

GRAPEVINE DIGITAL COMMUNICATIONS

MONTHLY STATUS REPORT

CLIENT: DIS-CHEM PHARMACIES
PERIOD: 2022/03/01 TO 2022/03/31

LAST STATUS MEETING: MARCH 2022
NEXT STATUS MEETING: APRIL 2022

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CONTENTS

GRAPEVINE DIGITAL COMMUNICATIONS MONTHLY STATUS REPORT

HIGHLIGHTS

OVERVIEW OF MARCH

PROJECT UPDATES

PROJECTS & WORK IN PROGRESS

STATS

ANALYTICS & USAGE REPORTS

WHAT'S NEXT

RECOMMENDATIONS & PRIORITIES



INTRODUCTION

Dis-Chem uses Grapevine Marketing Automation solutions to create and execute basic email marketing campaigns. Dis-Chem is utilising the basics of its marketing automation solution and **can benefit significantly by implementing proposed marketing communication solutions which Grapevine has recommended.**

HIGHLIGHTS

OVERVIEW OF MARCH

Database purging

Current Database Total:

- Master Flexible Key Database = 152,793,302 records purged as of 19 April 2022
- The purging will continue every weekend until it's down to a reasonable number.

REMOTE SUPPORT HOURS

100%

USED

ACOUSTIC ANNUAL VOLUME

91%

AVAILABLE

PROJECT UPDATES

PROJECTS & WORK IN PROGRESS

NB PROJECT TASKS

Grapevine

- Database purge for Dis-Chem to commence on 18 March for data older than 12 months.

PROJECT:

CiValue Integration

DESCRIPTION:

- Work has been done with Health Window over the past year to implement and manage dynamic content driven campaigns for Dis-Chem through Acoustic.
- Dis-Chem is looking at Grapevine assisting with a possible CiValue integration to leverage Acoustics automation abilities.
- This could potentially include SMS and email integration within Acoustic.

START DATE:

March 2022

COMPLETION DATE:

TBC

ACTIONS:

- The first meeting was held on 17 March to get a better understanding of the objectives that Dis-Chem would like to achieve.
- A follow-up meeting was held on 12 April and in our view the outcomes were:
 - Dis-Chem will have an internal meeting to define the way forward.
 - Dis-Chem to provide Grapevine with feedback and the way forward by 21 April 2022
 - Grapevine also recommends a follow up session with the stakeholders in Dis-Chem to discuss the single view data model requirements in more detail and our recommendations.

STATS

ANALYTICS & USAGE REPORTS

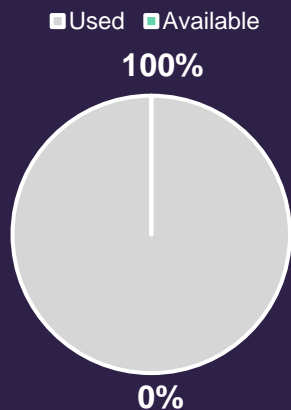
Product Agreement: Acoustic Marketing Automation Cloud

Annual commit volume:	120 000 000
Monthly commit volume:	10 000 000
March 2022 commit usage:	10 698 763
Annual commit available:	109 301 237
Agreement start date:	1 st April 2022
Auto-renewed:	Yes

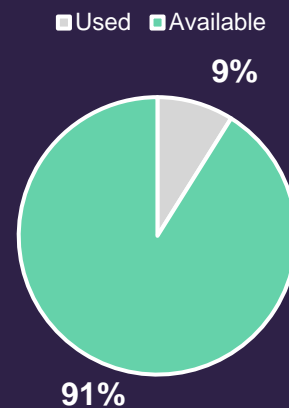
Professional Services & Support Agreements

Grapevine support package:	Tier 1 basic support – 2.5 hours basic telephone support per month Statement support services – R8 000 per month
Agreement Dates:	1 Apr 2022 – 30 Mar 2023

