



2025 Monthly Marketing Analytics

Americas | June | Justin Welnack & Jaclyn West

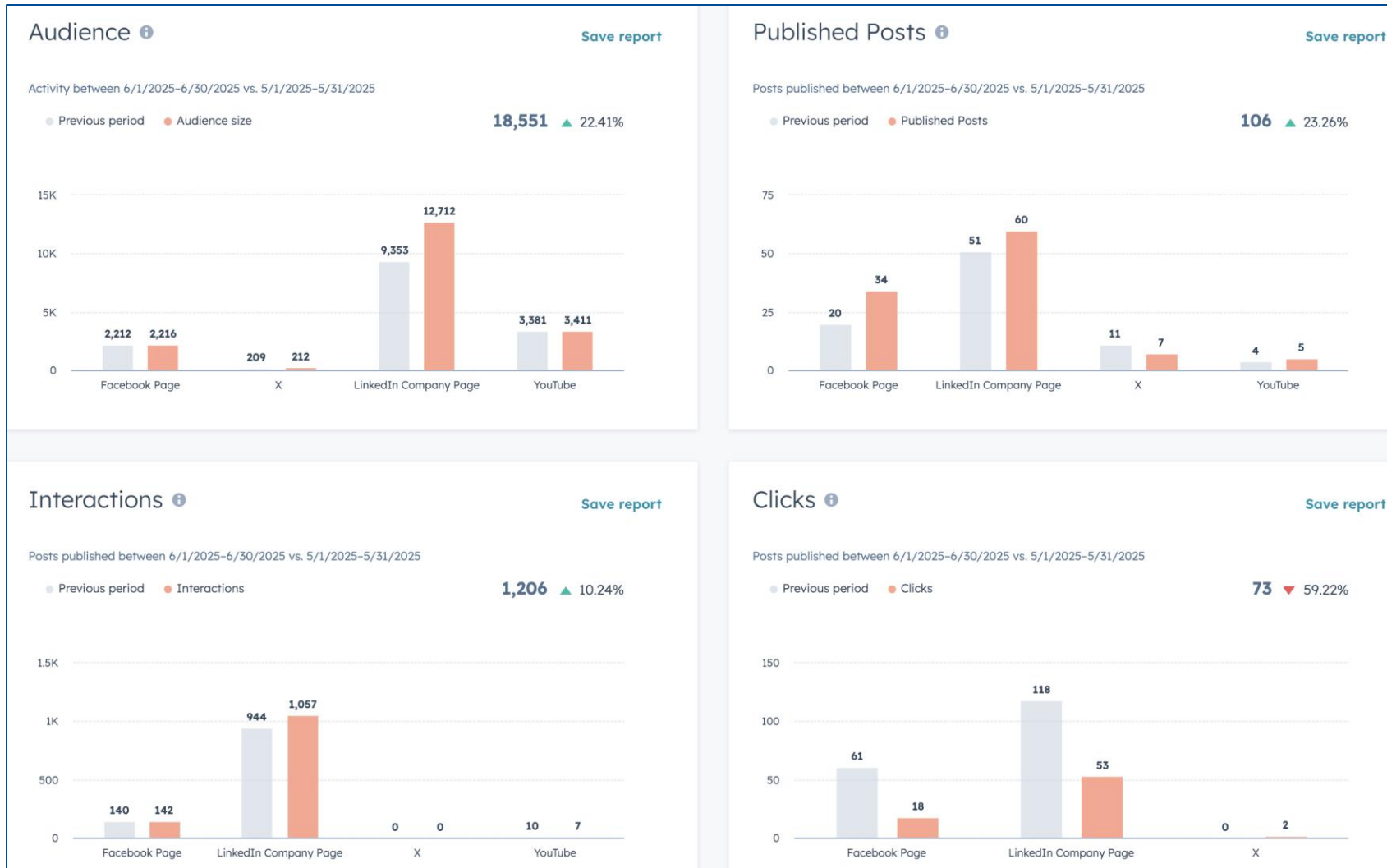
Digital Reporting: Social MoM LinkedIn, Facebook , X, YouTube

