

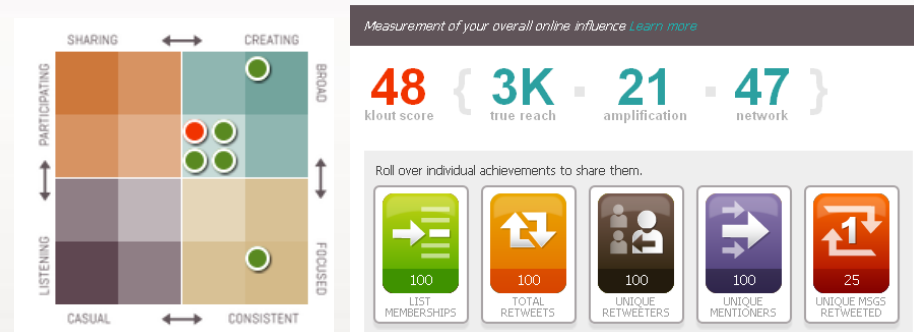
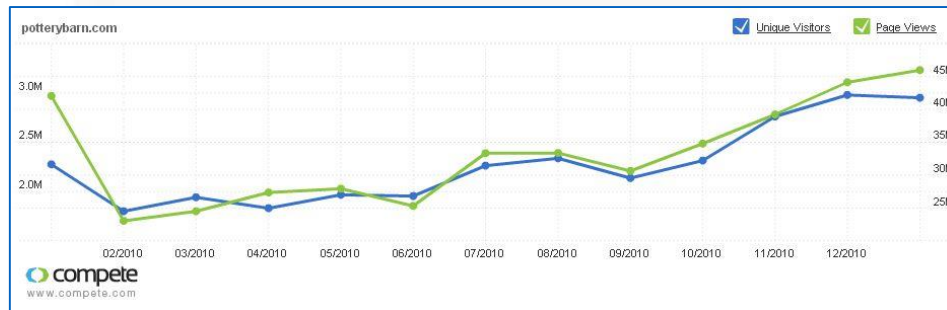
# POTTERY BARN DIGITAL PULSE REPORT

## Summary:

- Healthy presence across all digital channels; highest concentration of visitation on the website.
- Satisfaction looks good across the board, ratio of negative employee feedback is normal for a retail chain.
- While some social channels still have a relatively small audience (YouTube and Twitter), engagement is solid across both channels.

## Quick Wins:

- ⇒ Given the high engagement and brand worth of Twitter followers, consider promotional or rewards program for evangelists.
- ⇒ Create Facebook store to monetize audience following with products that can only be found on Facebook.



Channel	Volume	Type	Positive to Negative Feedback	Rating
Website	2,951,267	(visitors)		
Facebook	362,551	(likes)		
Twitter	8,624	(followers)		
YouTube	1,091	(subscribers)		
Consumer			26 to 1	GREEN
Employee			4.5 to 1	GREEN