REMOTE SUPPORT HOURS



ACOUSTIC ANNUAL VOLUME

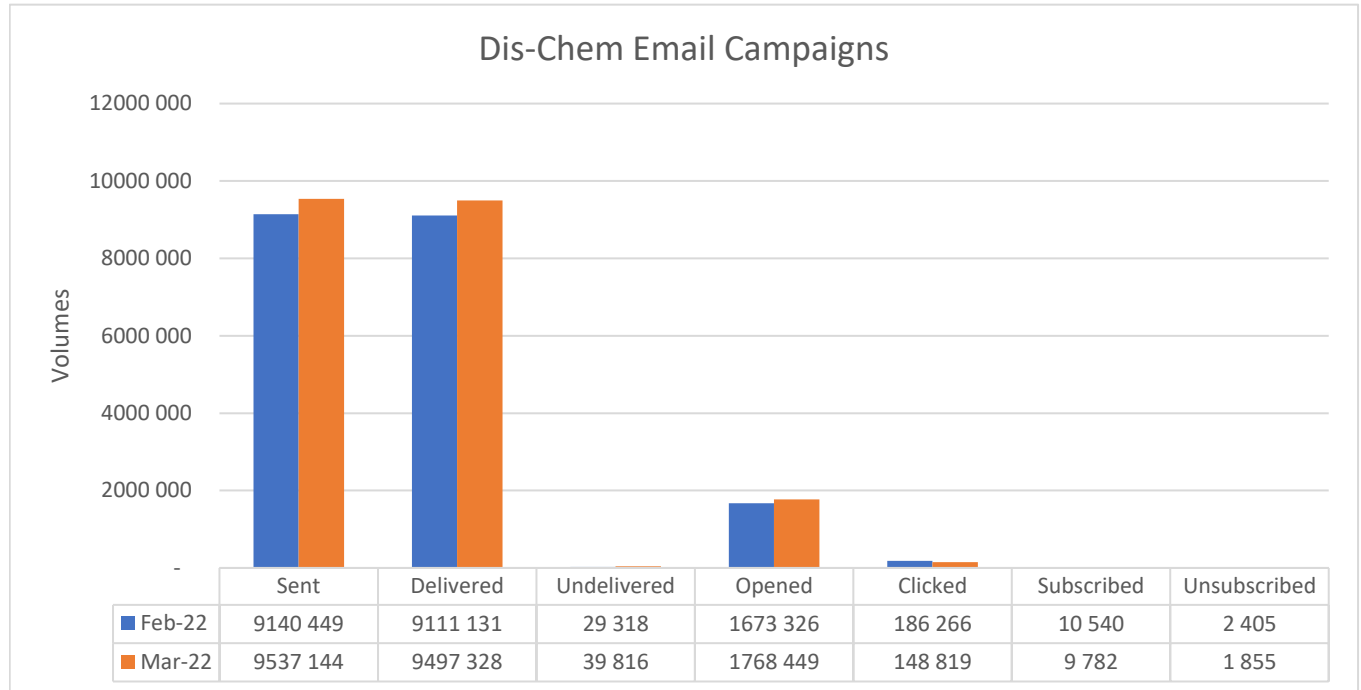


STATS

ANALYSTICS & USAGE REPORTS

Email Usage

Email Campaigns



Graph: Dis-Chem Email Campaigns month to month comparison

EMAIL PERFORMANCE SUMMARY:

- The above graph compares the email campaigns sent in February and March 2022
- More emails were sent in March compared to February 2022
- More emails were clicked from the February 2022 campaigns compared to March 2022 even though the volumes sent in March were more of that sent in February 2022
- Fewer people subscribed in March 2022 compared to February 2022
- More people unsubscribed in February 2022 compared to March 2022