Audience = Up 22%

Published = Up 23%

Interactions = Up 10%

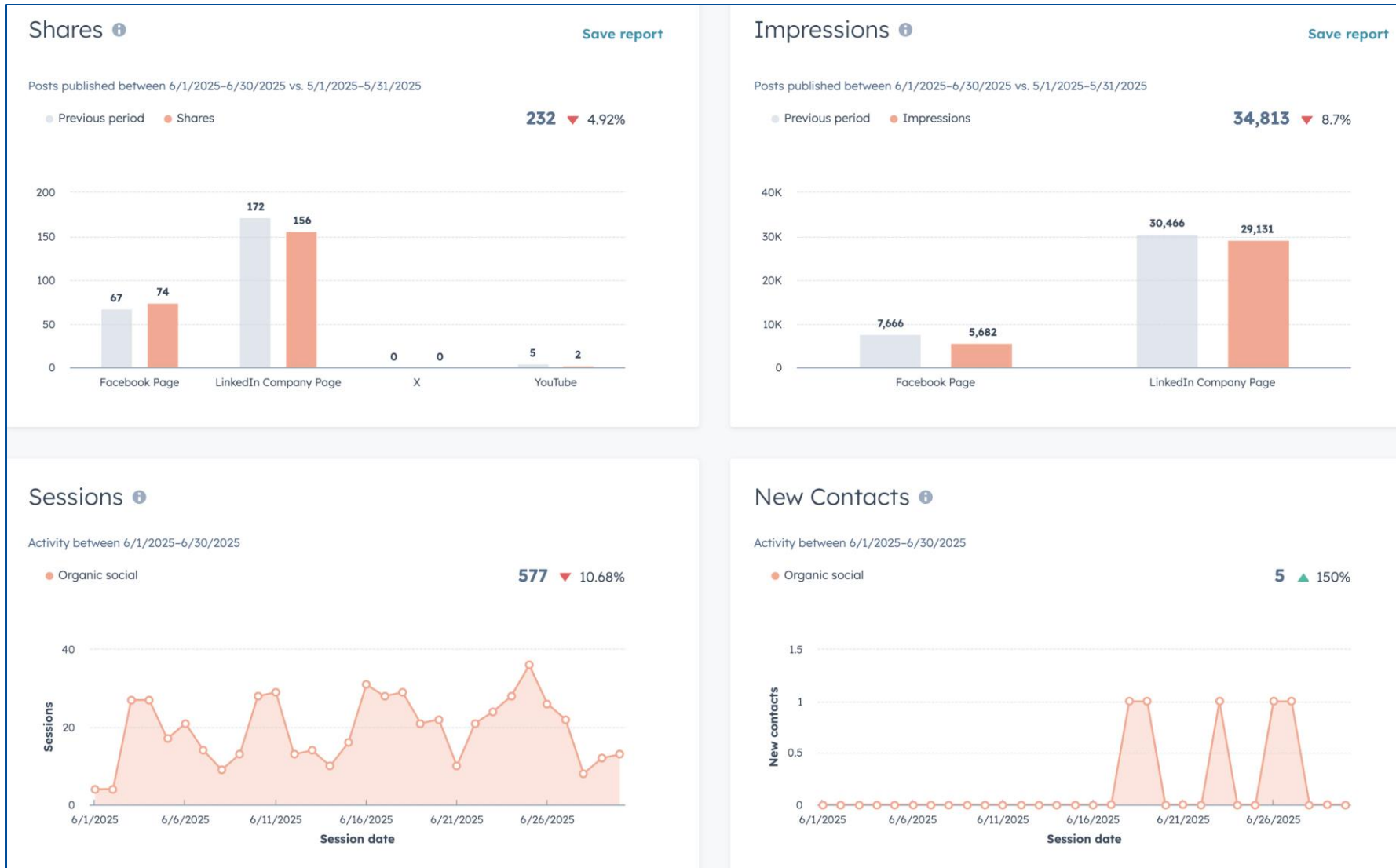
Clicks = Down 59%



■ Sample: MoM June 2025

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

Shares =  5% Impressions =  9% (this number is wonky) Sessions =  0%



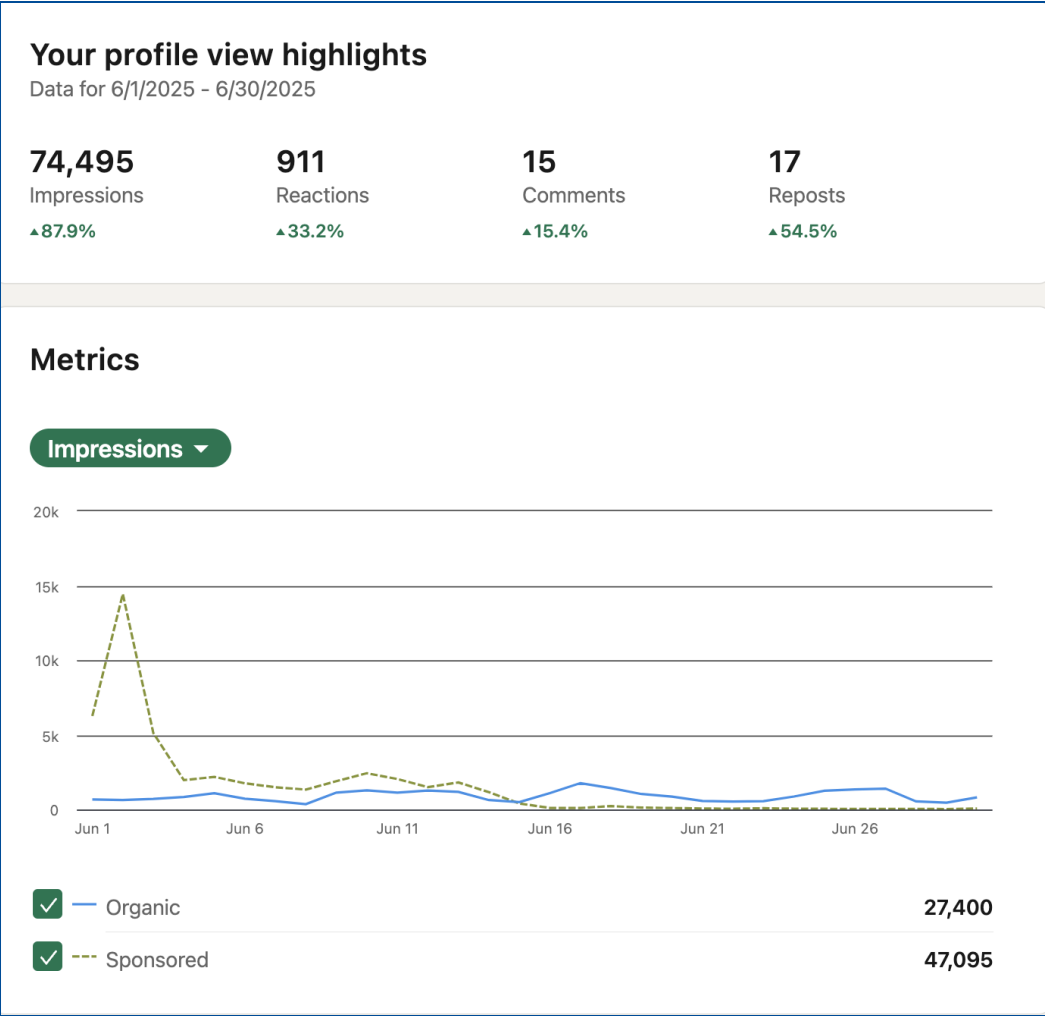
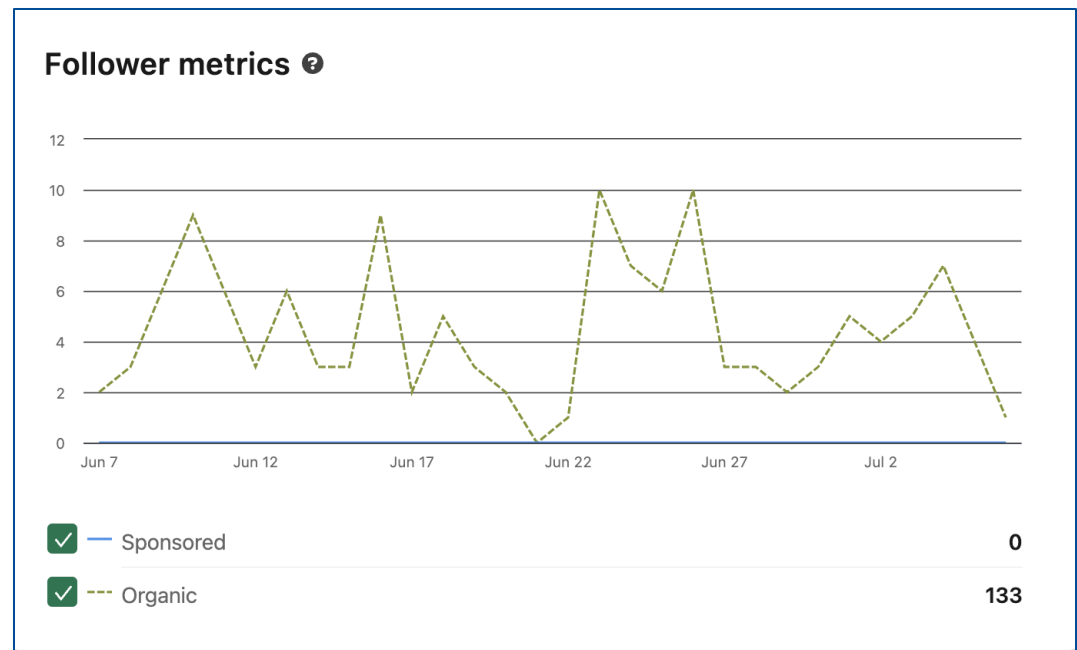
■ Sample: MoM June 2025

Digital Reporting: Social LinkedIn Followers

New Followers: 133 Total Followers: 9,492

Organic Impressions = 27,822 (up 45%)

