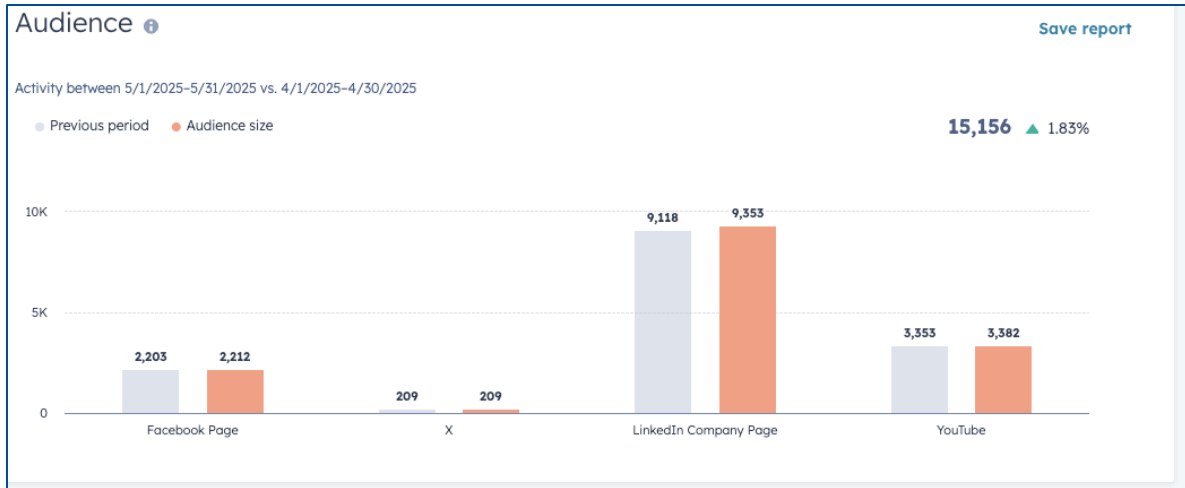


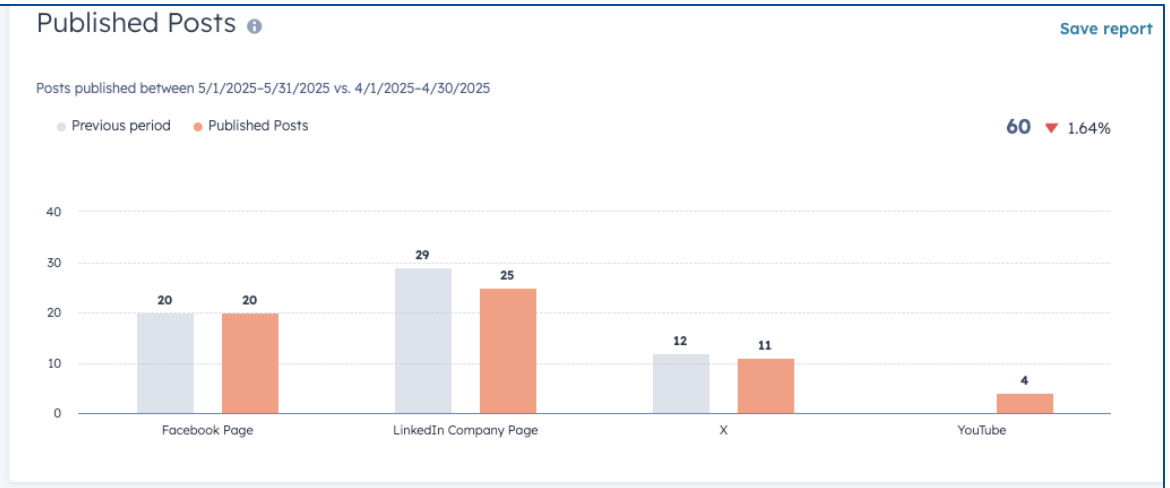
2025 Monthly Marketing Analytics

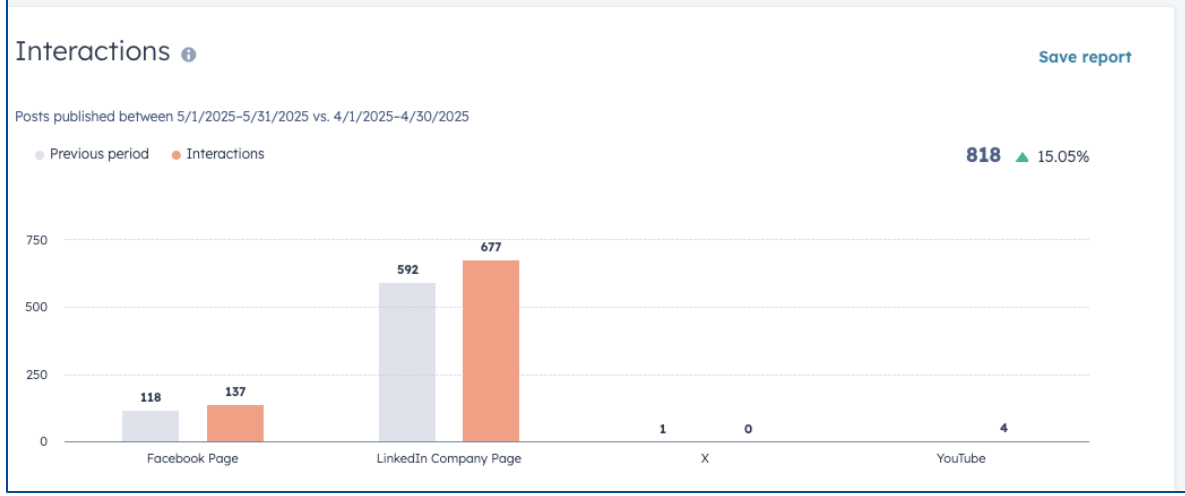
Americas | June | Justin Welnack

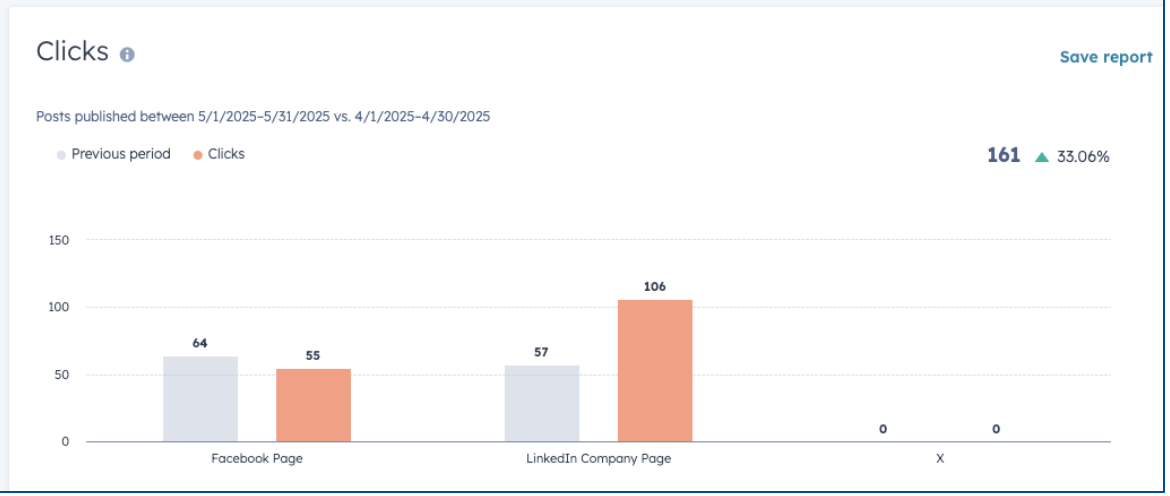
Digital Reporting: Social MoM LinkedIn, Facebook , X, YouTube