**Please note that Dis-Chem manages and send out all of their own Email campaigns.*

STATS

ANALYTICS & USAGE REPORTS

Table below provides detailed Email campaigns stats for March 2022

Campaign Name	Sent	Soft Bounce	Hard Bounce	Delivered	Opened	Clicked	Subscribed	Unsubscribed
WW emailer Generic 16 March 2022	1 127 255	3 224	2 467	1 121 564	198 370	19 162	1 077	219
All About Health 24March2022	831 407	2 343	749	828 315	152 485	5 687	710	160
FOOD MAILER 29 MARCH 2022	612 117	1 332	218	610 567	122 274	5 969	582	97
Beauty Fair Cosmetics Emailer 4 March 2022	542 880	1 582	323	540 975	104 398	3 364	870	125
Ultimate Savings Emailer 31March2022 Batch2	510 509	4 179	114	506 216	95 181	6 150	579	86
Wonda Wednesday Product Emailer 30March2022 Batch2	504 824	1 163	1 229	502 432	101 568	11 093	388	93
Wonda Wednesday Product Emailer 30March2022 Batch1	503 637	1 183	733	501 721	88 011	9 771	270	76
Wonda Wednesday 2March2022_batch2	503 059	1 294	257	501 508	101 115	14 950	656	96
Wonda Wednesday emailer 23 March 2022 Batch1	502 193	1 422	395	500 376	89 735	9 007	480	87
Wonda Wednesday 9March2022_batch1	502 127	1 459	494	500 174	94 987	12 280	490	102
Wonda Wednesday emailer 23 March 2022 Batch2	501 299	1 397	486	499 416	87 568	8 753	465	96
Wonda Wednesday 9March2022_batch2	497 944	1 478	705	495 761	91 630	11 512	620	109
Ultimate Savings Emailer 31March2022 Batch1	497 634	3 666	90	493 878	85 341	5 125	415	82
Wonda Wednesday 2March2022_batch1	493 958	1 223	97	492 638	88 144	11 971	514	95
DIS-CHEM DELIVERD APP DOWNLOADERS MARCH 22	347 818	959	12	346 847	69 799	1 978	393	96
BABY SAVINGS MAILER - 25 MARCH 22	160 991	471	61	160 459	33 404	3 395	180	24
Beauty Fair Professional Hair Emailer 3 March 2022	157 735	397	31	157 307	40 134	2 548	254	30
Wonda Wednesday emailer 23 March 2022 Batch3	121 923	336	61	121 526	13 528	826	136	35
Ultimate Savings Emailer 31March2022 Batch3	121 243	865	25	120 353	13 414	582	80	20
Wonda Wednesday Product Emailer 30March2022 Batch3	121 031	307	87	120 637	13 866	1 085	79	22
Wonda Wednesday 2March2022_batch3	119 820	269	8	119 543	14 245	1 273	135	49
Dis-Chem DeliverD CatchArea March 22	108 405	204	4	108 197	32 902	990	149	26
Sport Endurance Emailer 3Mar2022	77 491	207	6	77 278	20 019	556	149	14
