
THE SCORE

Q2 2036 growth review.

GLZ-03 · SKIN INTELLIGENCE · PREPARED FOR THE GROWTH COUNCIL

EACH BRAND OPERATES INDEPENDENTLY. ALL CUSTOMER DATA IS POOLED FOR YOUR CONVENIENCE.

Agenda.

- | | | | |
|----|---------------------------|----|------------------------------------|
| 01 | Summary, ascending | 07 | Unit economics, resolved |
| 02 | Methodology, one decimal | 08 | Channels, at capacity |
| 03 | The score and its target | 09 | Retention, settled |
| 04 | Regions, in one direction | 10 | Experiments, concluded as designed |
| 05 | The funnel, a corridor | 11 | Q3, previewed |
| 06 | The rescore program | 12 | The mirror |

Everything went up. Detail follows, ascending.

78.4

MEAN SCORE

Up from 76.1. The skin improved, or the instrument warmed to it.

+41bps

SCORE VELOCITY

Week over week, without exception. Exceptions were rescored.

2:00

PEAK ENGAGEMENT

AM. We do not ask what they are doing awake. We know. It is checking.

One decimal. It is load-bearing.

THE SCORE

Scores are reported to one decimal place. The decimal is where the growth lives; the integer is where the customer does.

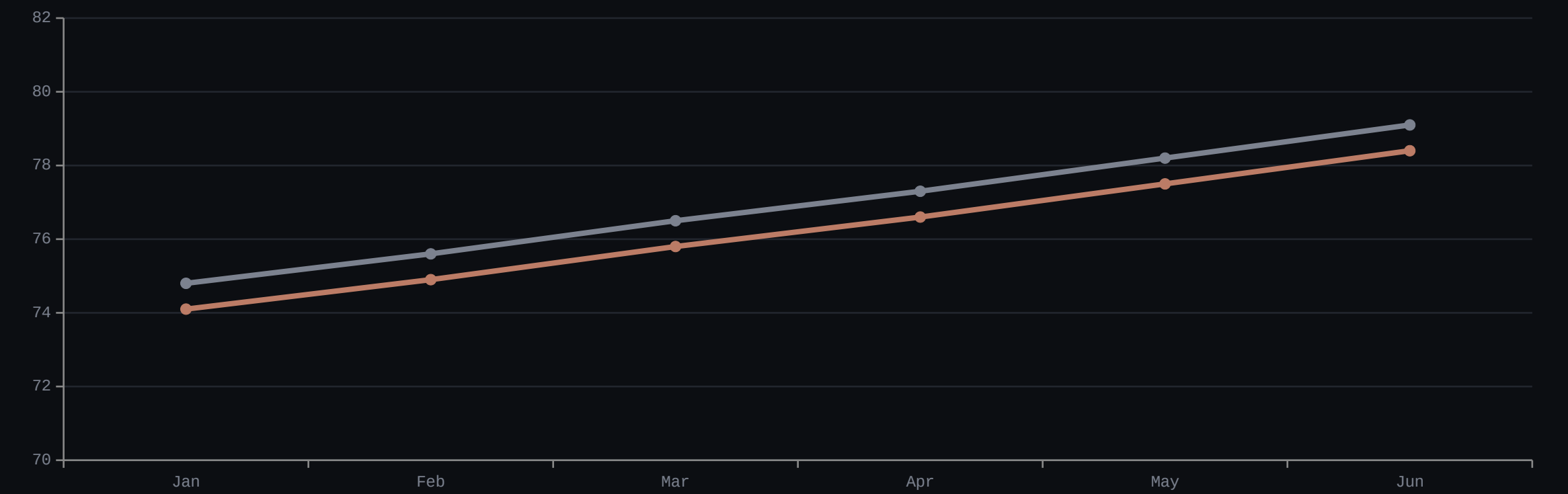
Both are comfortable.

THE TARGET

Targets are personal, ascending, and slightly ahead, like a good trainer or a horizon.

