



Fennocasa Review

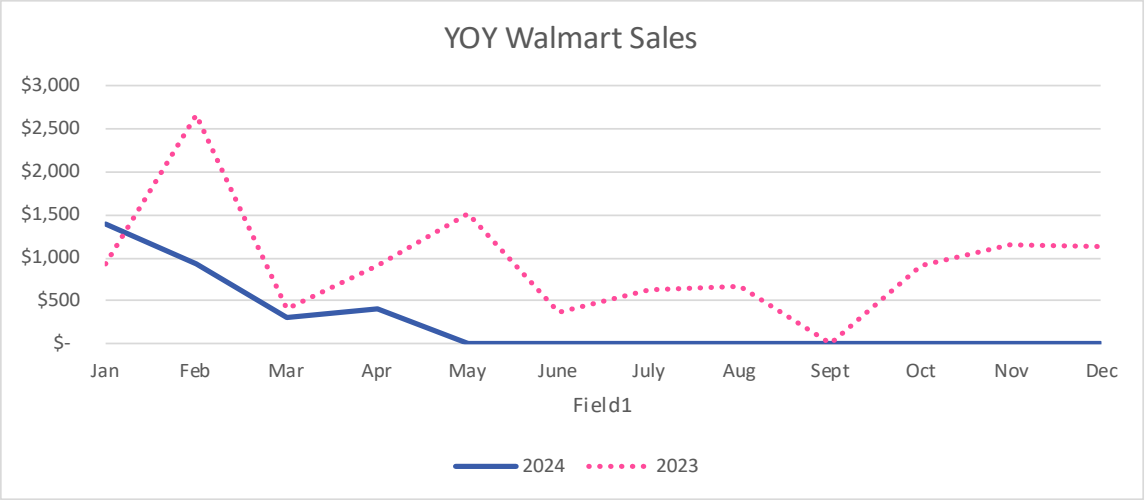
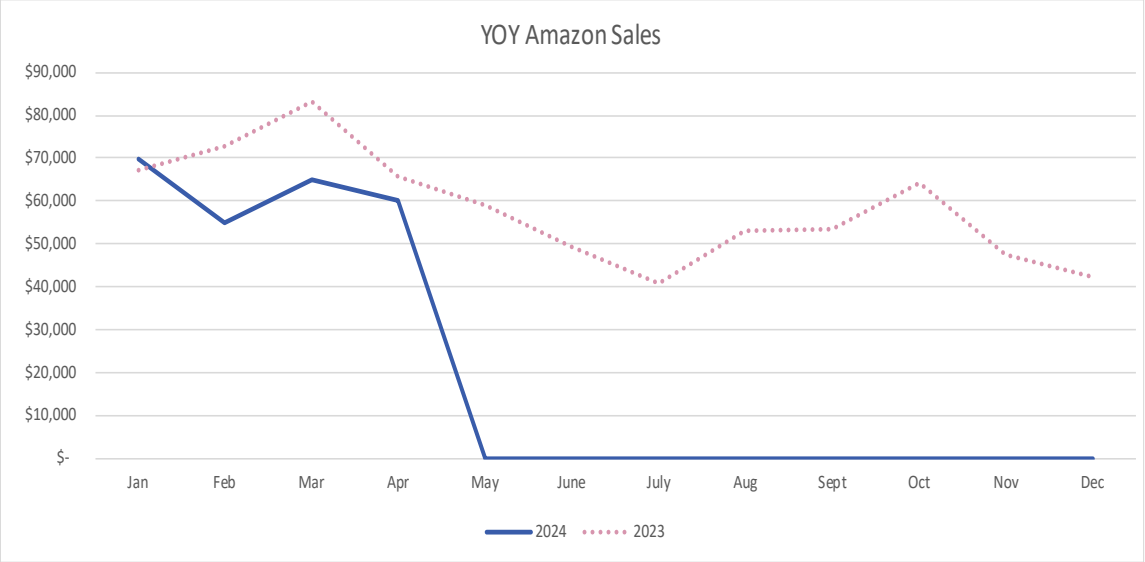
April 2024