Audience = ↑1.83% Published =↓ 1.6% Interactions = ↑ 15% Clicks = ↑33%









- Sample: MoM June 2025 Vs April 2025

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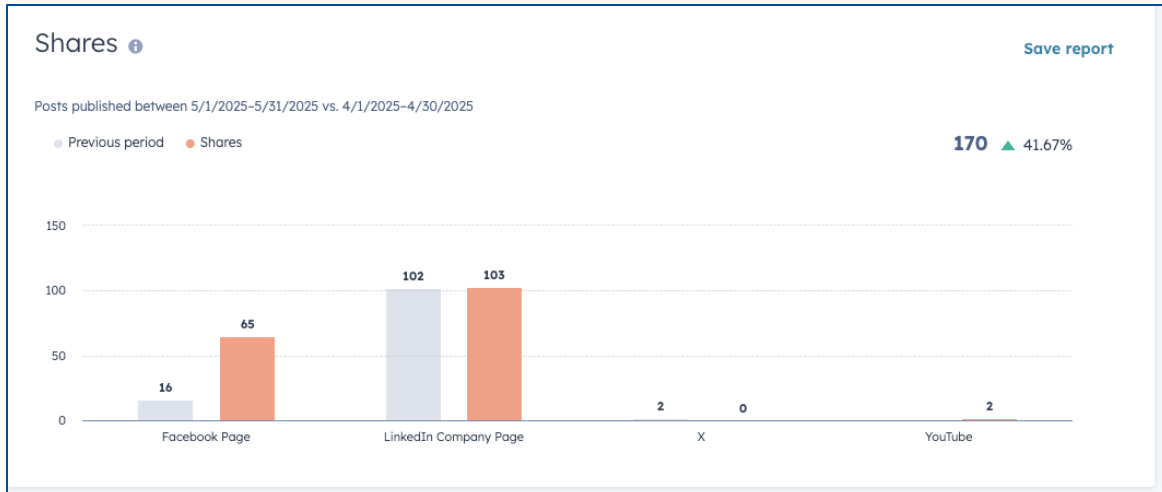
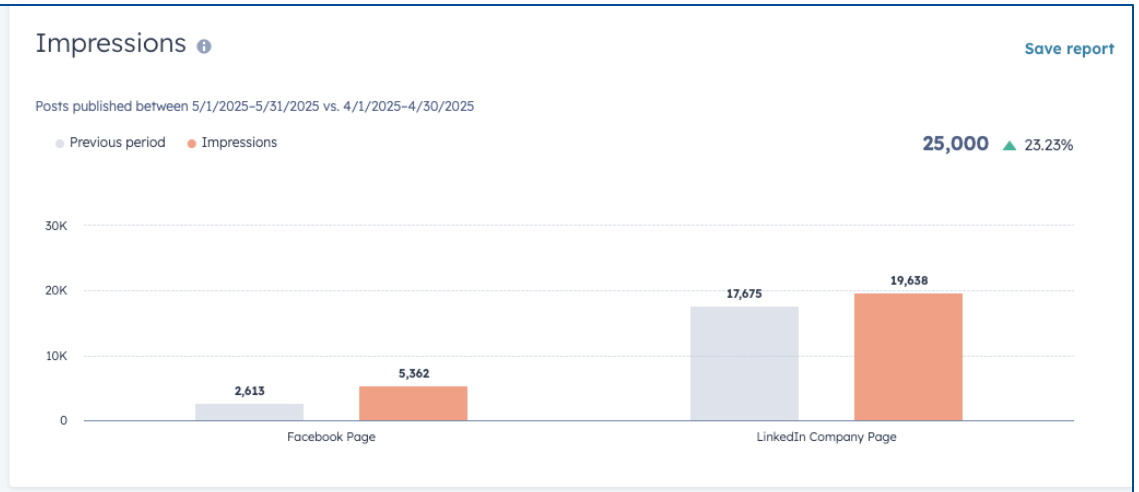
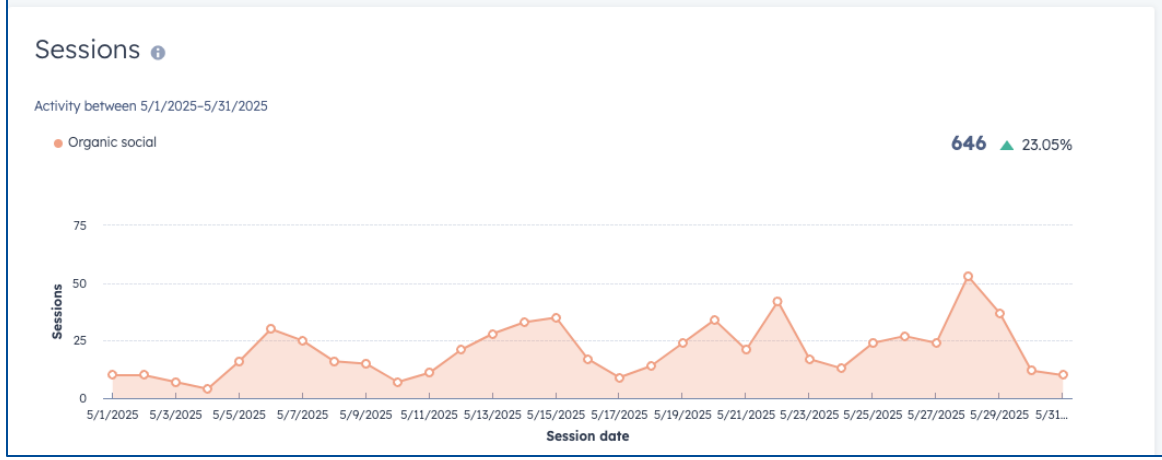
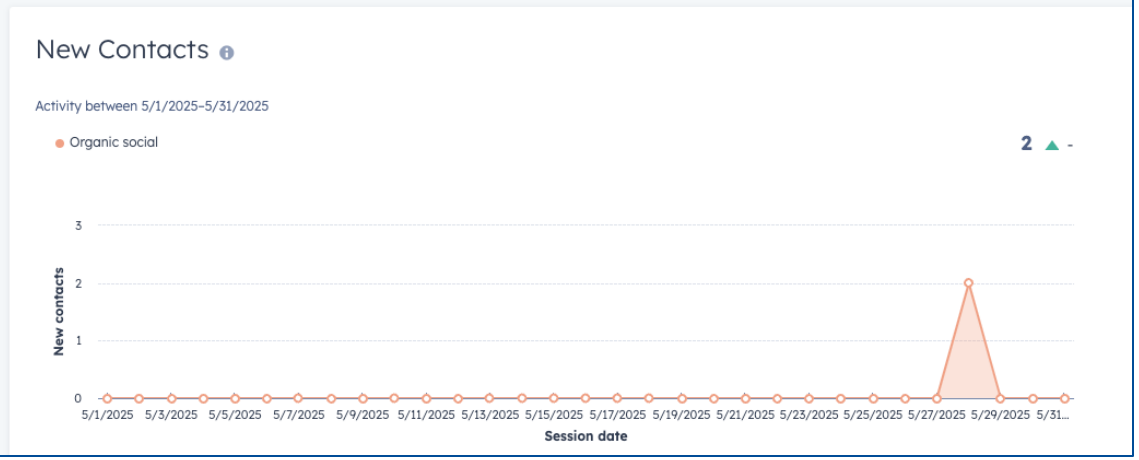
Digital Reporting: Social MoM LinkedIn, Facebook , X, YouTube

