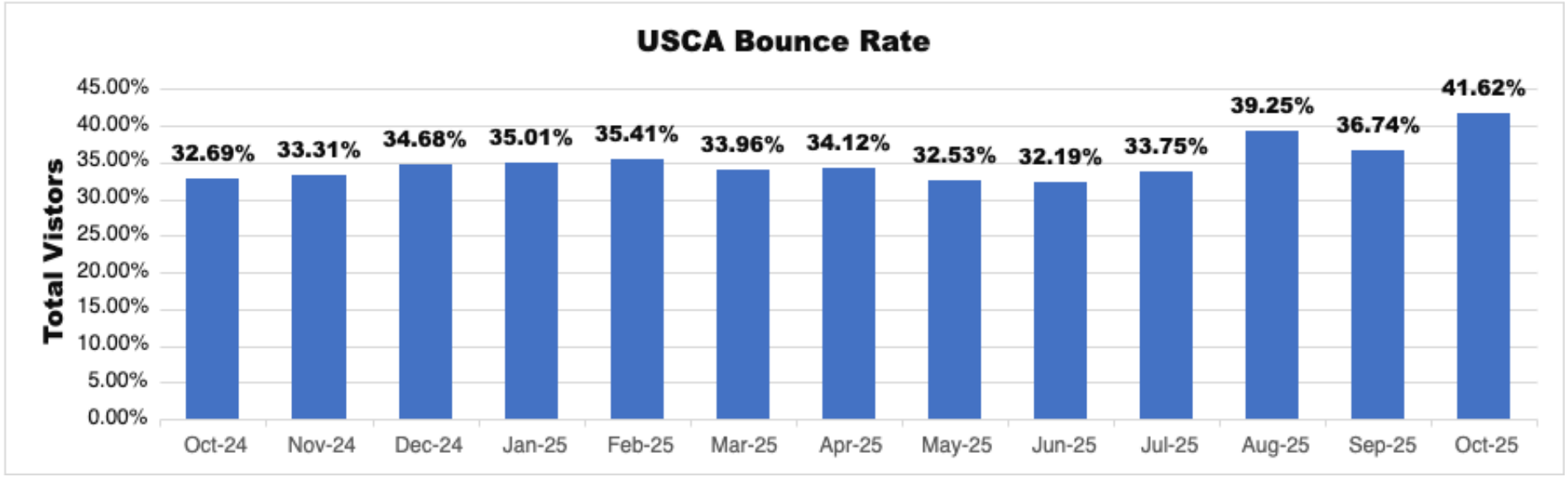
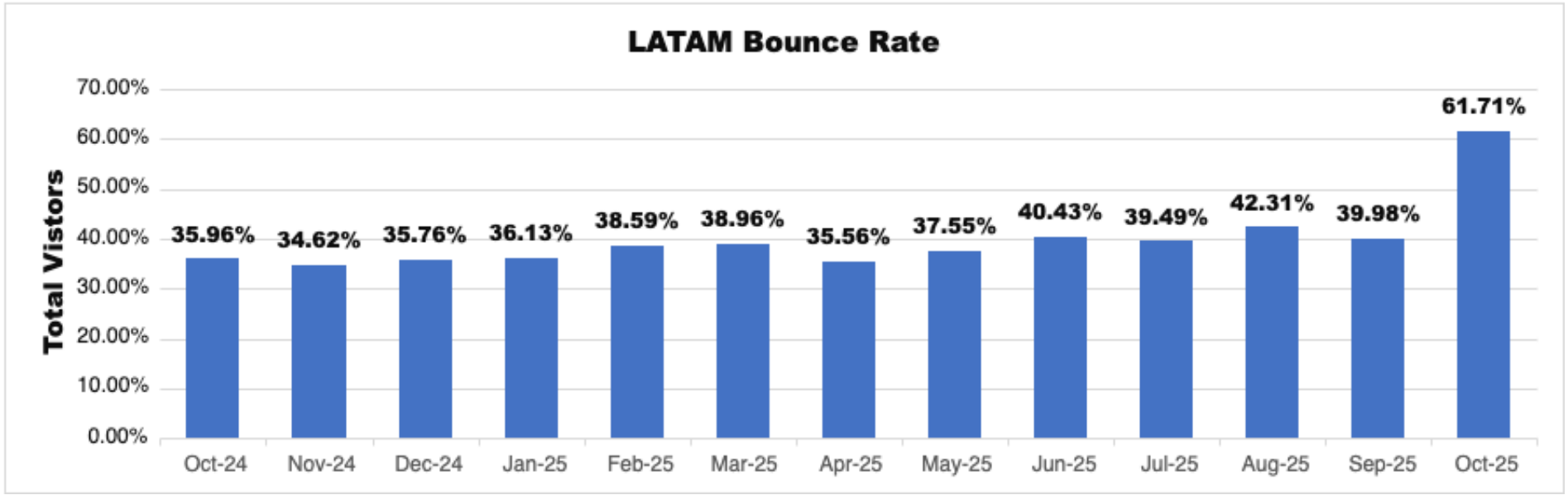
Website Bounce Rate by Region