Sales Performance



Year To Date			
Customer	2024 Y2D	2023 Y2D	%
Amazon	\$249,857	\$288,919	-14%
Walmart	\$3,030	\$4,904	-38%
Total	\$252,887	\$293,823	-14%

April			
Customer	2024	2023	%
Amazon	\$59,981	\$65,810	-8.9%
Walmart	\$400	\$917	-56.4%
Total	\$60,381	\$66,727	-9.5%





Top 10 Skus YOY

SKU	2024 YTD	2023 YTD	YOY%	% Sales
Fennocasa Polaris 3 (2.5 GPM Matte Black)	\$ 28,563	\$ 37,323	-23%	48%
Fennocasa Polaris Lux - (2.5 GPM Brushed Nickel)	\$ 24,022	\$ 32,108	-25%	40%
Fennocasa Polaris 3 (2.5 GPM Brushed Nickel)	\$ 22,671	\$ 25,415	-11%	38%
Fennocasa Polaris Lux (2.5 GPM Matte Black)	\$ 27,274	\$ 27,675	-1%	45%
Fennocasa Polaris 1 Retrofit (Brushed Nickel)	\$ 19,826	\$ 31,790	-38%	33%
Fennocasa Polaris 1 (Chrome)	\$ 15,870	\$ 25,389	-37%	26%
Fennocasa Polaris Lux (2.5 GPM Chrome)	\$ 17,277	\$ 16,450	5%	29%
Fennocasa Polaris 3 (2.5 GPM Chrome)	\$ 22,406	\$ 21,097	6%	37%
Fennocasa Polaris 3 (2.5 GPM Oil-Rubbed Bronze)	\$ 9,713	\$ 15,141	-36%	16%
Fennocasa Polaris 1 (Oil Rubbed Bronze)	\$ 8,449	\$ 13,156	-36%	14%