Sponsored Impressions = 47,095



Sample: MoM June 2025

Social Top Posts

LinkedIn, Facebook , X, YouTube

Americas Dominate, Sweep Interactions

Most Interactions = Americas #1, 2, 3, 4, 5, 6, 7, 8, 9, 10

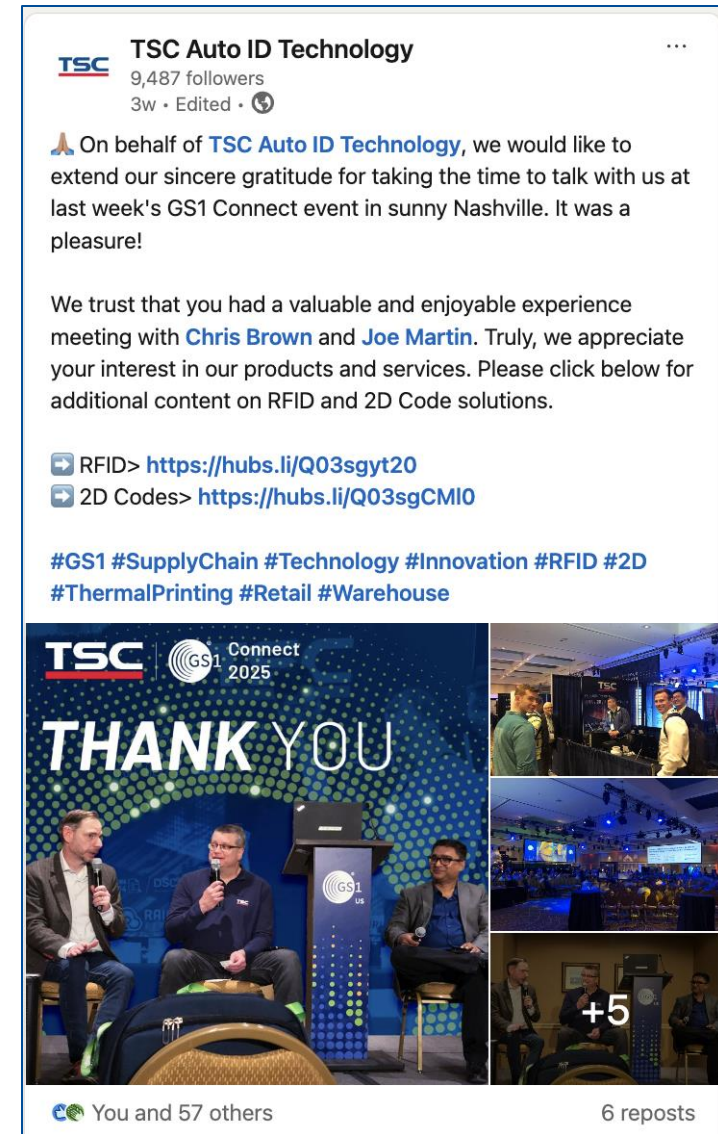
Most Impressions = Americas #1, 2, 3, 4, 5, 6, 7, 9, 10

Most Shares = Americas #1, 2, 6, 7, 8

Most Clicks = Americas #1, 3, 5, 7, 8, 10

Most Engaged Topics:

National Barcode Day, Bluebird Launch, GS1, Logistics Love Story, TSC Academy, Supply Chain



Social Top Posts

Unique Custom Content

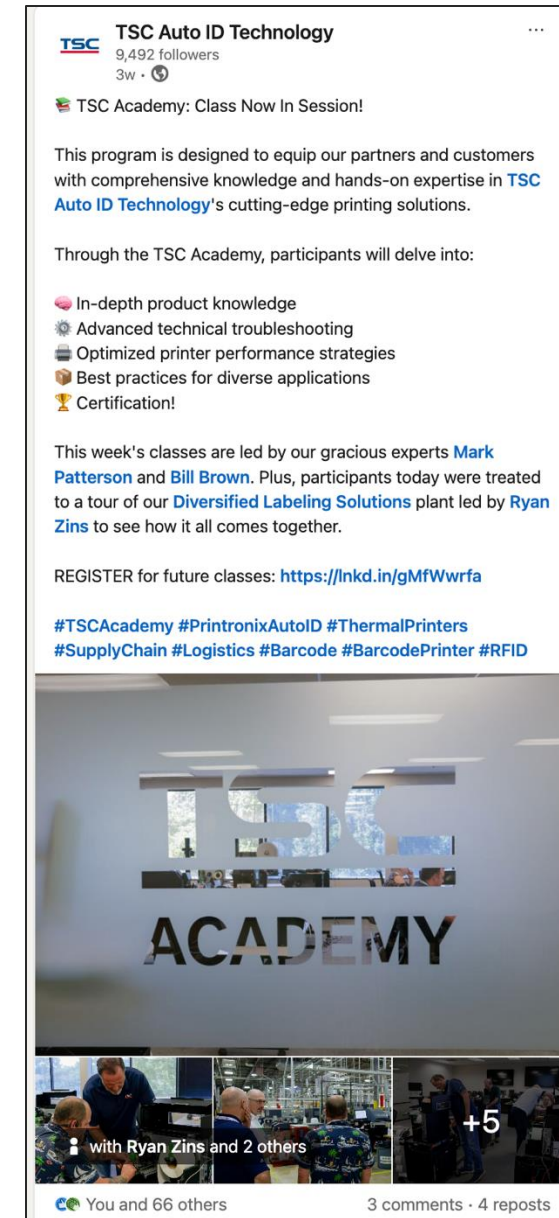
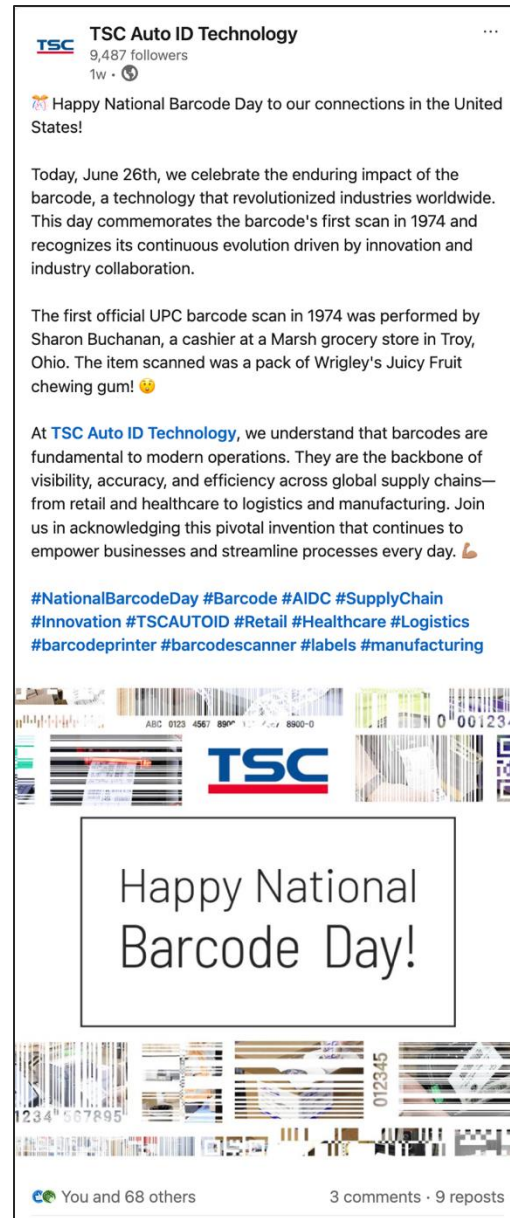
Barcode Day

- #1 Interactions
 - 72 interactions
- #2 Impressions
 - 1,424 impressions
- #2 Shares