Shares = ↑41% Impressions = ↑23% Sessions = ↑23%









- Sample: MoM April 2025 Vs March 2025

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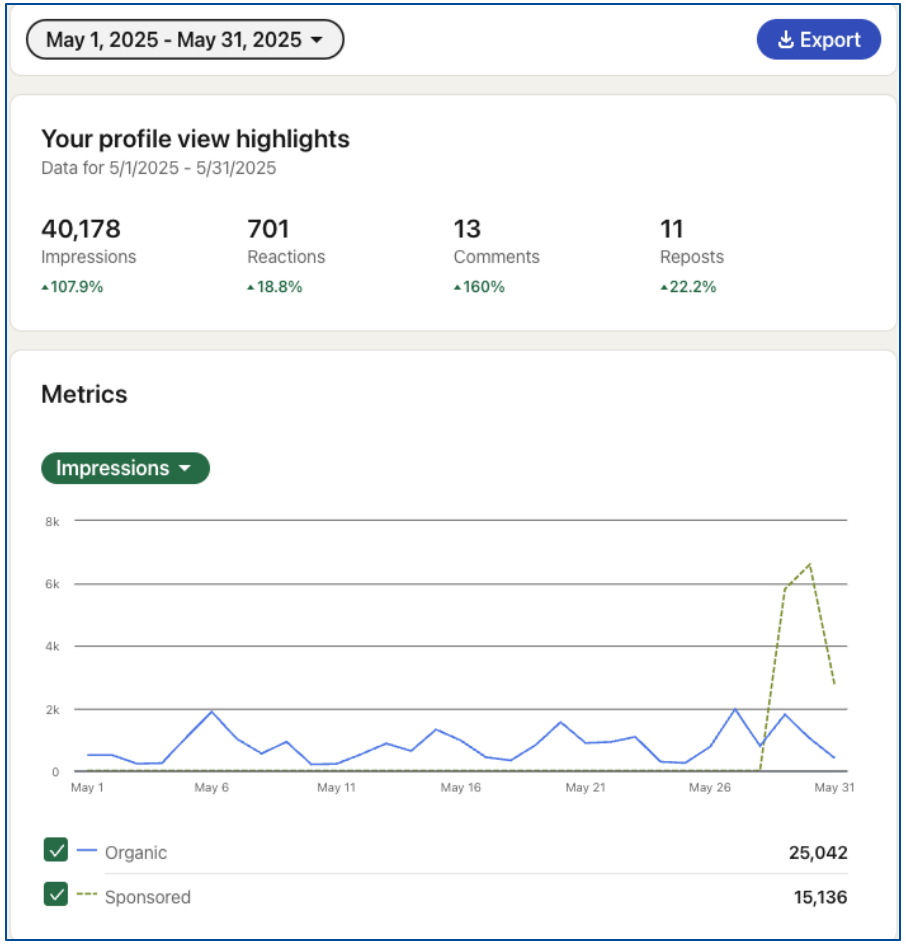
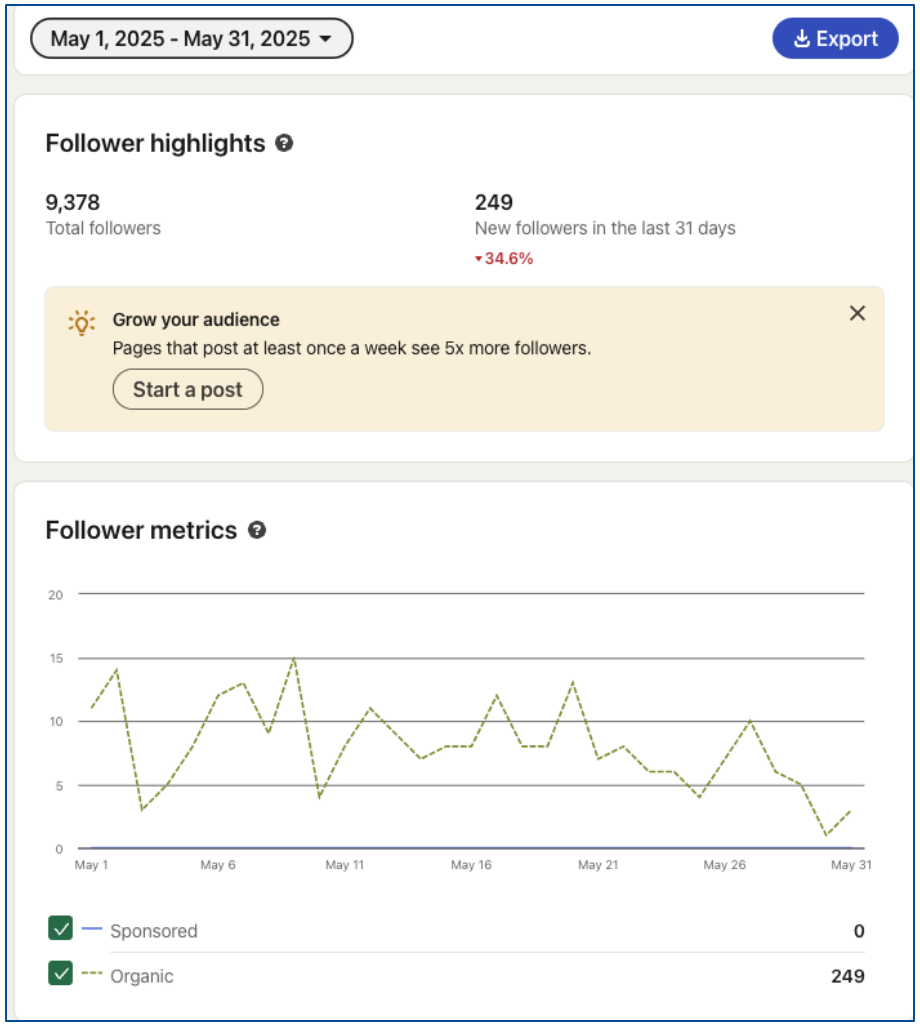
Digital Reporting: Social LinkedIn Followers

New Followers: **Gain 249** Total Followers: **9,378**

Organic Impressions = 25,822 (up 25%) **Paid Impressions = 15,136**





- Sample: April 2025

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Social Top Posts

LinkedIn, Facebook , X, YouTube

Americas Strong

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

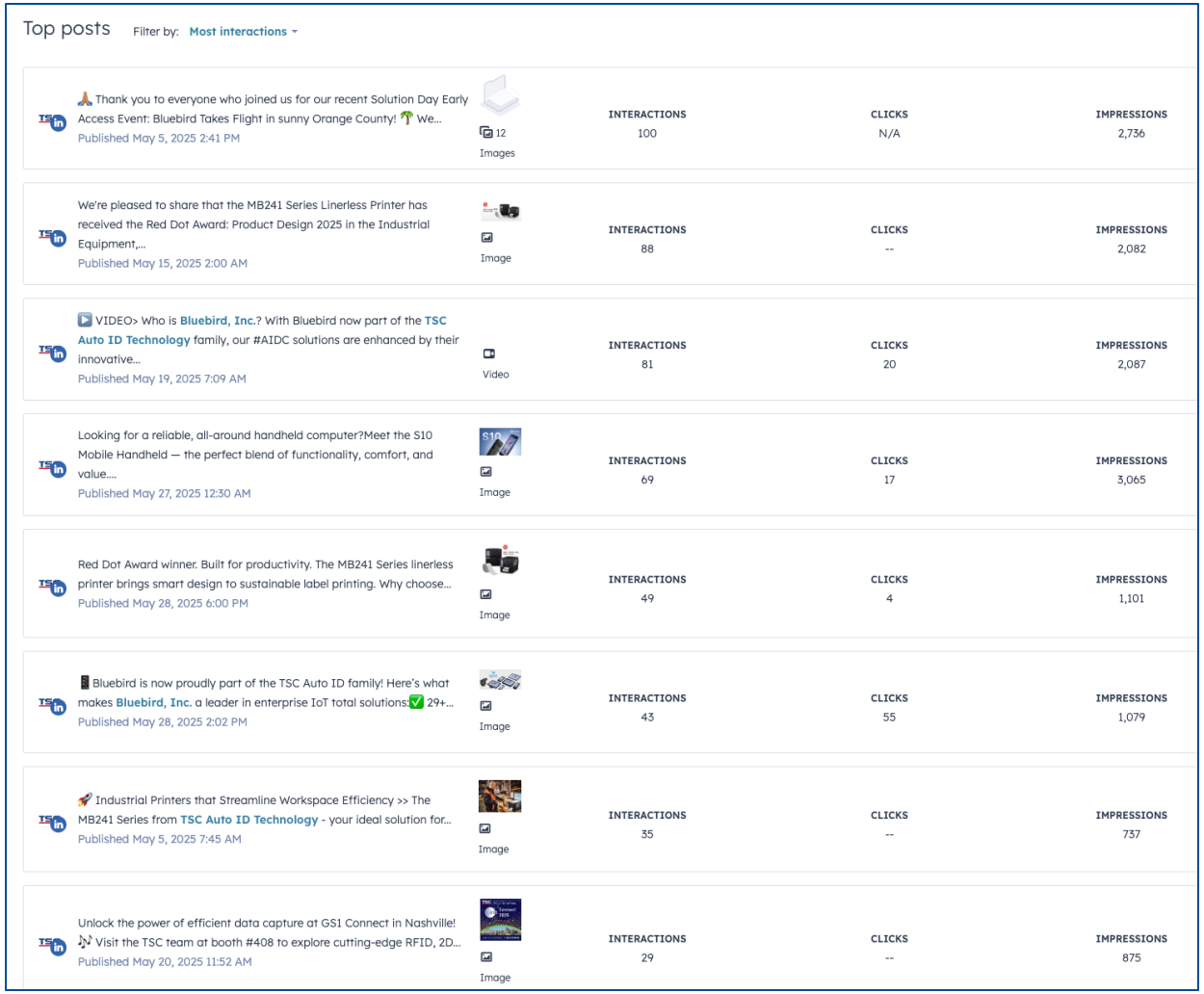
Most Impressions = Americas #1, 2, 3, 5, 6, 9

