

Cutvert14  
(Alle Brands)

Export: 30.05.19  
Vormonatsvergleich: 30.04.19

| Brand      |  | +/- |  | +/- |  | +/- |  | +/- |  | +/- | ABI                 | RBI                 |
|------------|-----------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------|-----|-------------------------------------------------------------------------------------|-----|---------------------|---------------------|
| Brand Name | Suchanfrage                                                                       | x   | FANS                                                                              | x   | FOLLOWER                                                                          | x   | PINS                                                                              | x   | VIEW                                                                                | x   | Absolut Brand Index | Relativ Brand Index |
|            | CostPerClick                                                                      | x   |                                                                                   |     | FOLLOWS                                                                           | x   | FOLLOWERS                                                                         | x   | SUBSCRIBER                                                                          | x   |                     |                     |
|            | CMP                                                                               | x   |                                                                                   |     | MEDIA                                                                             | x   | FOLLOWING                                                                         | x   | VIDEO                                                                               | x   | (ABI Vormonat)      | (RBI Vormonat)      |
|            |                                                                                   |     |                                                                                   |     |                                                                                   |     | BOARDS                                                                            | x   |                                                                                     |     |                     |                     |

|        |           |   |            |      |            |      |   |   |            |        |          |        |
|--------|-----------|---|------------|------|------------|------|---|---|------------|--------|----------|--------|
| adidas | 1.500.000 | 0 | 35.888.701 | 0,38 | 23.755.955 | 1,29 | 0 | 0 | 47.136.028 | -5,78  | 121,22   | 0,25   |
|        | 0,23      | 0 | 0          | 0    | 155        | 1,97 | 0 | 0 | 867.804    | 0,02   |          |        |
|        | 0,95      | 0 | 0          | 0    | 750        | 0,40 | 0 | 0 | 44         | -10,20 | (121,05) | (3,54) |
|        | 0         | 0 | 0          | 0    | 0          | 0    | 0 | 0 | 0          | 0      |          |        |

|         |    |   |     |     |    |   |   |   |   |   |        |          |
|---------|----|---|-----|-----|----|---|---|---|---|---|--------|----------|
| cutvert | 40 | 0 | 375 | -25 | 28 | 0 | 0 | 0 | 0 | 0 | 0      | -20,14   |
|         | 0  | 0 | 0   | 0   | 54 | 0 | 0 | 0 | 0 | 0 |        |          |
|         | 0  | 0 | 0   | 0   | 2  | 0 | 0 | 0 | 0 | 0 | (0,08) | (-24,69) |
|         | 0  | 0 | 0   | 0   | 0  | 0 | 0 | 0 | 0 | 0 |        |          |

|             |       |   |        |       |     |      |   |   |   |   |        |        |
|-------------|-------|---|--------|-------|-----|------|---|---|---|---|--------|--------|
| plomooplata | 9.900 | 0 | 17.643 | -0,15 | 663 | 4,09 | 0 | 0 | 0 | 0 | 0,65   | 0,74   |
|             | 0,68  | 0 | 0      | 0     | 734 | 0,69 | 0 | 0 | 0 | 0 |        |        |
|             | 0,55  | 0 | 0      | 0     | 351 | 3,24 | 0 | 0 | 0 | 0 | (0,65) | (5,31) |
|             | 0     | 0 | 0      | 0     | 0   | 0    | 0 | 0 | 0 | 0 |        |        |

|         |        |   |        |      |        |       |   |   |         |      |        |        |
|---------|--------|---|--------|------|--------|-------|---|---|---------|------|--------|--------|
| DryKorn | 40.500 | 0 | 38.903 | 0,03 | 27.791 | 1,96  | 0 | 0 | 141.483 | 0,55 | 2,40   | 0,64   |
|         | 0,45   | 0 | 0      | 0    | 1.369  | 45,68 | 0 | 0 | 287     | 0,35 |        |        |
|         | 0,89   | 0 | 0      | 0    | 1.191  | 3,12  | 0 | 0 | 86      | 1,18 | (2,36) | (4,75) |
|         | 0      | 0 | 0      | 0    | 0      | 0     | 0 | 0 | 0       | 0    |        |        |

|         |       |   |        |       |        |       |   |   |   |   |        |        |
|---------|-------|---|--------|-------|--------|-------|---|---|---|---|--------|--------|
| codello | 9.900 | 0 | 28.914 | -0,12 | 20.107 | -0,04 | 0 | 0 | 0 | 0 | 1,49   | 0,24   |
|         | 0,51  | 0 | 0      | 0     | 207    | 0,49  | 0 | 0 | 0 | 0 |        |        |
|         | 0,90  | 0 | 0      | 0     | 884    | 3,03  | 0 | 0 | 0 | 0 | (1,45) | (6,34) |
|         | 0     | 0 | 0      | 0     | 0      | 0     | 0 | 0 | 0 | 0 |        |        |