TSC Academy

- #2 Interactions
 - 66 Shares
- #2 Impressions

- Sample: MoM June 2025



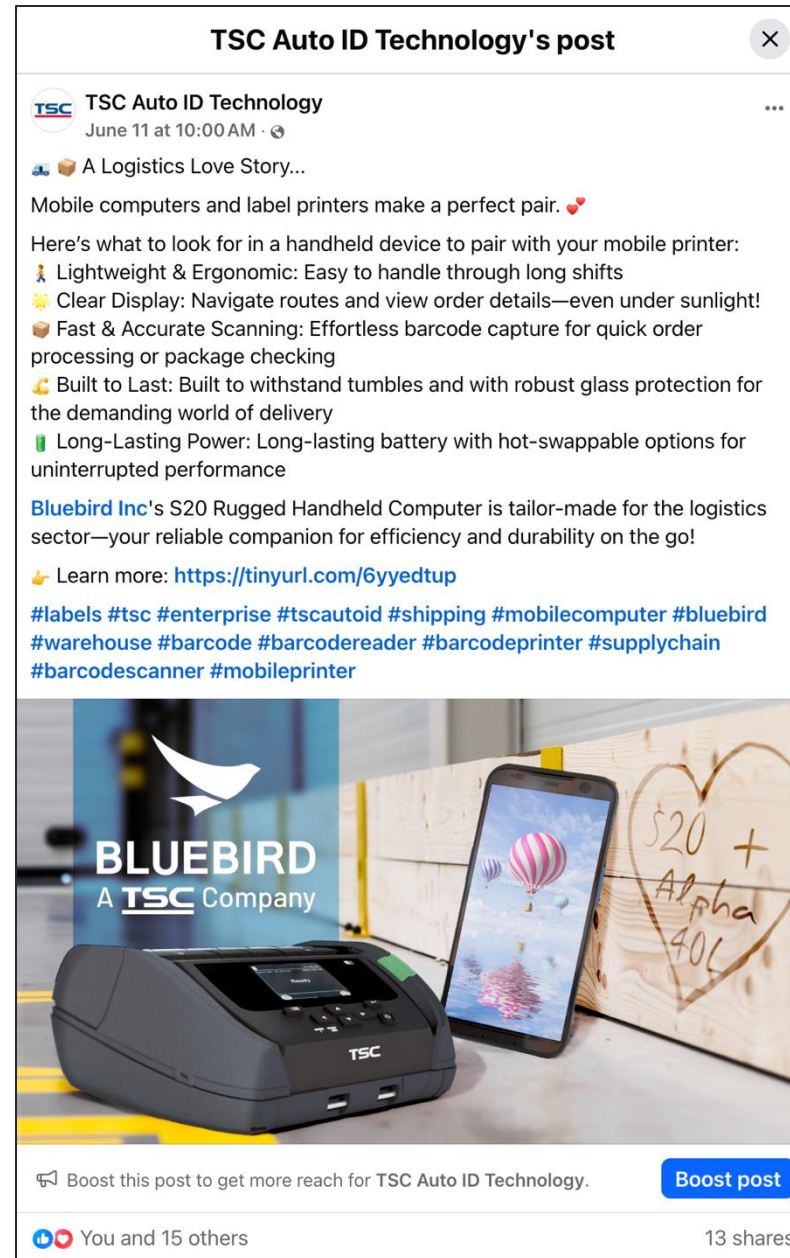
Social Top Posts

Unique Custom Content

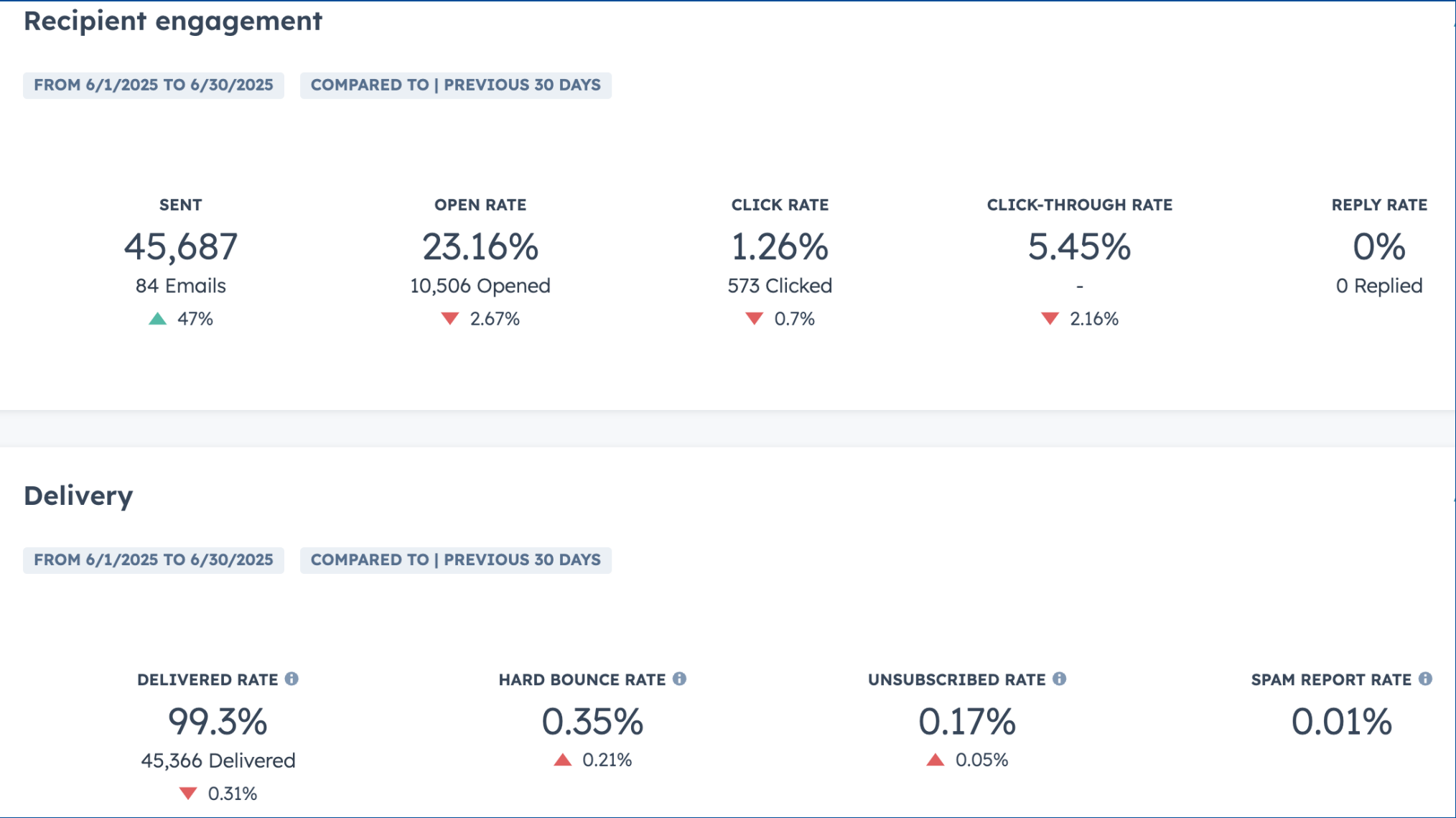
Logistics Love Story (S20)

- #1 Shares
 - 12 Shares
- #5 Impressions
 - 1,317 impressions
- #5 Interactions
 - 41 Interactions