Most Shares = Americas #1, 2, 3, 5, 7, 8, 10

Most Clicks = Americas #1, 3, 5, 6, 7, 8, 9, 10

Most Engaged Topics:

Early Access Event, Americas Bluebird Launch, Red Dot, MB241, China PC, GS1



- Sample: May 2025

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Social Top Posts

Unique Custom Content

Early Access Event

- #1 Interactions
  - 100 interactions
- #2 Impressions
  - 1,717 impressions
- 5 Shares
- #1 Clicks



TSC Auto ID Technology

🙏 Thank you to everyone who joined us for our recent Solution Day Early Access Event: Bluebird Takes Fligh in sunny Orange County! 🌴

We appreciate you getting a firsthand look at the latest Bluebird enterprise mobility solutions, including the S50 and RFR901 series.

🤝 Your engagement was invaluable.

Learn more about **TSC Auto ID Technology**'s innovative **Bluebird, Inc.** solutions:
https://lnkd.in/gJTpbQ2N

BlueStar US, **All Barcode Systems Inc**, **California Label Products**, **Cobra Systems**, **DecisionPoint Technologies**, **Electro Alliance Inc**, **Ideal Print Solutions**, **M-S Cash Drawer**, **Monster Digital Office Solutions** , **OMNIQ Corp.**, **Progressive Label, Inc.**, **Royal 4 Systems**, **Sidco Labeling Systems**, **Thermal Identification Technologies**, **Vantage ID** , **Worldwide Environmental Products**.

#SolutionDay #Bluebird #TSCAutoID #EnterpriseMobility #RFID #MobileComputers #Enterprise #EnterpriseSolutions #Solutions #TSC #CustomerExperience #CX #Manufacturing #Retail #Healthcare #MobileBarcodeReader #Barcode #RFID