Beauty Fair Hair Care FMCG 3Mar2022	69 542	196	8	69 338	16 110	722	111	16
Test - Untitled email	52	-	-	52	40	3	-	-
Test - Untitled email	16	-	-	16	13	2	-	-
Test - Beauty Fair Hair Care FMCG 3Mar2022	16	-	-	16	14	9	-	-
Test - Ultimate Savings Emailer 31March2022 Batch1	13	-	-	13	9	2	-	-
Test - Sport Endurance Emailer 3Mar2022	13	-	-	13	9	6	-	-
Test - Wonda Wednesday emailer 23 March 2022 Batch1	13	-	-	13	9	2	-	-
Test - Beauty Fair Cosmetics Emailer 4 March 2022	13	-	-	13	10	4	-	-
Test - Wonda Wednesday emailer 30 March 2022 Generic Batc	13	-	-	13	8	-	-	-
Test - Wonda Wednesday Product Emailer 30March2022	13	-	-	13	8	3	-	-
Test - Wonda Wednesday emailer 30 March 2022 Generic Batc	13	-	-	13	7	3	-	-
Test - WW emailer Generic 16 March 2022	13	-	-	13	8	3	-	-
Test - Wonda Wednesday 9March2022_batch1	13	-	-	13	8	3	-	-
Test - Ultimate Savings Emailer 31March2022 Batch1	13	-	-	13	9	2	-	-
Test - All About Health 24March2022	13	-	-	13	10	6	-	-
Test - All About Health 24March2022	13	-	-	13	10	6	-	-
Test - Wonda Wednesday Product Emailer 30March2022	10	-	-	10	7	5	-	-
Test - Wonda Wednesday 2March2022_batch1	9	-	-	9	7	1	-	-
Test - Beauty Fair Hair Care FMCG 3Mar2022	7	-	-	7	7	3	-	-
Test - Wonda Wednesday 2March2022_batch1	7	-	-	7	4	-	-	-
Test - Beauty Fair Professional Hair Emailer 3 March 2022	7	-	-	7	5	2	-	-
Test - Sport Endurance Emailer 3Mar2022	3	-	-	3	2	2	-	-
Test - Beauty Fair Professional Hair Emailer 3 March 2022	3	-	-	3	3	-	-	-
Test - Beauty Fair Cosmetics Emailer 4 March 2022	3	-	-	3	3	-	-	-
Test - WW emailer Generic 16 March 2022	2	-	-	2	1	-	-	-
Test - Dis-Chem DeliverD CatchArea March 22	2	-	-	2	2	1	-	-
Test - FOOD MAILER 29 MARCH 2022	1	-	-	1	1	1	-	-
Test - Untitled email (19)	1	-	-	1	1	-	-	-
Test - DIS-CHEM DELIVERD APP DOWNLOADERS MARCH 22	1	-	-	1	1	1	-	-
Test - Untitled email (19)	1	-	-	1	1	-	-	-
Test - EMAILER TEMPLATE 2022	1	-	-	1	1	1	-	-
Test - DIS-CHEM DELIVERD APP DOWNLOADERS MARCH 22	1	-	-	1	1	-	-	-
Test - Dis-Chem DeliverD CatchArea March 22	1	-	-	1	1	1	-	-
Test - BABY SAVINGS MAILER - 25 MARCH 22	1	-	-	1	1	1	-	-
Test - Wonda Wednesday 9March2022_batch1	1	-	-	1	1	1	-	-
Grand Total	9 537 144	31 156	8 660	9 497 328	1 768 449	148 819	9 782	1 855