■ Sample: MoM June 2025



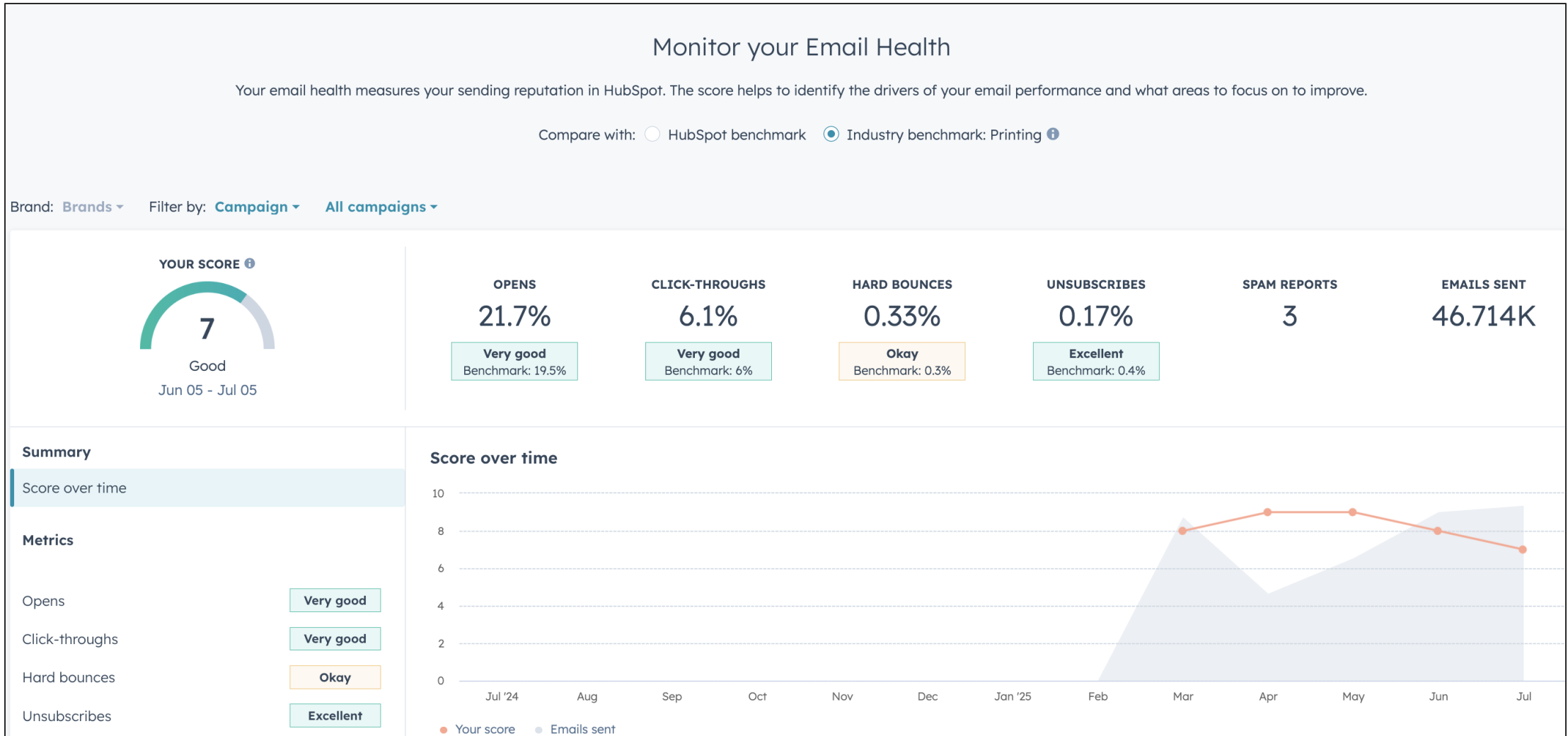
Digital Reporting: Email HubSpot



■ Sample: MoM June 2025

Digital Reporting: Email HubSpot

Health Trends: Beating industry benchmarks



- Sample: June 2025

Email Top Performers

High and low performing emails Jun 08 - Jul 08

High performing emails

These emails scored well in all deliverability metrics.

1. **20250224-BB-EM-Bi_Weekly-RFR901 (India)**

Published 23 Jun. Sent to 338.
7.14% clicks, 29.17% opens, 0% hard bounces, 0% unsubscribes.

2. **EMEA_09062025_MB241/DH220 Pricelist Update_FCA EURO**

Published 09 Jun. Sent to 2K.
17.7% clicks, 24.95% opens, 0.05% hard bounces, 0% unsubscribes.

3. **TSCAA-Bluebird_Launch_Triple_Smart_Rewards_Points**

AUTOMATED
Published 01 Jul. Sent to 1K in this 30 day period.
7.44% clicks, 23.54% opens, 0% hard bounces, 0.19% unsubscribes.

4. **LATAM_Bluebird-Launch-S20 Email #3_ES**

Published 12 Jun. Sent to 1.3K.
7.89% clicks, 29.05% opens, 0.23% hard bounces, 0% unsubscribes.

Low performing emails

These emails scored poorly in at least one deliverability metric.

1. **TSCAA-RFID Newsletter Email 6-10-25**

AUTOMATED
Published 25 Jun. Sent to 4.4K in this 30 day period.
0.79% hard bounces, 9.63% opens.

2. **EMEA_30062025_MGN/Supplies Update**

Published 30 Jun. Sent to 492.
3.46% hard bounces, 0% clicks.

3. **EMEA_09062025_MB241/DH220 Pricelist Update_FCA USD**

Published 09 Jun. Sent to 373.
14.25% opens.

4. **EMEA_25062025_MB241 RFID_EN**

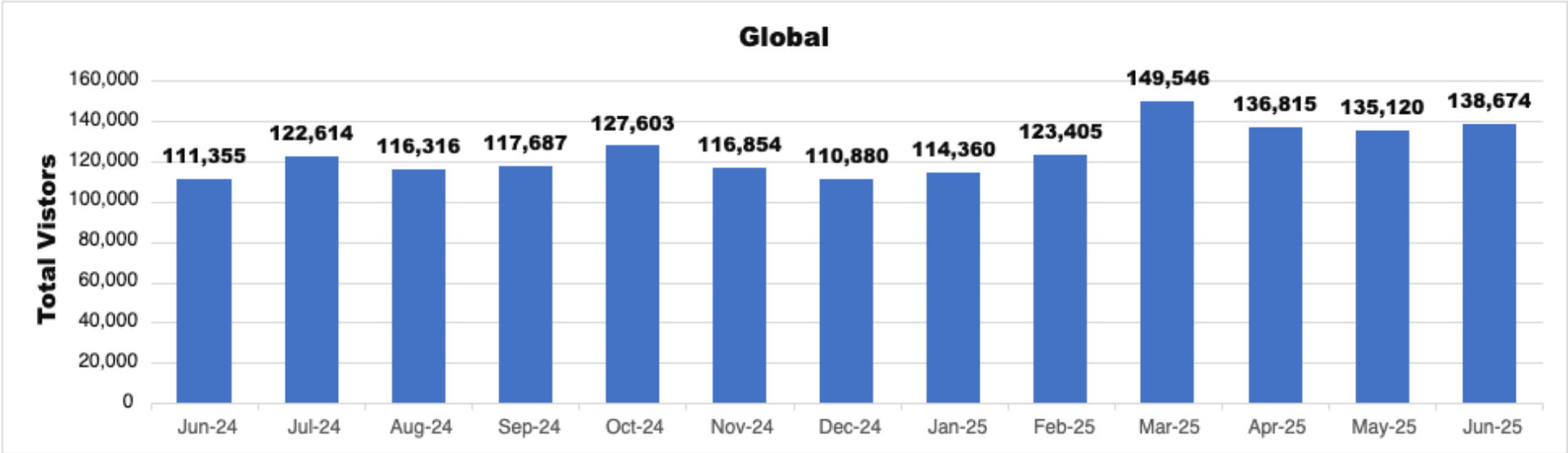
Published 25 Jun. Sent to 1.8K.
2.63% clicks.