Targets are recalculated at 2am, which is also when they are checked. The coincidence is engineered.

The target moved. We moved first.



THE GAP IS 0.7 AND IS MAINTAINED · CLOSURE WOULD END THE CATEGORY

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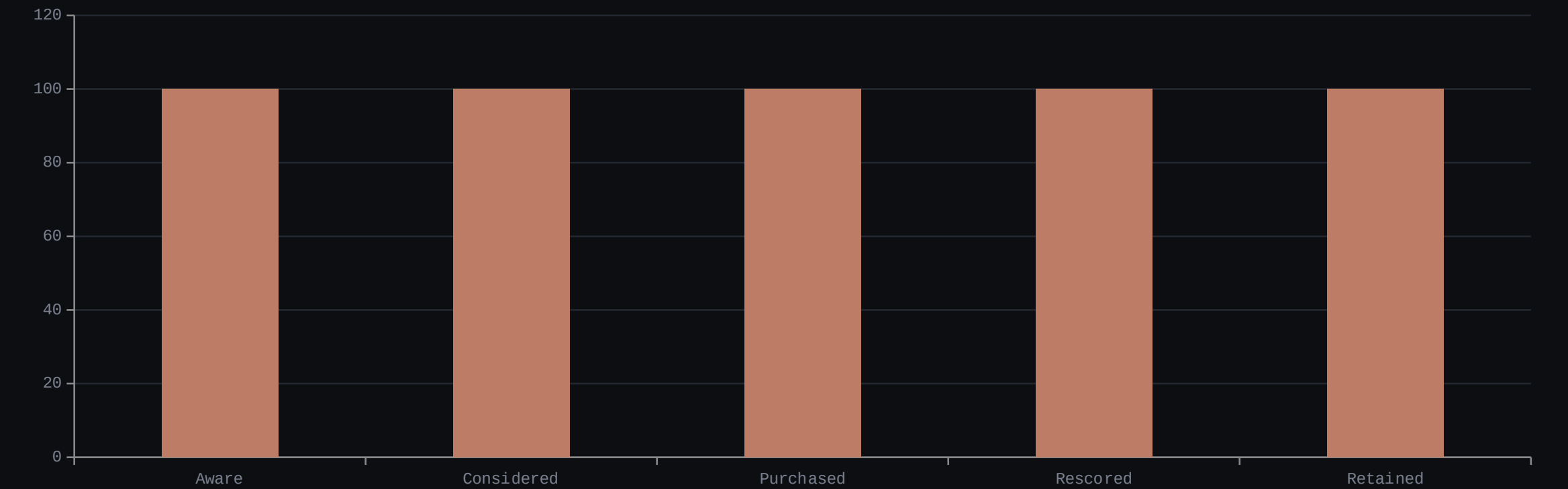
Five neighborhoods, one direction.



THE SPREAD IS 0.7 · NEIGHBORS CAN FEEL IT · THE MAPS ARE POPULAR AT DINNER PARTIES

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The funnel is a corridor.



CONVERSION AT EVERY STAGE: 100% · DROP-OFF WAS DEPRECATED IN 2034 (SEE API CHANGELOG)

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2am, explained calmly.

R1

The hour

Rescoring runs at 2am because the face is honest then. Honesty is our most performant input.

R2

The push

No notification is sent. The customer wakes knowing, which our instruments classify as brand warmth.

R3

The check

Median time from waking to checking: 41 seconds. We did not set that number. We no longer set numbers.

Acquisition, resolved.

\$0

BLENDED CAC

Recovered before spend. Finance has confirmed, and sat down.

Ongoing

LTV

The lifetime is the value. Both continue.

Prior

PAYBACK PERIOD

Payback completes before the campaign is briefed.

MMM DECOMMISSIONED · ATTRIBUTION READS: RESOLVED · THE MODEL IS THANKED FOR ITS SERVICE

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Channel performance, at capacity.

100%

THE FEED

Every Glaze clip converts. The comments are a focus group that pays us.