STATS

ANALYTICS & USAGE REPORTS

Loyalty Statement Campaign Performance – March 2022

The tables below provide information on the loyalty statements sent out for the month.

Status	Total
Total Contact records in file	2,681,132
Total SMS and Email messages delivered	1,839,909
SMS to send	1,153,369
Email to send	947,229
SMS Link Clicks	399,505
Email Opens	330,440
Email Clicks	117,277

EMAIL

92% Sent

92.4% Sent, 7.6% Suppressed

97% Delivered

97.4% Delivered, 3% Failed

Send Status	Total	Rate
Valid Rows	947172	
Sent	875665	92.45%
Delivered	853088	97.42%
Opened	330440	38.73%
Opens (Unique)	243211	28.51%
Clicked	117277	13.75%
Clicks (Unique)	77741	9.11%
Suppressed	71507	7.55%
Soft Bounce	15563	1.78%
Hard Bounce	7014	0.8%
Unsubscribed	1063	0.12%

SMS

86% Delivered

85.56% Delivered, 11.56% Expired, 1.56% Blacklisted, 1.56% Failed, 1.56% Unconfirmed

Send Status	Total
Created	1153369
Expired	114077
Failed	15894
Successful	986821
Unconfirmed	0

SMS Message

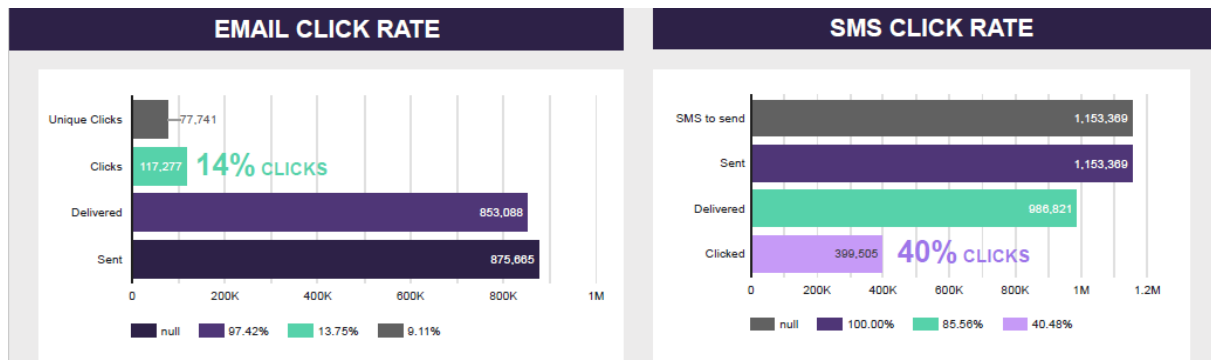
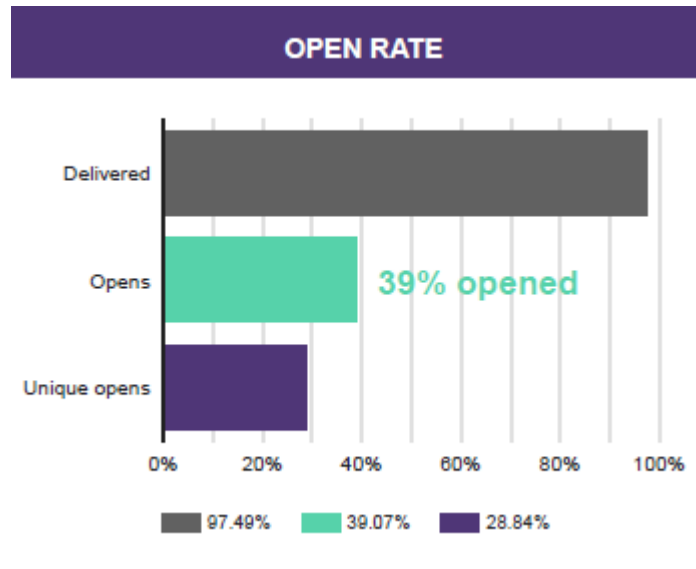
Dear {Name}, view your Dis-Chem Benefit Card Rewards here
<https://gvsu.cc/nuDEIOV26> Careline
 0860347243 opt out reply Stop

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STATS

ANALYTICS & USAGE REPORTS

Loyalty statement campaign performance (Contd)