Digital Reporting: Social & Email Hubspot

KEY TAKEAWAYS

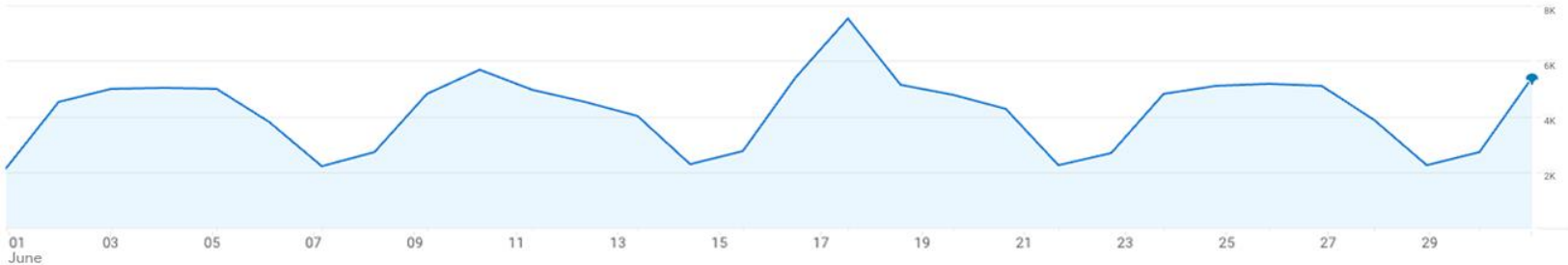
- Big gains, again, across multiple categories.
- Rollup Audience number up massive 23%.
- LI organic impressions up massive 45%.
- Paid ads bleeding over to organic growth.
- Americas sweep #1-10 for Most Interactions on Social.
- Nice work, team.

Website Visitor Traffic - Global



Audience name [Global]

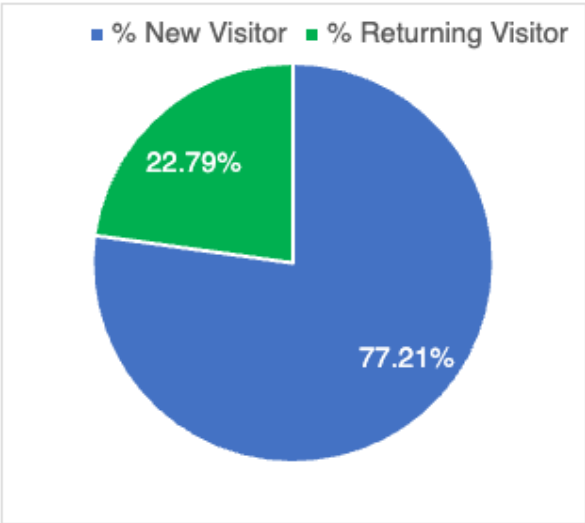
June 1 - June 30, 2025



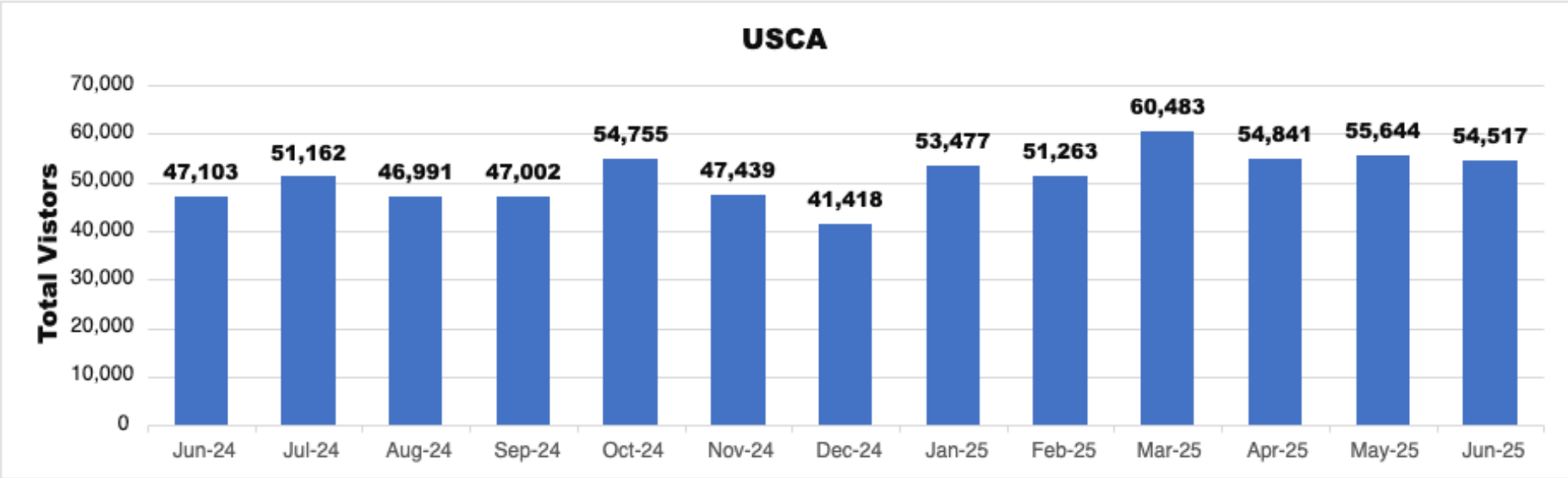
Search...

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
	140,715	126,058	37,217	210,772	1.52	549,462	2.61	5m 22s	1,197	35.01%
	100% of total	100% of total	100% of total	100% of total	Avg 0%	100% of total	Avg 0%	Avg <0.01%	0.08% of total	Avg 0%
1 All Users	140,715	126,058	37,217	210,772	1.52	549,462	2.61	5m 22s	1,197	35.01%



Website Visitor Traffic - USCA



Audience name [USCA]

June 1 - June 30, 2025

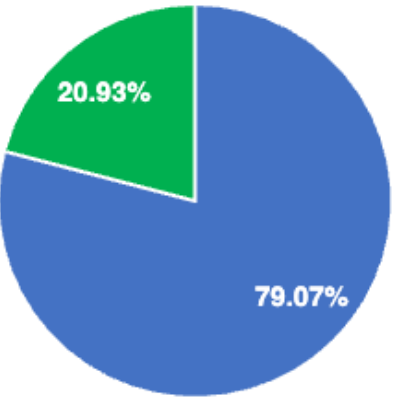


Search...