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|-------|-----------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------|------|-----------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------|-----|-------------------------------------------------------------------------------------|-----|---------|--------|
| apple | 1.220.000                                                                         | 0   | 11.646.957                                                                        | 0,12 | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0   | 30,89   | 0,10   |
|       | 0,05                                                                              | 0   | 0                                                                                 | 0    | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0   |         |        |
|       | 0,09                                                                              | 0   | 0                                                                                 | 0    | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0   | (30,87) | (2,47) |
|       | 0                                                                                 | 0   | 0                                                                                 | 0    | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0   |         |        |

|      |           |   |            |      |            |       |   |   |             |        |          |        |
|------|-----------|---|------------|------|------------|-------|---|---|-------------|--------|----------|--------|
| Nike | 1.220.000 | 0 | 32.886.125 | 0,24 | 88.076.030 | 1,12  | 0 | 0 | 150.241.458 | -10,15 | 260,09   | 0,28   |
|      | 0,18      | 0 | 0          | 0    | 54         | -1,82 | 0 | 0 | 1.014.403   | 2,85   |          |        |
|      | 0,94      | 0 | 0          | 0    | 738        | 1,37  | 0 | 0 | 169         | -12,50 | (260,05) | (3,53) |
|      | 0         | 0 | 0          | 0    | 0          | 0     | 0 | 0 | 0           | 0      |          |        |

|        |       |   |   |   |         |       |   |   |         |       |        |        |
|--------|-------|---|---|---|---------|-------|---|---|---------|-------|--------|--------|
| Dondup | 3.600 | 0 | 0 | 0 | 124.668 | 0,56  | 0 | 0 | 130.790 | 0,26  | 0,53   | 4,47   |
|        | 0,74  | 0 | 0 | 0 | 190     | 1,06  | 0 | 0 | 285     | -0,35 |        |        |
|        | 0,91  | 0 | 0 | 0 | 105     | 38,67 | 0 | 0 | 103     | 0     | (0,57) | (7,12) |
|        | 0     | 0 | 0 | 0 | 0       | 0     | 0 | 0 | 0       | 0     |        |        |

|              |       |   |       |      |        |       |   |   |   |   |        |        |
|--------------|-------|---|-------|------|--------|-------|---|---|---|---|--------|--------|
| DUVETI<br>CA | 2.400 | 0 | 2.961 | 0,44 | 16.413 | -0,13 | 0 | 0 | 0 | 0 | 1,71   | 0,38   |
|              | 0,65  | 0 | 0     | 0    | 394    | 0     | 0 | 0 | 0 | 0 |        |        |
|              | 0,98  | 0 | 0     | 0    | 1.144  | 0,26  | 0 | 0 | 0 | 0 | (1,73) | (1,10) |
|              | 0     | 0 | 0     | 0    | 0      | 0     | 0 | 0 | 0 | 0 |        |        |

|         |       |   |        |       |        |      |   |   |   |   |        |         |
|---------|-------|---|--------|-------|--------|------|---|---|---|---|--------|---------|
| Iphoria | 3.600 | 0 | 12.733 | -0,14 | 26.543 | 0,13 | 0 | 0 | 0 | 0 | 4,33   | -0,02   |
|         | 0,19  | 0 | 0      | 0     | 1.486  | 6,54 | 0 | 0 | 0 | 0 |        |         |
|         | 0,97  | 0 | 0      | 0     | 2.916  | 0,80 | 0 | 0 | 0 | 0 | (4,33) | (-2,55) |
|         | 0     | 0 | 0      | 0     | 0      | 0    | 0 | 0 | 0 | 0 |        |         |

|           |       |   |   |   |       |       |   |   |   |   |        |         |
|-----------|-------|---|---|---|-------|-------|---|---|---|---|--------|---------|
| IQ Berlin | 1.300 | 0 | 0 | 0 | 3.114 | -0,51 | 0 | 0 | 0 | 0 | 0,54   | 0       |
|           | 0,39  | 0 | 0 | 0 | 366   | 5,48  | 0 | 0 | 0 | 0 |        |         |
|           | 1     | 0 | 0 | 0 | 357   | 0,56  | 0 | 0 | 0 | 0 | (0,54) | (-2,98) |
|           | 0     | 0 | 0 | 0 | 0     | 0     | 0 | 0 | 0 | 0 |        |         |