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Website Top Most Viewed Pages by Region

- USCA

TITLE		% TOTAL	AVG. TIME	
/en/downloads	35.8%	↓2.5%	29s	↑2.0%
/es/descargas	7.6%	↑8.9%	29s	↓3.5%
/en	4.7%	↓7.6%	14s	↓4.9%
/en/product-selector	4.6%	↓0.6%	25s	↑3.0%
/en/products/te-series-4-inch-performance-desktop-...	3.6%	↓3.1%	27s	↓5.3%
/en/form/send-download-link	3.6%	↑4.6%	18s	↑1.0%
/en/products/ttp-series-4-inch-performance-desktop...	2.0%	↓4.1%	28s	↓1.7%
/en/products	1.6%	↓19.9%	14s	↓9.7%
/en/products/desktop	1.8%	↑12.0%	21s	↑10.6%

- LATAM

TITLE		% TOTAL	AVG. TIME	
/es/descargas	22.4%	↑9.4%	38s	↓0.6%
/pt/downloads	15.3%	↑5.9%	39s	↓1.1%
/en/downloads	5.7%	↓1.1%	37s	↓12.0%
/es/products/serie-te-de-4-pulgadas-impresora...	3.2%	↓26.9%	21s	↓31.5%
/es/selector-de-productos	4.0%	↑30.1%	33s	↑27.6%
/es/form/send-download-link	3.1%	↓17.0%	25s	↓20.7%
/es	3.1%	↓4.9%	16s	↓4.0%
/es/productos	2.5%	↓21.8%	15s	↓26.8%
/es/products/serie-ttp-de-4-pulgadas-impresora...	1.4%	↓33.4%	25s	↓15.5%

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Web Inquires – Contact Us/Business Inquiry Form