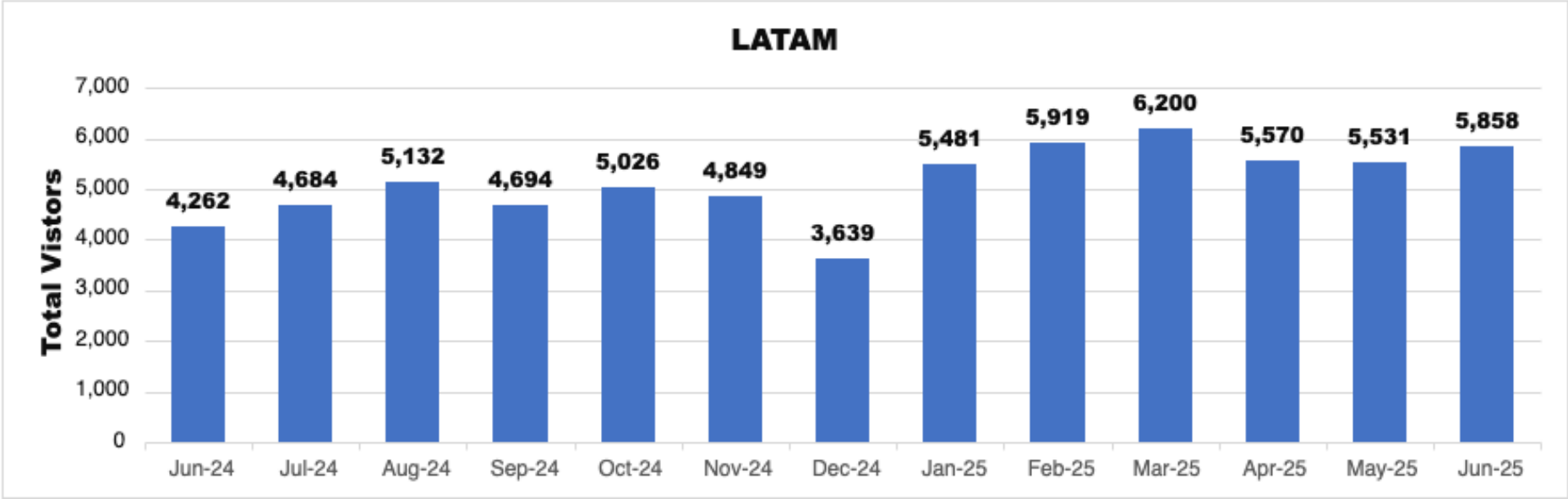
Rows per page: 10 1-1 of 1

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
	55,223	49,849	13,199	72,280	1.33	139,987	1.94	4m 41s	113	32.19%
	100% of total	100% of total	100% of total	100% of total	Avg 0%	100% of total	Avg 0%	Avg 0%	0.02% of total	Avg 0%
1 All Users	55,223	49,849	13,199	72,280	1.33	139,987	1.94	4m 41s	113	32.19%

■ New Visitor ■ Returning Visitor

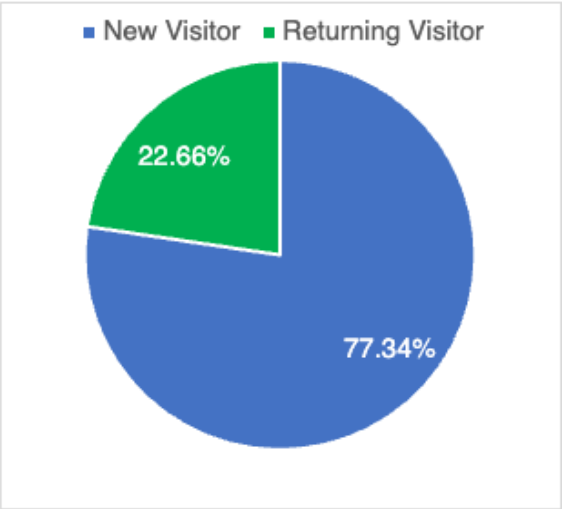
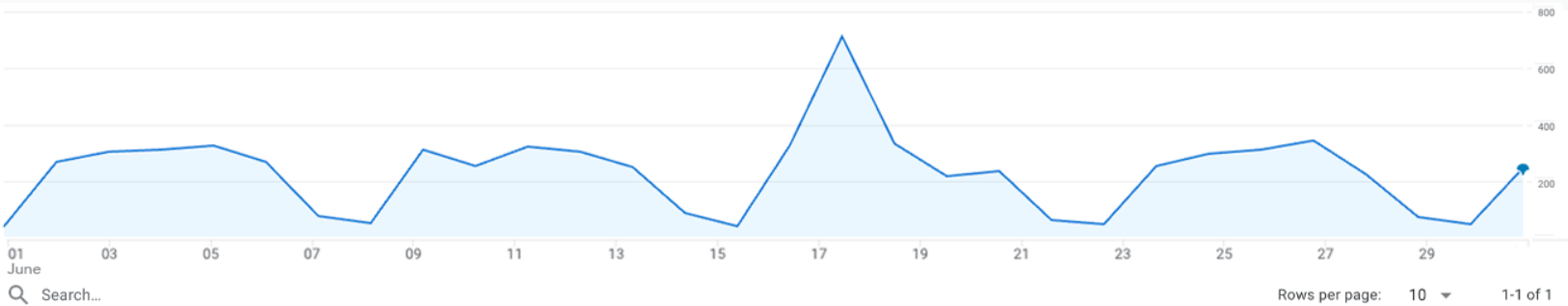


Website Visitor Traffic - LATAM



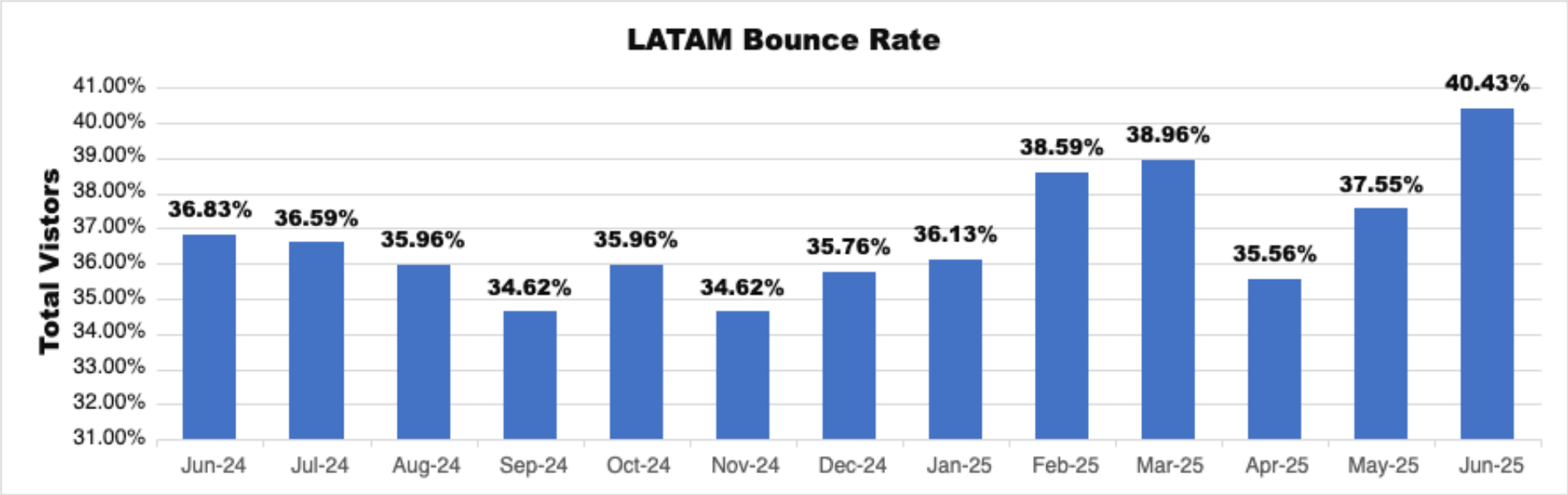
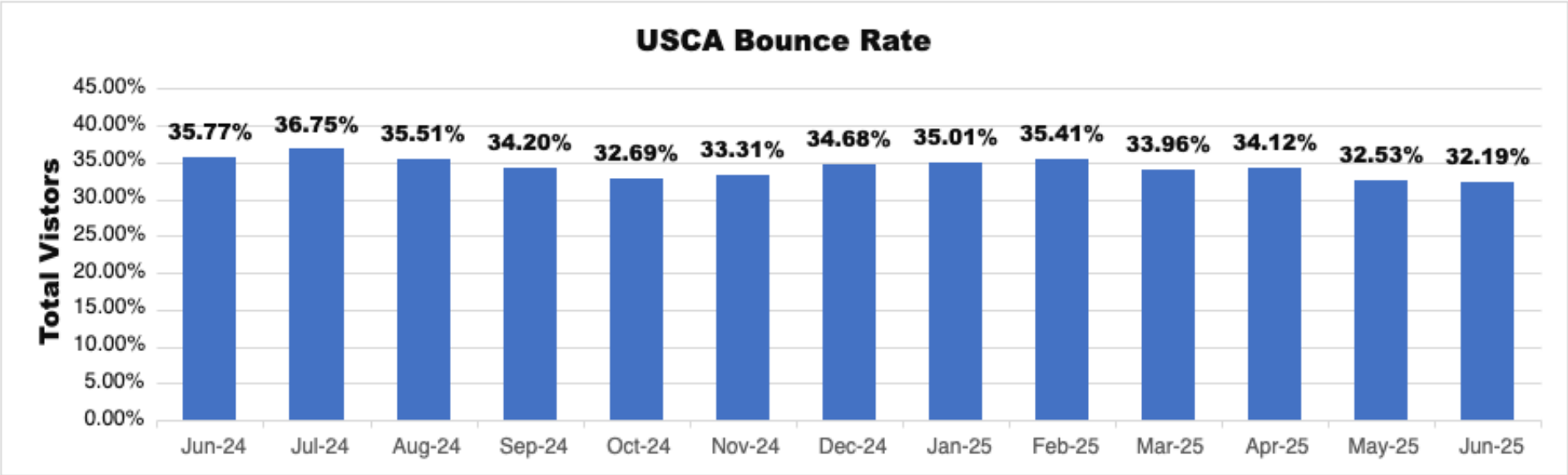
Audience name [LATAM]