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| <b>Bloom</b> | 22.200                                                                            | 0   | 46.935                                                                            | -0,11 | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0   | <b>0,36</b> | <b>-0,08</b> |
|              | 0,57                                                                              | 0   | 0                                                                                 | 0     | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0   |             |              |
|              | 0,06                                                                              | 0   | 0                                                                                 | 0     | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0   | (0,36)      | (1,09)       |
|              | 0                                                                                 | 0   | 0                                                                                 | 0     | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0   |             |              |

|                      |      |   |         |      |         |      |   |   |         |      |             |             |
|----------------------|------|---|---------|------|---------|------|---|---|---------|------|-------------|-------------|
| <b>M<br/>Missoni</b> | 720  | 0 | 240.282 | 0,03 | 831.766 | 0,05 | 0 | 0 | 218.072 | 1,91 | <b>5,87</b> | <b>0,13</b> |
|                      | 0,97 | 0 | 0       | 0    | 13      | 0    | 0 | 0 | 2.271   | 0,75 |             |             |
|                      | 1    | 0 | 0       | 0    | 2.510   | 0,72 | 0 | 0 | 129     | 0    | (5,89)      | (1,50)      |
|                      | 0    | 0 | 0       | 0    | 0       | 0    | 0 | 0 | 0       | 0    |             |             |

|                 |         |   |           |      |         |        |   |   |            |        |              |              |
|-----------------|---------|---|-----------|------|---------|--------|---|---|------------|--------|--------------|--------------|
| <b>Desigual</b> | 110.000 | 0 | 8.372.789 | 0,36 | 851.317 | 2,07   | 0 | 0 | 44.669.736 | 1,43   | <b>14,87</b> | <b>-9,23</b> |
|                 | 0,29    | 0 | 0         | 0    | 18      | 0      | 0 | 0 | 26.200     | 1,60   |              |              |
|                 | 0,91    | 0 | 0         | 0    | 579     | -76,61 | 0 | 0 | 172        | -42,67 | (17,62)      | (2,93)       |
|                 | 0       | 0 | 0         | 0    | 0       | 0      | 0 | 0 | 0          | 0      |              |              |

|                             |      |   |        |      |         |       |   |   |   |   |             |             |
|-----------------------------|------|---|--------|------|---------|-------|---|---|---|---|-------------|-------------|
| <b>Alameda<br/>Turquesa</b> | 110  | 0 | 36.391 | 0,20 | 153.808 | 12,39 | 0 | 0 | 0 | 0 | <b>3,14</b> | <b>2,02</b> |
|                             | 0,02 | 0 | 0      | 0    | 0       | 0     | 0 | 0 | 0 | 0 |             |             |
|                             | 0,07 | 0 | 0      | 0    | 1.907   | 3,42  | 0 | 0 | 0 | 0 | (3,02)      | (14,68)     |
|                             | 0    | 0 | 0      | 0    | 0       | 0     | 0 | 0 | 0 | 0 |             |             |

|               |       |   |         |      |         |      |   |   |         |      |             |             |
|---------------|-------|---|---------|------|---------|------|---|---|---------|------|-------------|-------------|
| <b>ALESSI</b> | 9.900 | 0 | 119.120 | 0,68 | 164.972 | 3,85 | 0 | 0 | 858.356 | 0,63 | <b>2,06</b> | <b>1,55</b> |
|               | 0,32  | 0 | 0       | 0    | 110     | 0    | 0 | 0 | 1.727   | 0,88 |             |             |
|               | 0,94  | 0 | 0       | 0    | 937     | 4,69 | 0 | 0 | 152     | 0    | (2)         | (10,43)     |
|               | 0     | 0 | 0       | 0    | 0       | 0    | 0 | 0 | 0       | 0    |             |             |

|                                    |         |   |           |      |           |      |   |   |           |      |              |             |
|------------------------------------|---------|---|-----------|------|-----------|------|---|---|-----------|------|--------------|-------------|
| <b>ALEXAN<br/>DER Mc<br/>QUEEN</b> | 110.000 | 0 | 1.994.290 | 0,18 | 8.095.977 | 2,22 | 0 | 0 | 3.710.696 | 0,80 | <b>27,18</b> | <b>0,60</b> |
|                                    | 0,77    | 0 | 0         | 0    | 0         | 0    | 0 | 0 | 0         | 0    |              |             |
|                                    | 0,95    | 0 | 0         | 0    | 3.316     | 1,75 | 0 | 0 | 156       | 0    | (26,94)      | (2,31)      |
|                                    | 0       | 0 | 0         | 0    | 0         | 0    | 0 | 0 | 0         | 0    |              |             |