- Sample: May 2025

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Social Top Posts

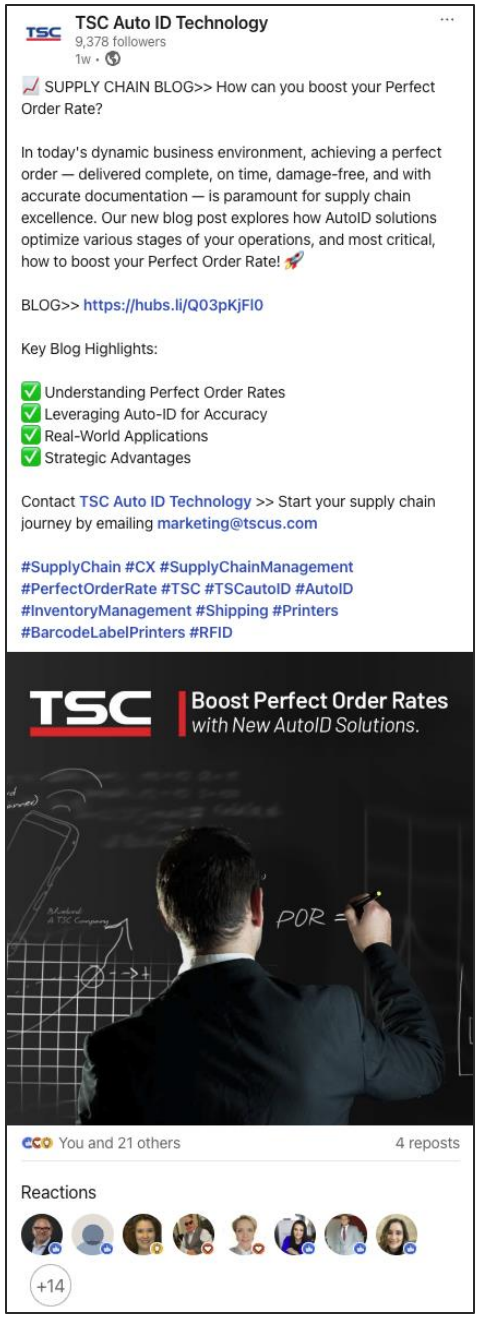
Unique Custom Content

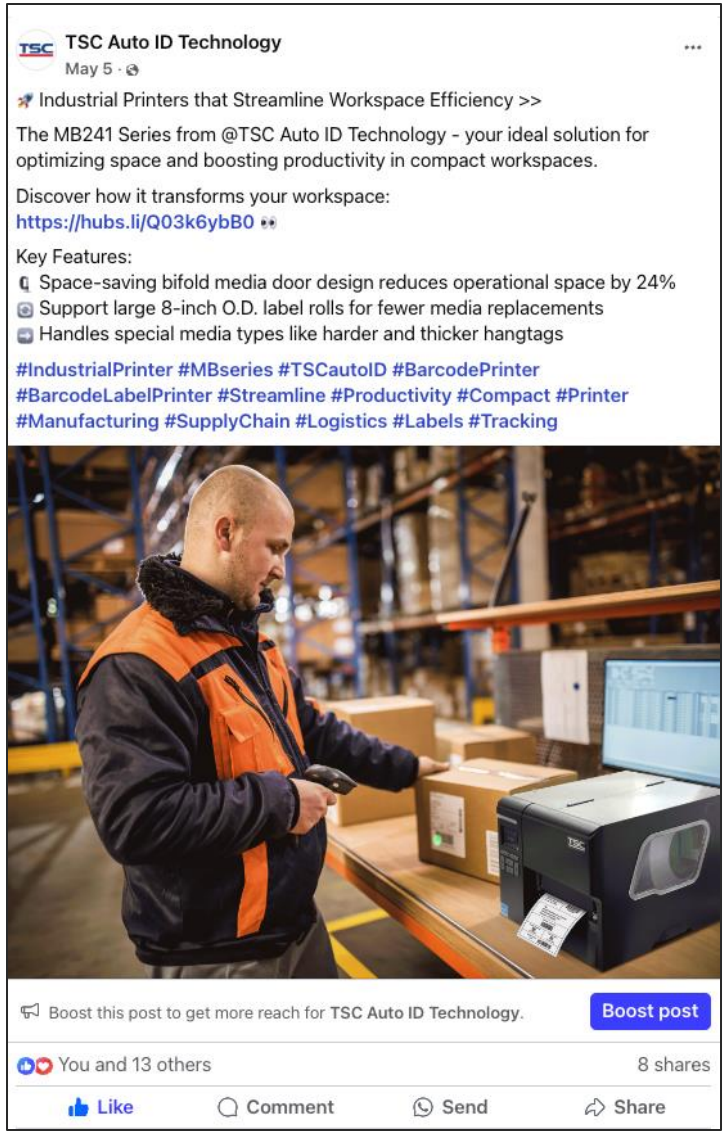
Supply Blog #1

- 22 Interactions
- 660 Impressions
- 6 Clicks
- 4 Shares

MB241

- #5 & #10 Interactions
  - 8 Shares, 7 Shares
- #3 Clicks
  - 49 Clicks





- Sample: May 2025

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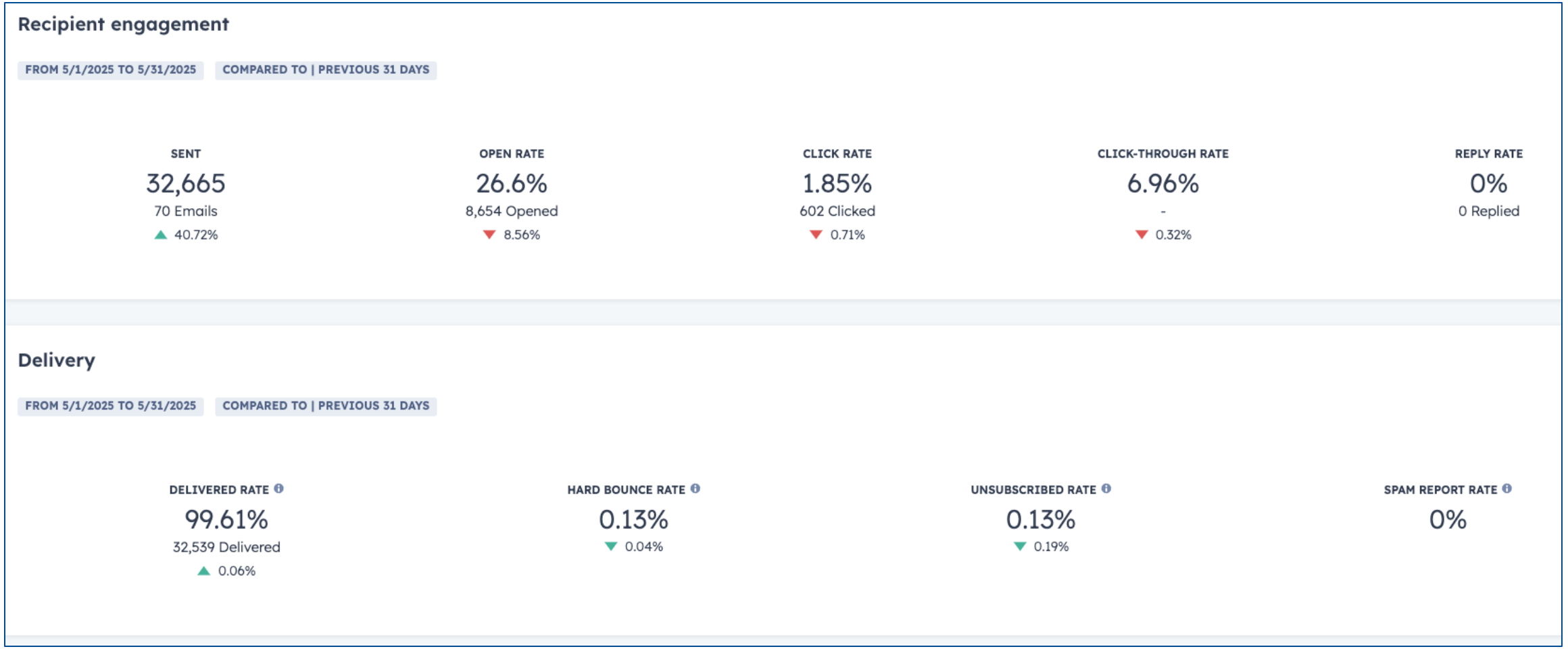
Digital Reporting: Email HubSpot

Sent = ↑40% Open Rate = 26.6% ↓8.5% Click Rate=↓0.71 to 1.85% CTR= ↓0.32% to 6.96%



- Sample: May 2025 MoM

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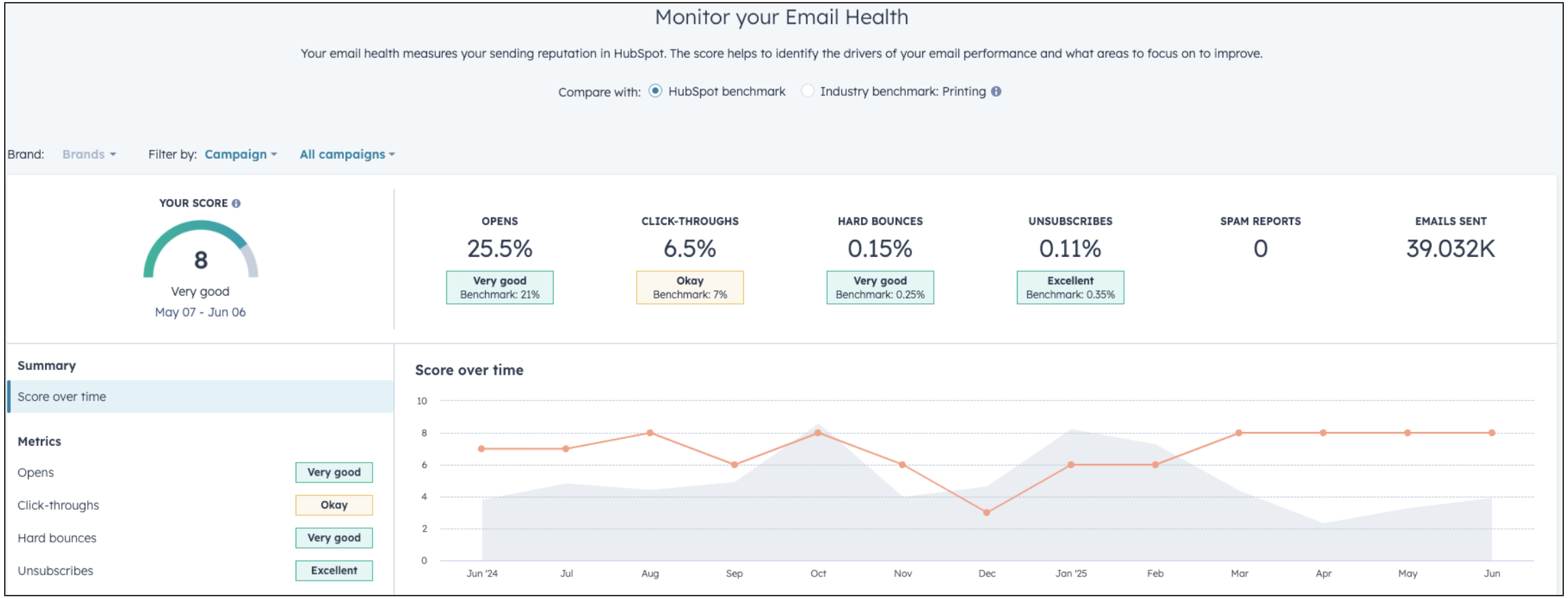
Digital Reporting: Email HubSpot

Health Trend: Large increase in volume, and new accounts, due to Supply Chain campaign creating trade-off with engagement metrics



- Sample: May 7 – June 6, 2025. Can not filter to just May for health data.

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Email Trends: Last 6 months

MONTH	HEALTH SCORE	OPENS	CLICK-THROUGHS	HARD BOUNCES	UNSUBSCRIBES	EMAILS SENT
May 07-Jun 06	8	25.5%	6.5%	0.15%	0.11%	39K
May '25	8	26.6%	6.9%	0.13%	0.13%	32.7K
Apr '25	8	35%	7.2%	0.19%	0.29%	23.2K
Mar '25	8	29.5%	6.8%	0.14%	0.3%	43.6K
Feb '25	6	18.8%	5.9%	0.16%	0.29%	72.8K
Jan '25	6	16.4%	7.5%	0.34%	0.41%	82.3K

- Sample: 2025

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Digital Reporting: Social & Email Hubspot

KEY TAKEAWAYS

- New LI Followers (247) continues hot streak, paid should accelerate.
- Large increase in volume, and new accounts, due to Supply Chain campaign creating trade-off with engagement metrics. Will take me time to filter out the undeliverable and uninterested out of all the new people Justin added from ZoomInfo and HubSpot in Supply Chain targeting process.
- Email Health continues VERY GOOD, with Unsubscribes at EXCELLENT.
- Curated Bluebird Launch posts, and geo-targeted release at Best Practice times of day, generating much stronger metrics than original HQ posts (which occurred 12-3am, nullifying Americas).
- LATAM huge engagement on small delivery samples.

