



Arner & Spencer

Annual Report



Marketing Division Key Performance Indicators (KPI) Report

This form presents the KPIs for the Marketing Division, outlining the measurement methods, targets, actual values, and the responsible employees. The report is designed to track performance and support strategic decision-making based on the results.

1. Customer Acquisition Cost (CAC)

Total marketing costs ÷ Number of customers	= \$100 per customer	\$80	Chiaki Sato	Q1 2025
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2. Customer Lifetime Value (CLTV)

This table calculates the estimated total revenue generated from a customer over the duration of the relationship

Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
Average purchase amount × duration of relationship	\$500 per customer	\$450	Chad Gibbons	Q1 2025

3. Return on Marketing Investment (ROMI)

This table measures the return generated by marketing efforts in relation to the income generated

Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
(Marketing revenue - Marketing costs) ÷ Marketing costs	> 5:1	6:1	Cahaya Dewi	Q1 2025

4. Conversion Rate

This table measures the percentage of visitors who take the desired action (e.g. make a purchase, sign up)

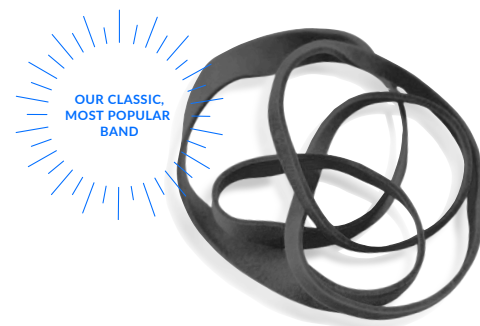
Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
(Conversions ÷ Visitors) × 100	> 3%	4%	Brigitte Schwartz	Q1 2025

ADVANTAGETM CLASSIC BLACK

Elevate your workspace with AdvantageTM Classic Black Rubber Bands.

ADVANTAGE™

CLASSIC BLACK



Advantage™ Rubber Bands have long been our most popular everyday use band. Now they're available in **Classic Black**. They're perfect for: enhancing presentations, stylish organization, and uniform bundling.

These bands are designed with a mid-range rubber content to be a sturdy band with a firm stretch. Providing excellent durability, they're great for a wide range of applications. These reusable elastic bands can be used again and again while remaining strong and secure.

- Mid-range rubber content
- Good band count per pound
- Sturdy band with a firm stretch
- Ideal for core office and industrial applications
- Made in USA using globally sourced materials

VALUE

With an industrial-strength design, these rubber bands contain a mid-range rubber content and offer a good band count per pound and cost-savings.

WHERE TO SELL

- Office Supplies
- Household Essentials
- Crafts
- Impulse
- Storage & Organization
- School Supplies

TIPS

Keep these in stock for office projects, home crafts, or specialty industrial applications that require more tensile strength.

ITEM #	DESCRIPTION	CASE/MIN
57305	Advantage™ • 1 lb. Box • Size #30 (2" x 1/8") • Black	10
57325	Advantage™ • 1 lb. Box • Size #32 (3" x 1/8") • Black	10
57335	Advantage™ • 1 lb. Box • Size #33 (3-1/2" x 1/8") • Black	10
57645	Advantage™ • 1 lb. Box • Size #64 (3-1/2" x 1/4") • Black	10
58075	Advantage™ • 1 lb. Box • Size #107 (7" x 5/8") • Black	10
584051	Advantage™ • 1 lb. Box • Size #117B (7" x 1/8") • Black	10



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