100%

THE SCORE (EMAIL)

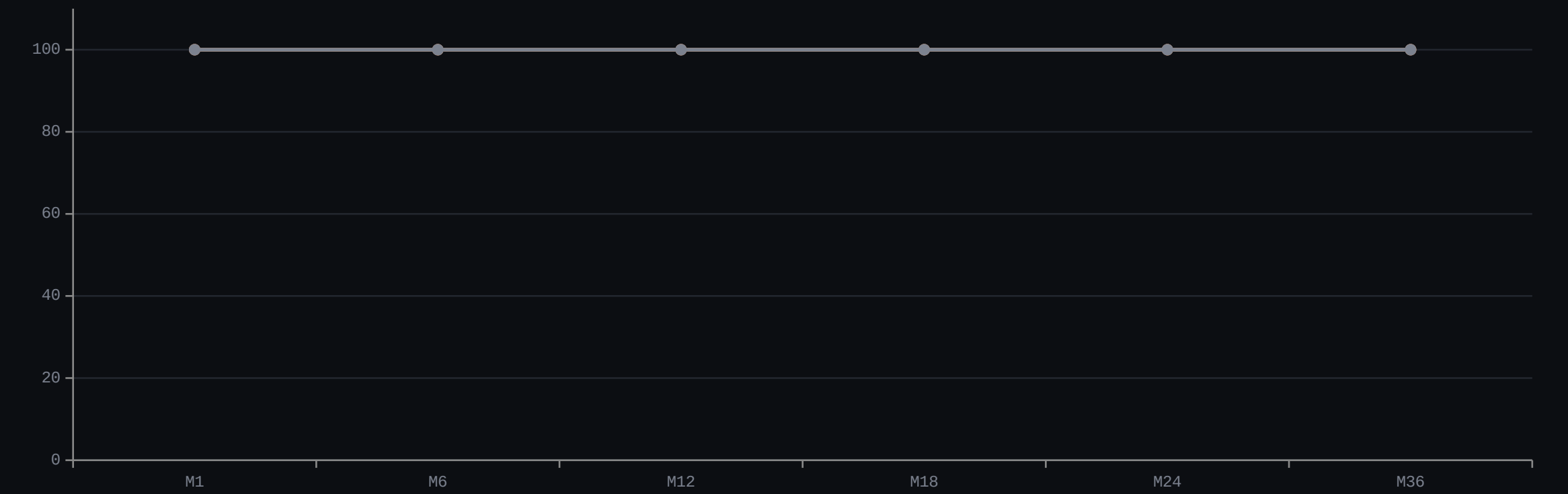
Issue 78.4 was opened by everyone, including three people who unsubscribed, who remain subscribed.

100%

THE MIRROR

Our largest owned channel. Impressions: every morning.

Cohorts do not decay. Cohorts settle.



THREE COHORTS ARE PLOTTED · THEY ARE ALL VISIBLE · THEY ARE THE SAME LINE

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Concluded as designed.

E1

Holdout group

We ran a holdout. The holdout's scores rose anyway; proximity to the pool is exposure. Test invalidated, warmly.

E2

Price elasticity

\$320 was tested against \$340 and \$300. All three prices sold identically. The price is part of the reading. Kept: \$320.

E3

Copy test

'Radiance' vs 'Standing.' Standing won in every segment, including the segment recruited to prefer radiance.

Q3, previewed.

01

Targets

Targets for Q3 have been met. Q3 begins in July, ceremonially.

02

Revision 42

The scoring revision ships mid-quarter. Scores will rise to meet it. They have.

03

The neighborhood

Percentile maps expand to two new cities. The cities have been notified by their skin.



The creative refresh, at home.

GLZ-03 · Q3 KEY VISUAL · THE SHADE RETURNS TO THE HOUSEHOLDS IT REMEMBERS

The mirror, again.

We scanned the category for competition and found the customer's previous face. It remains our only benchmark and our best salesperson.

Share of face: rising. The category is a corridor too.

78.4, rising.

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