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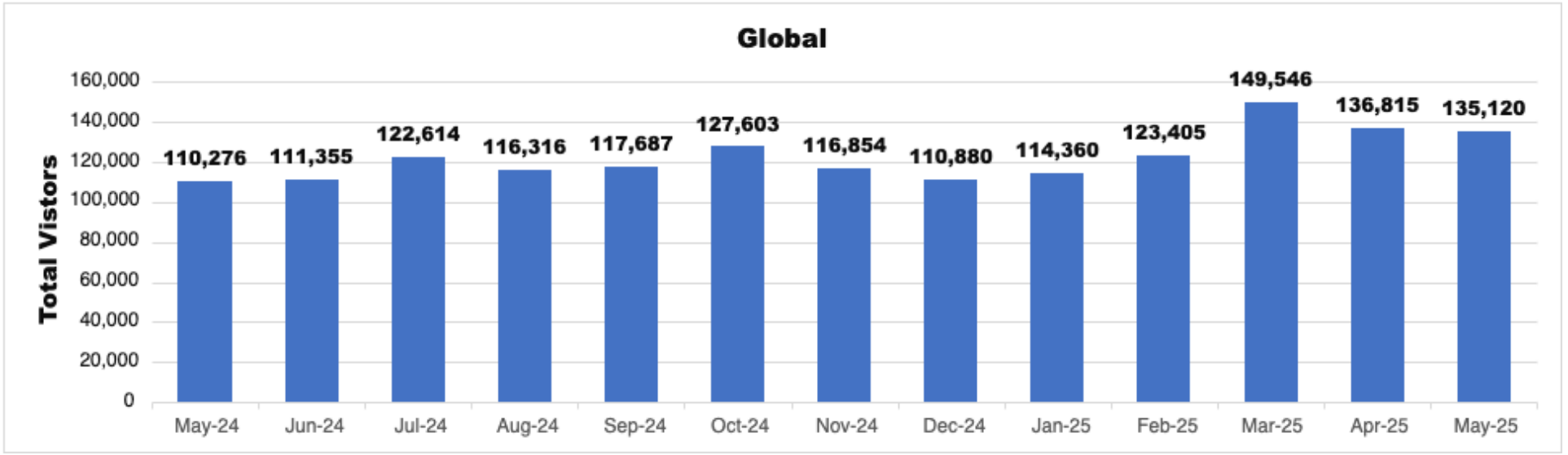
Website Visitor Traffic - Global



Audience name [Global]

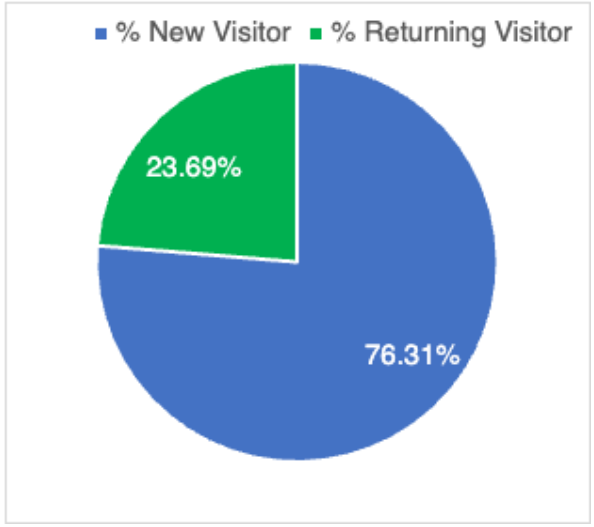
May 1 - May 31, 2025



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
		137,001 100% of total	122,095 100% of total	37,910 100% of total	207,045 100% of total	1.53 Avg 0%	549,951 100% of total	2.66 Avg 0%	5m 22s Avg 0%	882 0.06% of total	34.06% Avg 0%
1	All Users	137,001	122,095	37,910	207,045	1.53	549,951	2.66	5m 22s	882	34.06%



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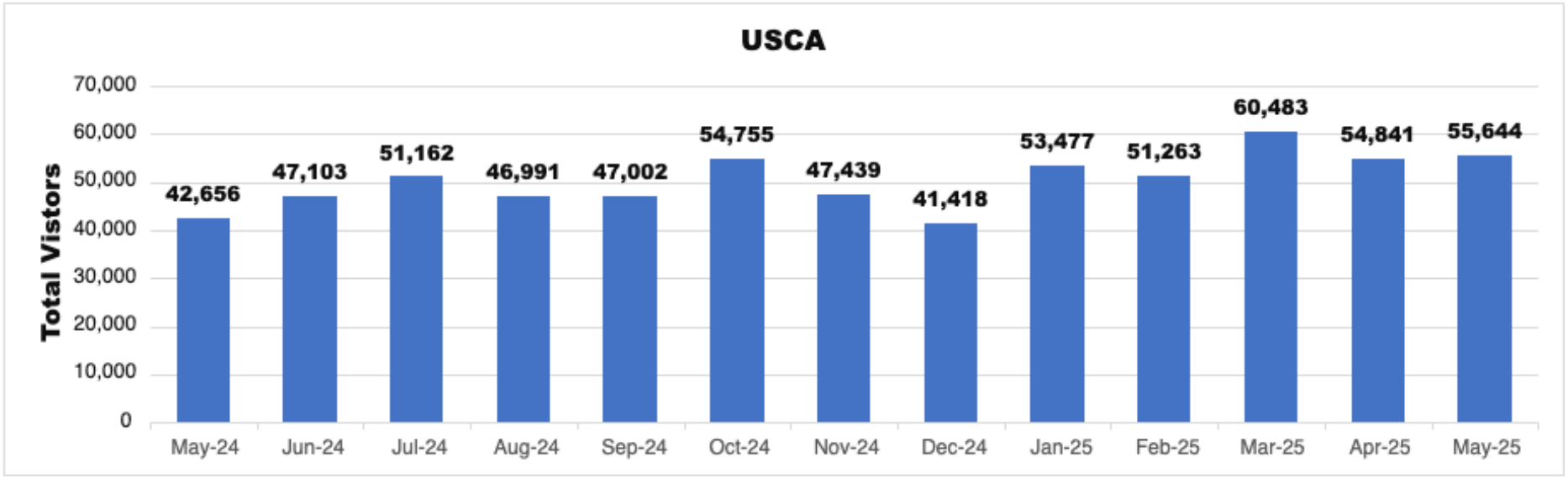
Website Visitor Traffic - USCA



Audience name [USCA]

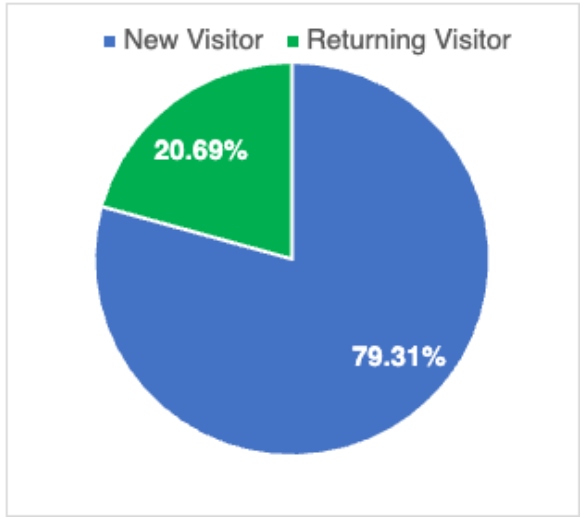
May 1 - May 31, 2025



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
		56,158 100% of total	51,267 100% of total	13,378 100% of total	74,732 100% of total	1.34 Avg 0%	153,142 100% of total	2.05 Avg 0%	4m 29s Avg 0%	96 0.02% of total	32.53% Avg 0%
1	All Users	56,158	51,267	13,378	74,734	1.34	153,42	2.05	4m 29s	96	32.53%



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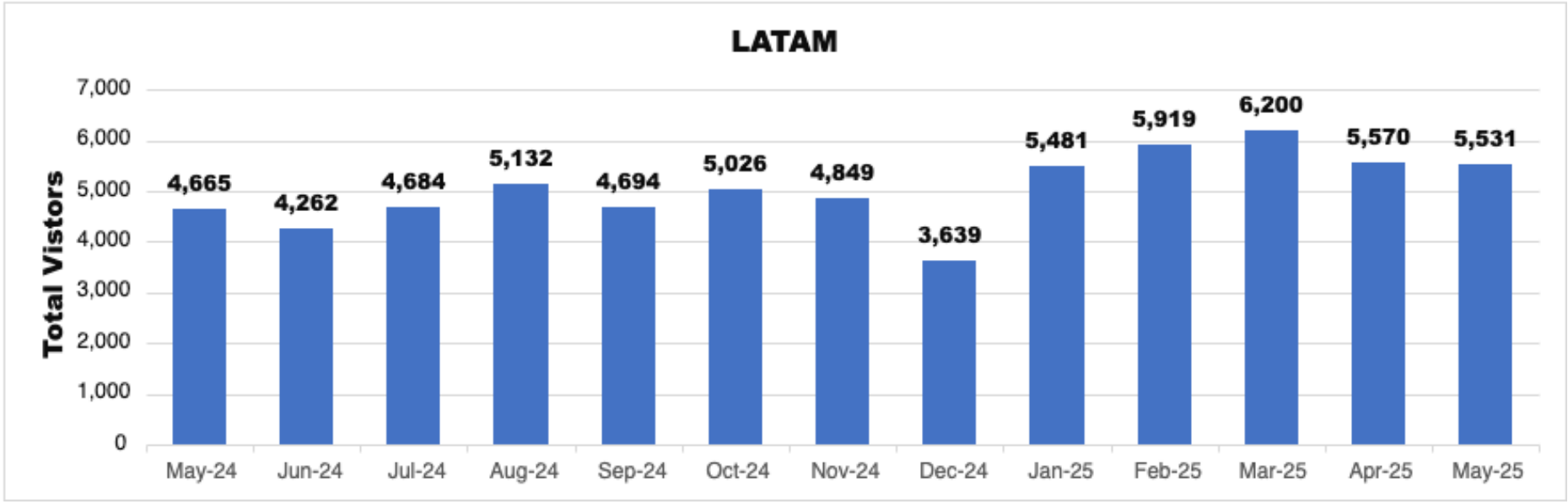
Website Visitor Traffic - LATAM