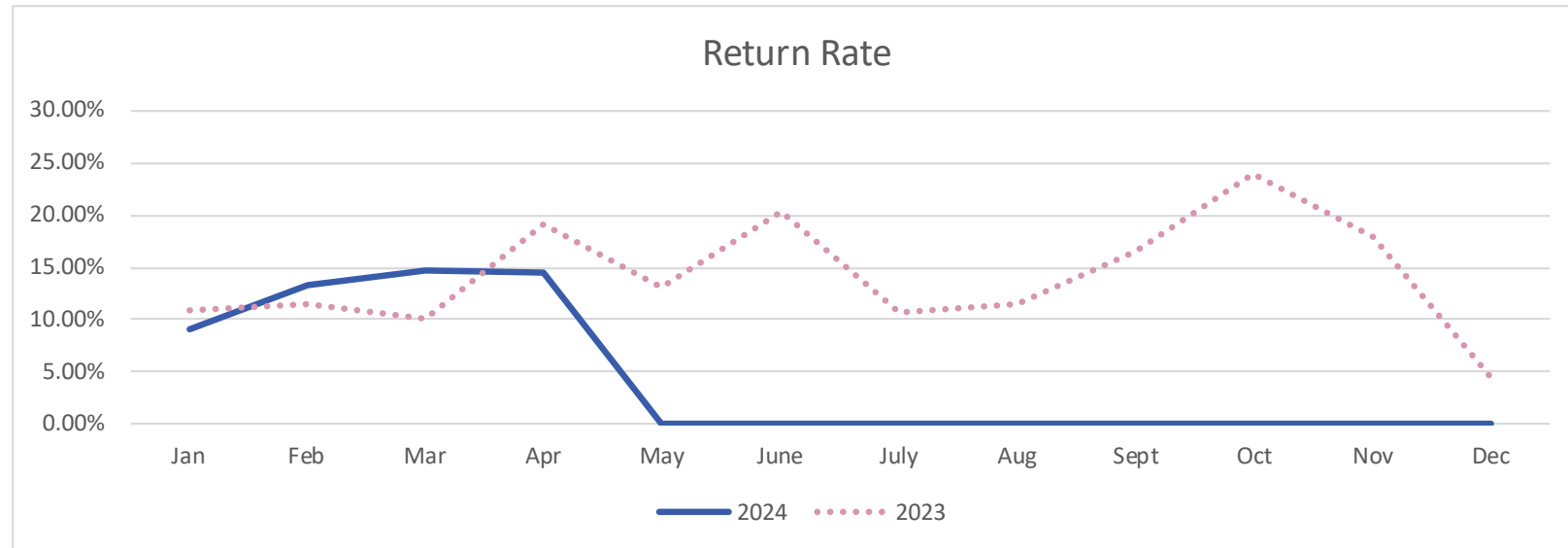
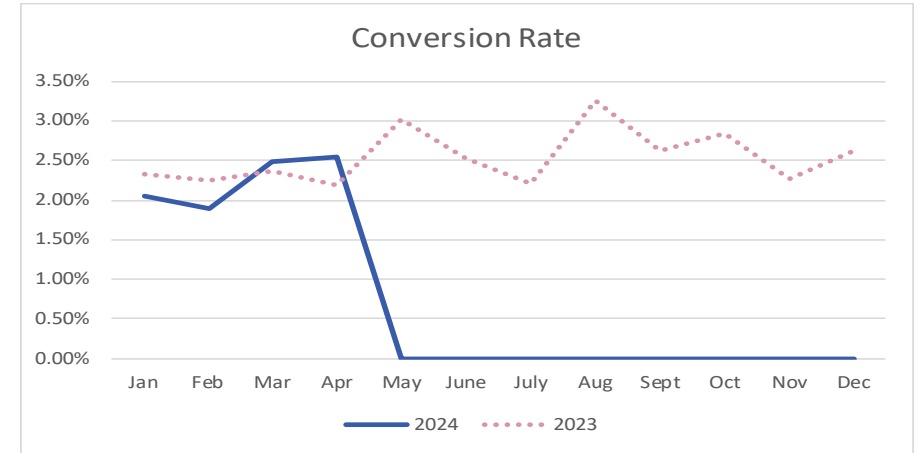
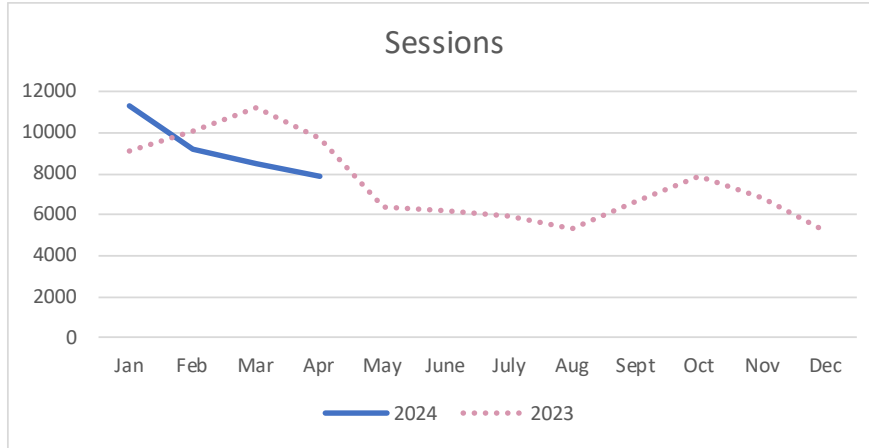
Collections YOY

Product Type	2024 Sales YTD	2023 Sales YTD	YOY %
Polaris 3	\$ 94,727	\$ 116,668	-19%
Polaris Lux	\$ 86,571	\$ 84,471	2%
Polaris 1	\$ 44,144	\$ 70,335	-37%
Polaris Vintage	\$ 9,073	\$ 17,356	-48%
Polaris 2	\$ 6,565	\$ 468	1303%
Shower Valve	\$ 8,778	\$ -	-
Dish Genie	\$ -	\$ -	-