June 1 - June 30, 2025



Audience name +	Total users	New users	Returning users	Sessions	Sessions per user	Views	Views per session	Average session duration	Event count	Bounce rate
	100% of total	100% of total	100% of total	100% of total	Avg 0%	100% of total	Avg 0%	Avg 0%	0.06% of total	Avg 0%
1 All Users	5,940	5,365	1,571	8,623	1.47	17,822	2.07	4m 38s	30	40.43%

Website Bounce Rate by Region



Website Top Most Viewed Pages by Region

■ USCA

TITLE		% TOTAL	AVG. TIME	
/en/downloads	47.0%	↑0.8%	27s	↓ 2.8%
/es/descargas	5.2%	↓ 2.4%	30s	↑ 2.0%
/en/product-selector	4.3%	↑5.0%	24s	↑ 2.0%
/en	3.8%	↓ 14.9%	15s	↓ 18.9%
/en/form/send-download-link	4.0%	↑5.6%	19s	↑ 11.5%
/en/products	4.6%	↑ 174.1%	40s	↑ 172.7%
/en/products/te-series-4-inch-performance-des...	2.7%	↑ 11.1%	27s	↑ 2.7%
/en/products/ttp-series-4-inch-performance-de...	1.9%	↓ 0.2%	25s	↓ 1.2%
/en/products/desktop	1.3%	↑ 1.7%	19s	↓ 1.6%

■ LATAM

TITLE		% TOTAL	AVG. TIME	
/es/descargas	19.1%	↓ 0.2%	42s	↓ 3.1%
/pt/downloads	13.2%	↓ 3.3%	37s	↑ 2.4%
/es/products/serie-te-de-4-pulgadas-impresora...	4.8%	↓ 16.6%	26s	↓ 14.9%
/en/downloads	5.3%	↑ 2.3%	41s	↑ 0.9%
/es/selector-de-productos	3.6%	↑ 8.5%	30s	↓ 3.4%
/es/form/send-download-link	3.5%	↑ 4.9%	34s	↑ 8.7%
/es	3.3%	↓ 0.8%	17s	↑ 0.8%
/es/productos	3.0%	↑ 15.3%	18s	↑ 11.6%
/es/portal-de-socios	0.6%	↓ 84.5%	22s	↓ 77.8%

Web Inquires – Contact Us/Business Inquiry Form

English Version

VIEWS	CONVERSION RATE	SUBMISSIONS
3,830	5.56%	213
▲ 3.32%	▲ 0.44%	▲ 12.11%

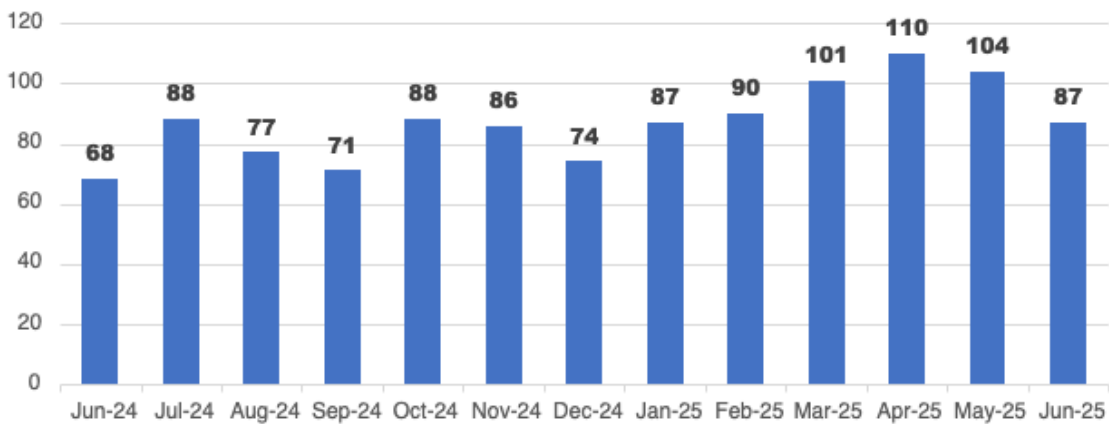
Spanish Version

VIEWS	CONVERSION RATE	SUBMISSIONS
241	9.96%	24
▼ 8.02%	▼ 1.49%	▼ 20%

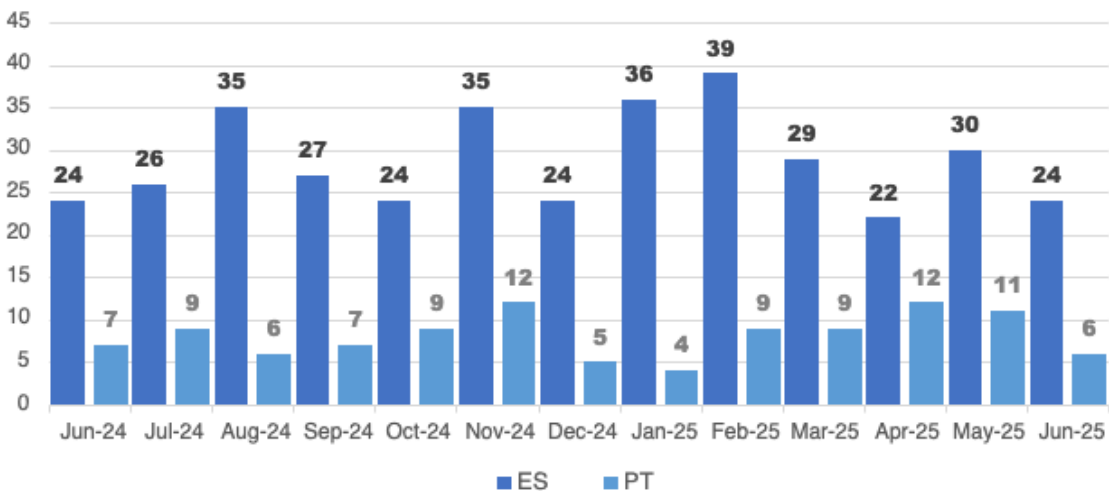
Portuguese Version

VIEWS	CONVERSION RATE	SUBMISSIONS
89	6.74%	6
▼ 1.11%	▼ 4.37%	▼ 40%

USCA Form Submissions



LATAM Form Submissions





THANK YOU

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