Audience name [LATAM]

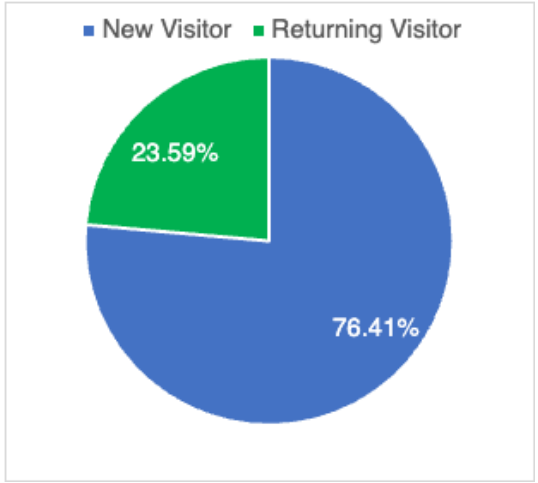
May 1 - May 31, 2025



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
		5,624 100% of total	5,046 100% of total	1,558 100% of total	8,489 100% of total	1.53 Avg 0%	20,438 100% of total	2.41 Avg 0%	4m 52s Avg -<0.01%	18 0.03% of total	37.55% Avg 0%
1	All Users	5,624	5,046	1,558	8,489	1.53	20,438	2.41	4m 52s	18	37.55%



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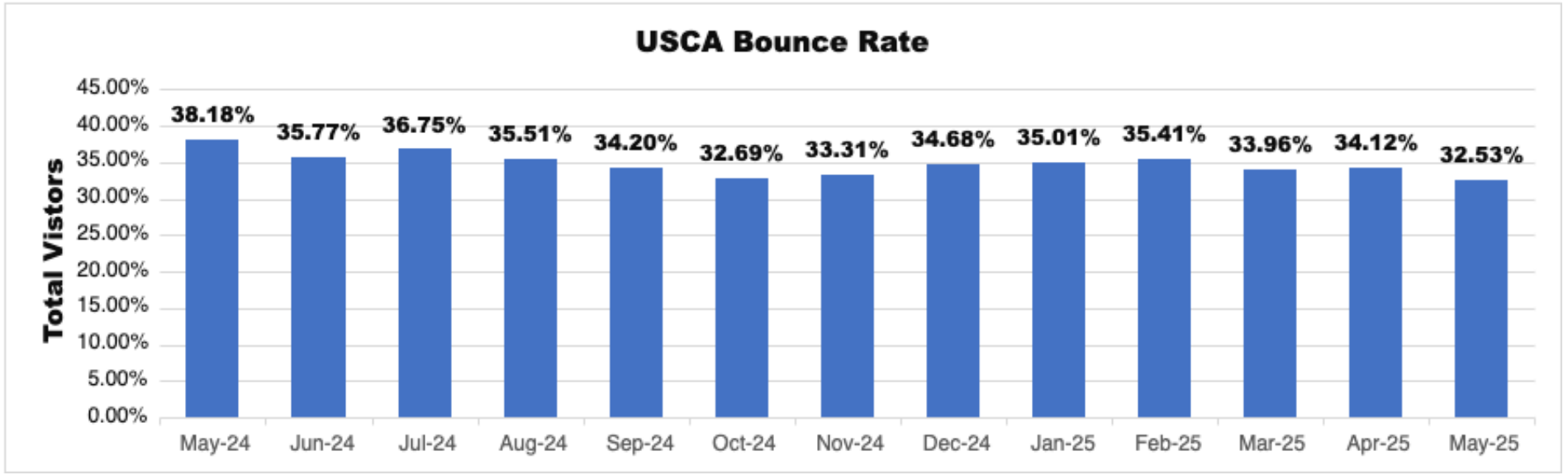
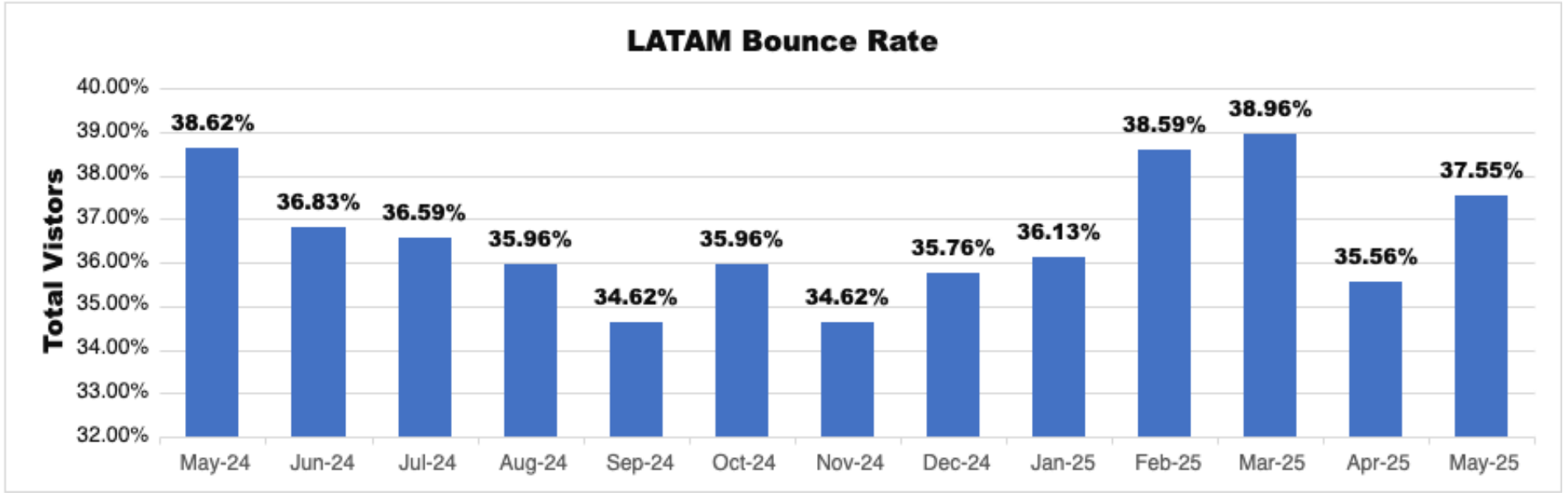
Website Bounce Rate by Region





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Website Top Most Viewed Pages by Region

- USCA

TITLE		% TOTAL	AVG. TIME	
/en/downloads	46.5%	↑1.2%	28s	↓0.6%
/es/descargas	5.4%	↑3.8%	29s	↓5.9%
/en/product-selector	4.1%	↓12.0%	24s	↓9.9%
/en	4.4%	↑26.4%	18s	↑21.5%
/en/form/send-download-link	3.7%	↑7.7%	17s	↑8.1%
/en/products/te-series-4-inch-performance-des...	2.4%	↓13.7%	26s	↓3.9%
/en/products/ttp-series-4-inch-performance-de...	1.9%	↓17.4%	26s	↑2.4%
/en/products	1.6%	↓0.8%	14s	↓1.7%
/en/products/desktop	1.3%	↓7.4%	20s	↓1.2%