April Callouts

- **Best month YTD on our best seller- Polaris 3 Matte Black**
- **Polaris 1 Chrome and Lux Chrome both up over 50% YOY in April**
- **OOS of the Bronze Polaris 1 and Polaris 3 - (down 83% in that unit YOY when we went OOS)**

Amazon Metrics

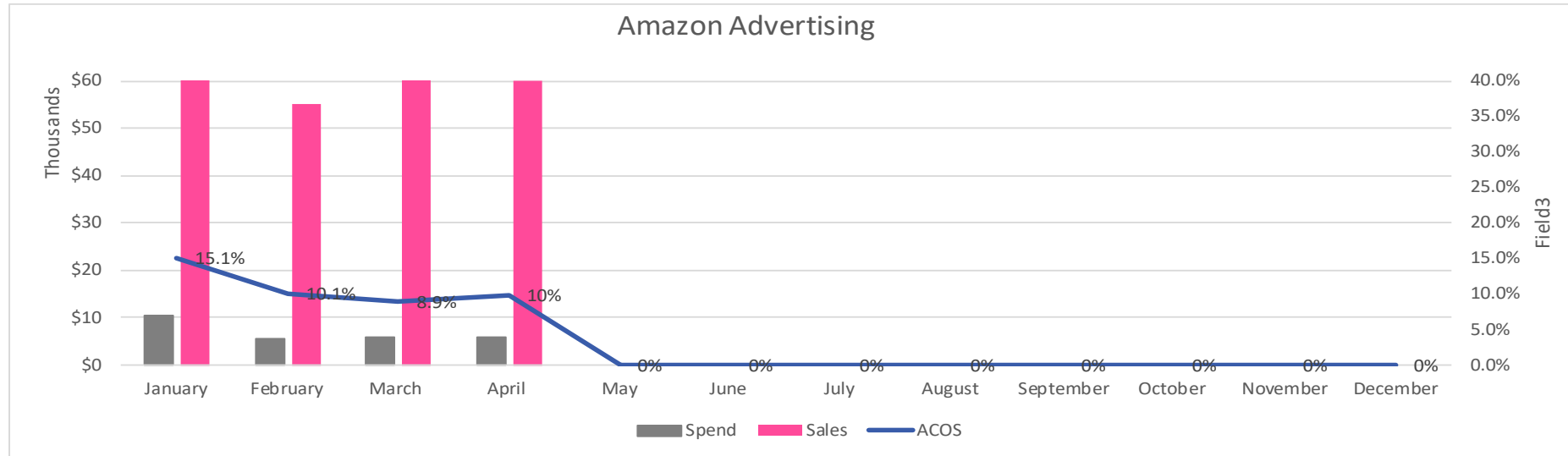


Amazon Advertising

2024 Advertising	
Spend	\$27,725
Sales	\$249,857
TACOs	11.1%

April Advertising	
Spend	\$5,877
Sales	\$59,981
TACOS	8.4%

*Target TACOS >10%



New Campaign Additions/Creations for March/April

- Gold-Kws
- Matte Black- Kws
- Bronze- Kws
- 1.8 California Polaris3



Overview

Amazon

Recap

- Down 9% in April
- New coupons in place on Amazon for May

Actions

- Amazon Imagery – waiting on approval – follow up sent 5/8
- Check warehouse for missing parts on Polaris 1 and 3 (Fennocasa)
- QR code insert creation- waiting on Feedback- email sent 5/14
- G-Promise product report- Send by EOW
- Polaris 1 CSI or equivalent codes and imagery of the box to create a case- email sent 5/6
- Mixer valve FBA bundle opportunity- sent email 5/2

Walmart

- Waiting on raw video with no subtitles for Walmart Ad- follow up sent 5/13
- Launching sponsored brands ad to Brand Shop- by EOW
- Recurring check review program eligibility- none eligible currently
- Respond to customer on Walmart – Lux (2-star review)

Wayfair

- Waiting on certifications, product detail/attribution for product uploads- email sent 5/9
- Add mixer valves to project
- Setup meeting to discuss marketing proposal





Questions?