English Version

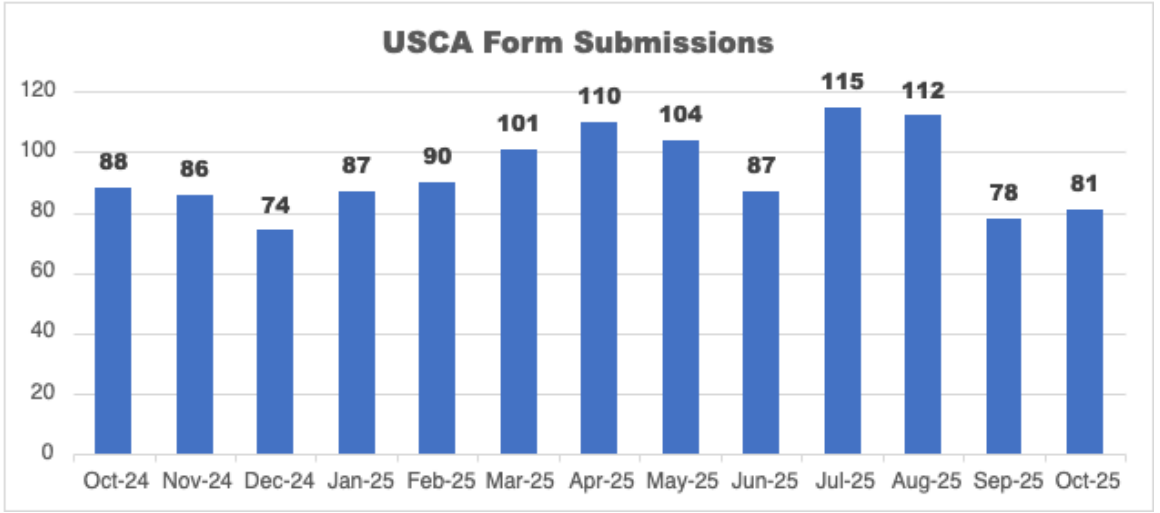
VIEWS	CONVERSION RATE	SUBMISSIONS
3,532	5.29%	187
▼ 12.81%	▲ 0.04%	▼ 12.21%

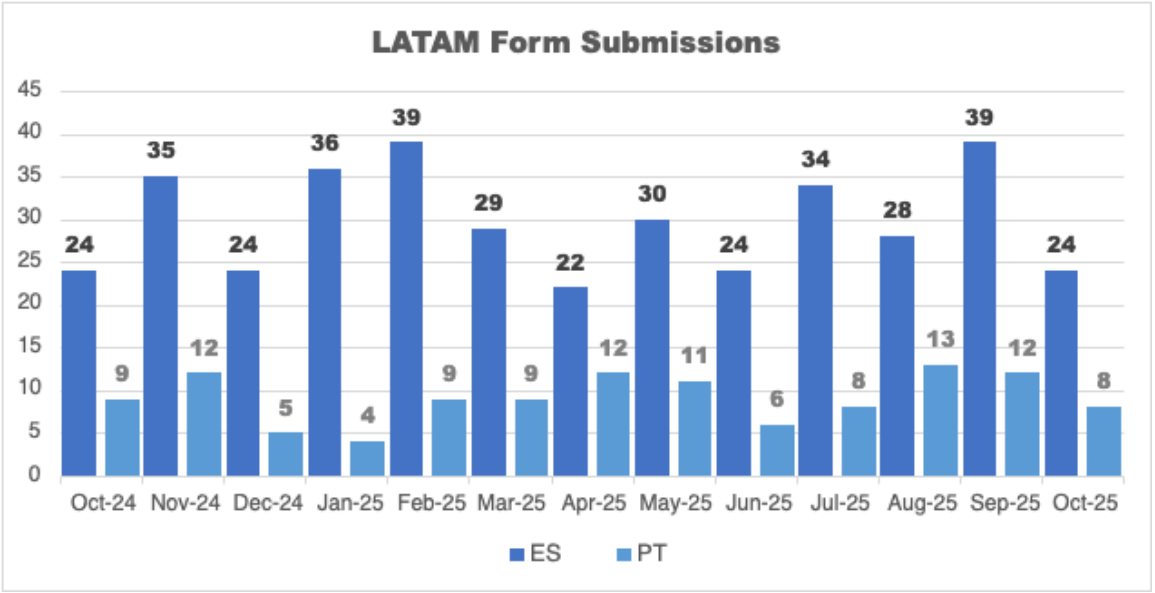
Spanish Version

VIEWS	CONVERSION RATE	SUBMISSIONS
281	8.54%	24
▼ 9.06%	▼ 4.08%	▼ 38.46%

Portuguese Version

VIEWS	CONVERSION RATE	SUBMISSIONS
77	10.39%	8
▼ 16.67%	▼ 7.79%	▼ 33.33%





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THANK YOU

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