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| **Campaign**  | **Platform**  | **Audience** | **Run Time**  | **Visitors/** **Views**  | **Open Rate**  | **Clicks**  | **Conversion**  | **Details**  |
| *DUFB Site Launch Ad*  | *Facebook*  | *Lookalike audience of DUFB page* | *3/9-4/19*  | *425*  | *N/A*  | *310*  | *298 Loyalty Card Signups*  | *[Photo attached]*  |
| *F&FN DUFB Newsletter Email*  | *Email*  | *Listserv of 2500 customer subscribers* | *3/20-4/1*  | *N/A*  | *25%*  | *48*  | *15 newsletter subscribers*  | *[Copy attached]*  |
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| **Did you hand out any Double Up materials to local partners or customers?** | Yes | No |
| **Do you need any more materials (tear pads, signs, etc.)?****If yes, please submit RFM to jhernandez@fieldandforknetwork.com** | Yes | No |

MONTH: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ YEAR: \_\_\_\_\_\_\_\_\_

**Please complete the following report at the end of each month and submit in conjunction with Double Up Food Bucks Sales Report (email to jhernandez@fieldandforknetwork.com). These results will be used to inform us of any successful tactics we may be able to modify across sites and platforms, provide additional assistance and resources, and to reinforce the importance of marketing to the success of the program.**

**DOUBLE UP FOOD BUCKS PARTNER MARKETING REPORT**