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|-------|-----------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------|------|-----------------------------------------------------------------------------------|-----|-------------------------------------------------------------------------------------|------|--------------|-------------|
| C&A   | 823.000                                                                           | 0   | 0                                                                                 | 0   | 492.326                                                                           | 2,39 | 0                                                                                 | 0   | 7.068.297                                                                           | 0,14 | <b>13,88</b> | <b>0,81</b> |
|       | 0,05                                                                              | 0   | 0                                                                                 | 0   | 252                                                                               | 0    | 0                                                                                 | 0   | 8.566                                                                               | 0,58 |              |             |
|       | 0,12                                                                              | 0   | 0                                                                                 | 0   | 1.181                                                                             | 4,25 | 0                                                                                 | 0   | 99                                                                                  | 1,02 | (13,80)      | (3,56)      |
|       | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                 | 0    | 0                                                                                 | 0   | 0                                                                                   | 0    |              |             |

|         |      |   |   |   |        |       |   |   |   |   |             |          |
|---------|------|---|---|---|--------|-------|---|---|---|---|-------------|----------|
| airhole | 170  | 0 | 0 | 0 | 15.556 | -0,70 | 0 | 0 | 0 | 0 | <b>2,32</b> | <b>0</b> |
|         | 0,46 | 0 | 0 | 0 | 485    | -0,21 | 0 | 0 | 0 | 0 |             |          |
|         | 0,93 | 0 | 0 | 0 | 1.590  | 0,76  | 0 | 0 | 0 | 0 | (2,32)      | (-3,72)  |
|         | 0    | 0 | 0 | 0 | 0      | 0     | 0 | 0 | 0 | 0 |             |          |

|    |      |   |       |      |   |   |   |   |   |   |             |             |
|----|------|---|-------|------|---|---|---|---|---|---|-------------|-------------|
| iQ | 480  | 0 | 2.416 | 0,33 | 0 | 0 | 0 | 0 | 0 | 0 | <b>0,01</b> | <b>0,26</b> |
|    | 0,50 | 0 | 0     | 0    | 0 | 0 | 0 | 0 | 0 | 0 |             |             |
|    | 0,75 | 0 | 0     | 0    | 0 | 0 | 0 | 0 | 0 | 0 | (0,01)      | (2,45)      |
|    | 0    | 0 | 0     | 0    | 0 | 0 | 0 | 0 | 0 | 0 |             |             |

|     |       |   |   |   |        |      |   |   |           |      |             |             |
|-----|-------|---|---|---|--------|------|---|---|-----------|------|-------------|-------------|
| 2XU | 2.900 | 0 | 0 | 0 | 95.156 | 0,83 | 0 | 0 | 1.538.825 | 0,90 | <b>3,62</b> | <b>0,16</b> |
|     | 0,58  | 0 | 0 | 0 | 73     | 0    | 0 | 0 | 3.500     | 1,04 |             |             |
|     | 0,92  | 0 | 0 | 0 | 2.273  | 0,26 | 0 | 0 | 214       | 0    | (3,64)      | (2,58)      |
|     | 0     | 0 | 0 | 0 | 0      | 0    | 0 | 0 | 0         | 0    |             |             |

|        |      |   |   |   |        |       |   |   |   |   |             |              |
|--------|------|---|---|---|--------|-------|---|---|---|---|-------------|--------------|
| D.GNAK | 140  | 0 | 0 | 0 | 15.480 | -0,39 | 0 | 0 | 0 | 0 | <b>1,14</b> | <b>-0,04</b> |
|        | 0,70 | 0 | 0 | 0 | 33     | 0     | 0 | 0 | 0 | 0 |             |              |
|        | 0,94 | 0 | 0 | 0 | 772    | 0     | 0 | 0 | 0 | 0 | (1,16)      | (-0,22)      |
|        | 0    | 0 | 0 | 0 | 0      | 0     | 0 | 0 | 0 | 0 |             |              |

|            |       |   |           |       |   |   |   |   |        |       |             |              |
|------------|-------|---|-----------|-------|---|---|---|---|--------|-------|-------------|--------------|
| Max Factor | 6.600 | 0 | 7.309.120 | -0,07 | 0 | 0 | 0 | 0 | 10.284 | 0,65  | <b>9,24</b> | <b>-0,07</b> |
|            | 0,73  | 0 | 0         | 0     | 0 | 0 | 0 | 0 | 4.151  | -0,24 |             |              |
|            | 0,92  | 0 | 0         | 0     | 0 | 0 | 0 | 0 | 7      | 0     | (9,26)      | (-0,04)      |
|            | 0     | 0 | 0         | 0     | 0 | 0 | 0 | 0 | 0      | 0     |             |              |

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| Santaverde | 6.600                                                                             | 0   | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                 | 0   | 42.473                                                                              | 3,10 | 0,10   | 0      |
|            | 0,51                                                                              | 0   | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0    |        |        |
|            | 1                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                 | 0   | 13                                                                                  | 0    | (0,10) | (1,11) |
|            | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                 | 0   | 0                                                                                   | 0    |        |        |