

Renew Campaign Update



Campaign Totals through May 2024

NEW CUSTOMERS

PROJECTED (4 months)

ACTUAL (3.5 months)



92K

New Customer Visits – 10%

56K

New Customer Visits – 5%

148K

New Customer Visits – Total

86K

New Customer Visits – 10%

57K

New Customer Visits – 5%

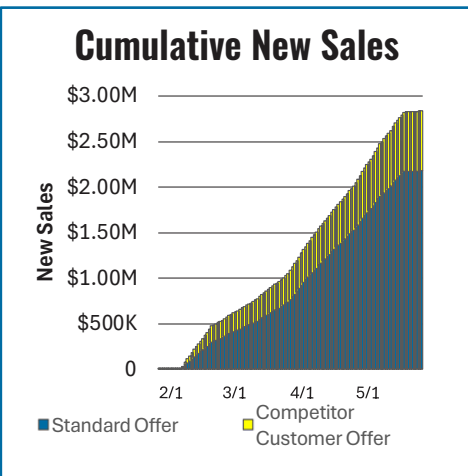
142K

New Customer Visits – Total

NEW SALES

PROJECTED (4 months)

ACTUAL (3.5 months)



\$1.8M

New Sales – 10%

\$1.0M

New Sales – 5%

\$2.8M

New Sales. - Totals

\$1.73M

New Sales – 10%

\$1.11M

New Sales – 5%

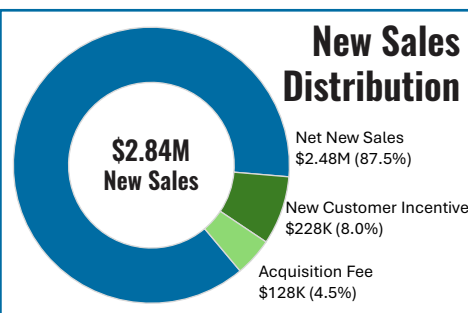
\$2.84M

New Sales – Total

KEY METRICS

RETURNS

COMPETITOR



\$19.92

Basket Size per Visit

\$7.97

ROAS (Return on Ad Spend)

24K

New Customers from Competitor

\$659K

New Sales from Competitor Customers



Renew's powerful technology platform using proprietary algorithms, AI, and machine learning, provides leading Retailers, Restaurants and Hospitality companies with rapid growth of new customers, new visits, new sales, new value and new revenues.