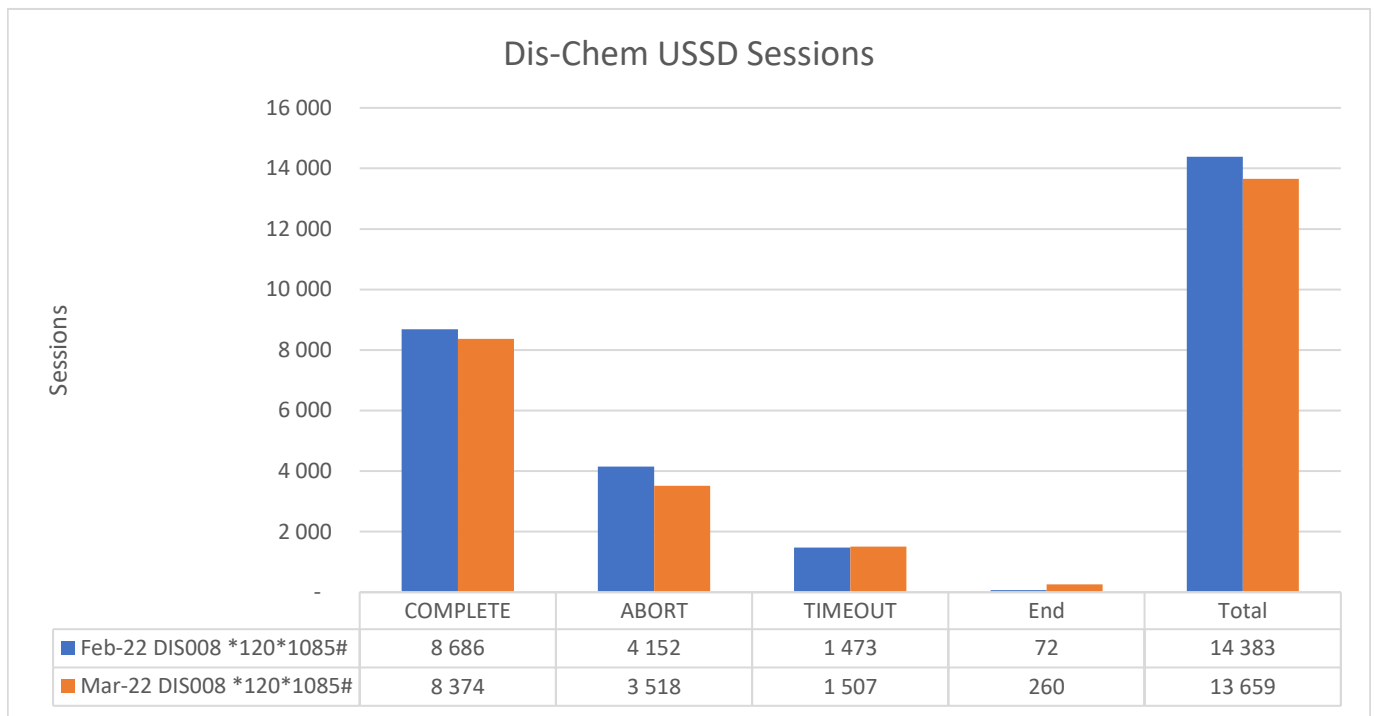


STATS

ANALYSTICS & USAGE REPORTS

USSD Usage – Loyalty Card Services

Month	Affiliate Code	shortcode	COMPLETE	ABORT	TIMEOUT	End	Total
Feb-22	DIS008	*120*1085#	8 686	4 152	1 473	72	14 383
Mar-22	DIS008	*120*1085#	8 374	3 518	1 507	260	13 659



STATS

ANALYTICS & USAGE REPORTS

Time Sheet Breakdown

Item	Descriptions	Hours Used
Basic Telephone support	<p>Grapevine provides 2.5 hours of remote basic telephonic support per month</p> <ul style="list-style-type: none">• Assisted Vicky with first name not pulling through• Raw recipient extract• Assisted Health Window with test emails	6.00
Statement Support	<p>Grapevine provides 9 hours of statement support per month</p> <ul style="list-style-type: none">• SMS reporting• Bounce report• Statement template set up and testing• Statement reporting• Monthly CPaaS software fee (opt Out processing)	7.75

WHAT'S NEXT

RECOMMENDATIONS & PRIORITIES

PRIORITIES

- Completing the data purge exercise.

1. Database Purging

Dis-Chem has a large database in Acoustic which is not optimised. Grapevine recommended to Dis-Chem that unnecessary records be purged for improved platform performance and ease of data management in Acoustic. It was agreed that Grapevine will assist Dis-chem to purge the data of records older than 12 months. This data purge commenced on 18 March 2022 and is ongoing

2. New Message Composer

Acoustic recently launched its new message composer which offers an easy to use drag and drop functionality. This helps marketing teams easily and quickly create professional emails for any type of email campaign.

3. Active SMS

Combine SMS with dynamic content, media, templates, active linking and shortened URLs to deliver trackable digital experiences

4. CiValue

Combining the customizations and marketing automation abilities of Acoustic with that of the customer segmentation strategies from CiValue to deliver a richer and value driven marketing strategy for Dis-Chem

BENEFITS

- Streamline Dis-Chem communications.



CONCLUSION

GRAPEVINE DIGITAL COMMUNICATIONS MONTHLY STATUS REPORT

Grapevine looks forward to helping Dis-Chem leverage their digital communication capabilities for improved effective communication and cost saving opportunities, including a possible WhatsApp solution.

A monthly team meeting will be scheduled to discuss capabilities Dis-chem already have within the Acoustic platform and to discuss the recommendations by Grapevine on how this could be utilised.

Kind regards,
Grapevine Team



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We thread your distinct business and customer experience goals into the design of your digital connections, leveraging our enterprise-grade CPaaS platform to drive better results for your business.