- LATAM

TITLE		% TOTAL	AVG. TIME	
/es/descargas	19.6%	↑1.9%	43s	↑11.3%
/pt/downloads	14.0%	↑11.6%	37s	↑5.4%
/es/products/serie-te-de-4-pulgadas-impresora...	5.6%	↓0.6%	30s	↓4.6%
/en/downloads	5.1%	↑31.0%	41s	↑9.4%
/es/selector-de-productos	3.4%	↓14.8%	30s	↓4.9%
/es/form/send-download-link	3.4%	↑1.4%	31s	↑0.2%
/es	3.4%	↑22.3%	17s	↑15.9%
/es/productos	2.5%	↓21.7%	16s	↓10.6%
/es/portal-de-socios	4.2%	↑697.3%	1m 39s	↑566.7%

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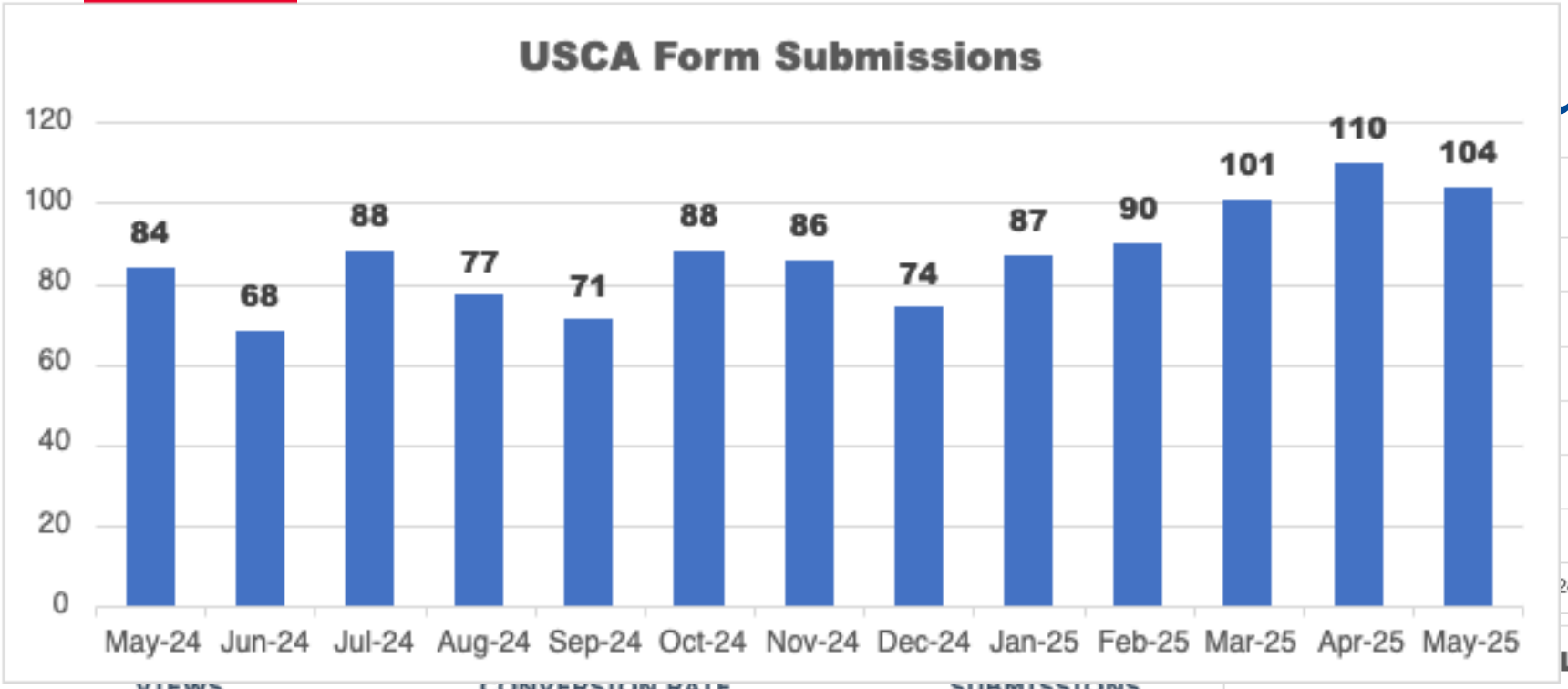
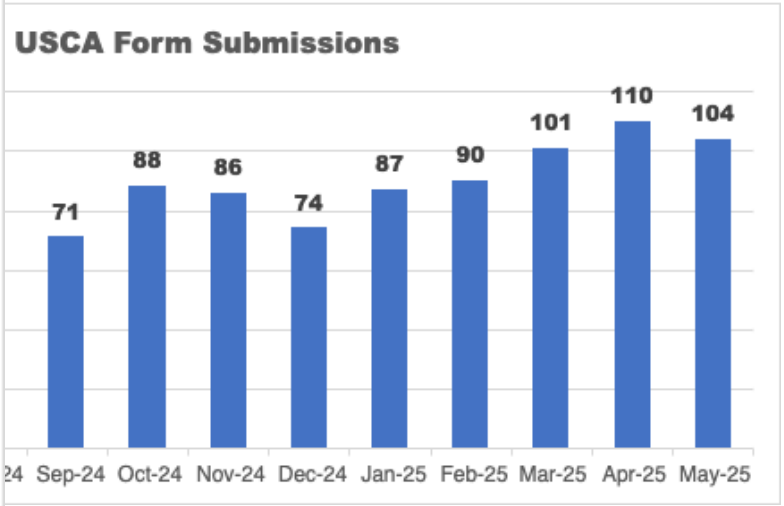




VIEWS

262

▲ 9.62%

CONVERSION RATE

11.45%

▲ 0.99%

SUBMISSIONS

30

▲ 20%

Portuguese Version

VIEWS

106

▲ 43.24%

CONVERSION RATE

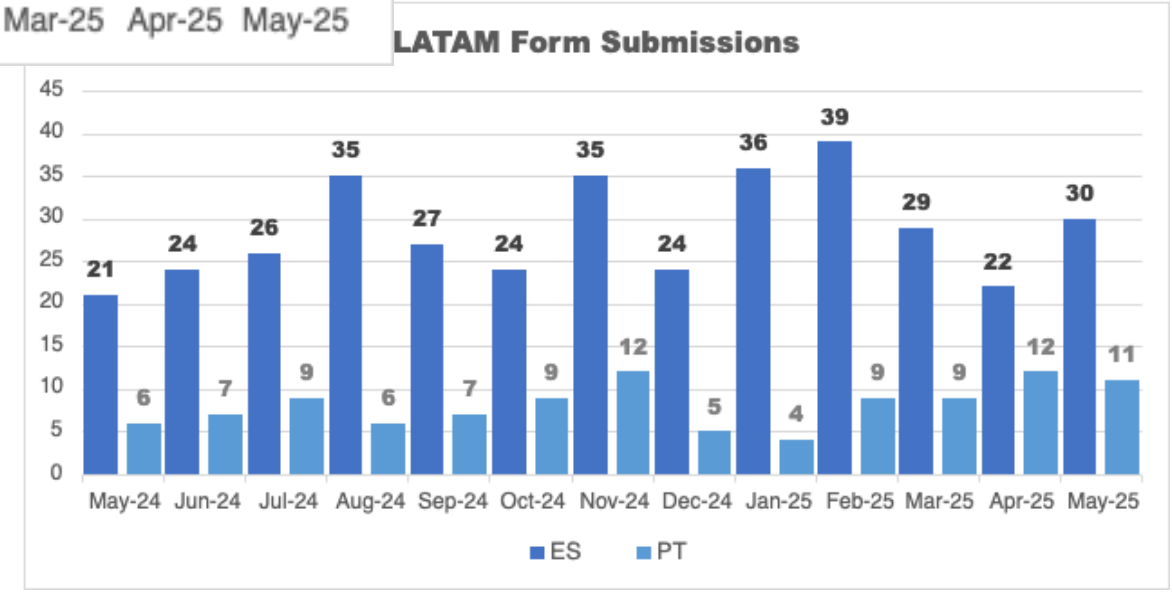
10.38%

▼ 5.84%

SUBMISSIONS

11

▼ 8.33%



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THANK YOU

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