

BRAND COLLABS · CARD SPEND · APP INTELLIGENCE

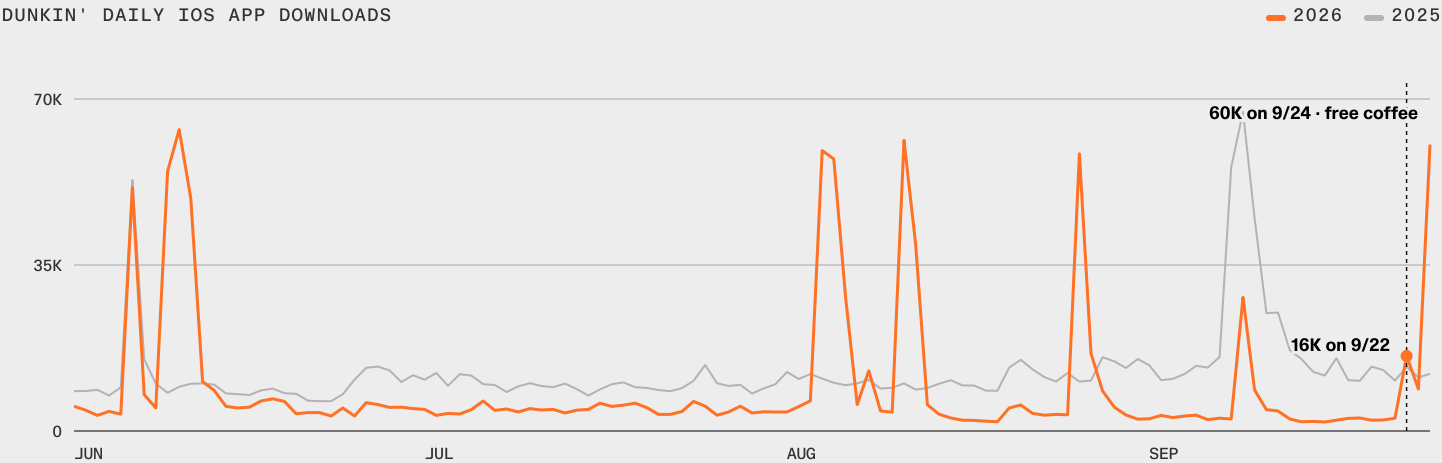
L.L.Bean x Dunkin'

Sweater Sleeves Boost Dunkin' iOS App Downloads, but Lift Goes to Merch Sellers

L.L.Bean's Dunkin' collection goes on sale today. In past food-and-apparel collabs, the food brand held its trend, while clothing brands benefited. The smaller the brand, the bigger the boost.

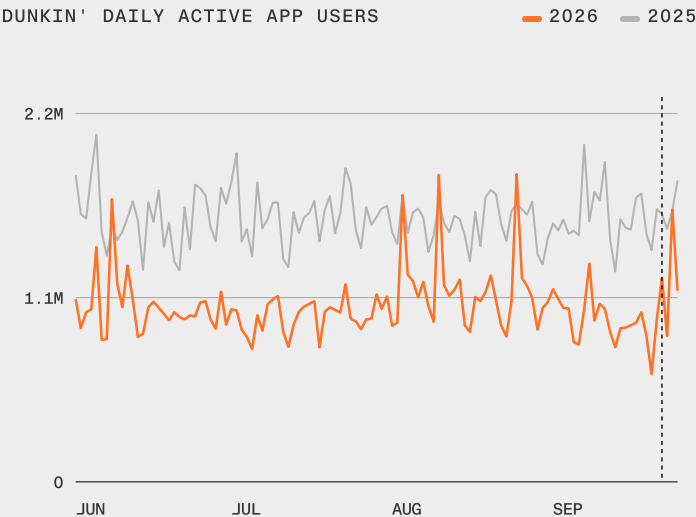
iOS app downloads jumped 6x on 9/22, about 30% of a free-drink promo spike

During Dunkin's sweater cup sleeve giveaway, iOS downloads hit 16K, 30% of the free-drink promo average of 28–64K, including 60K for Thursday's free-coffee giveaway.



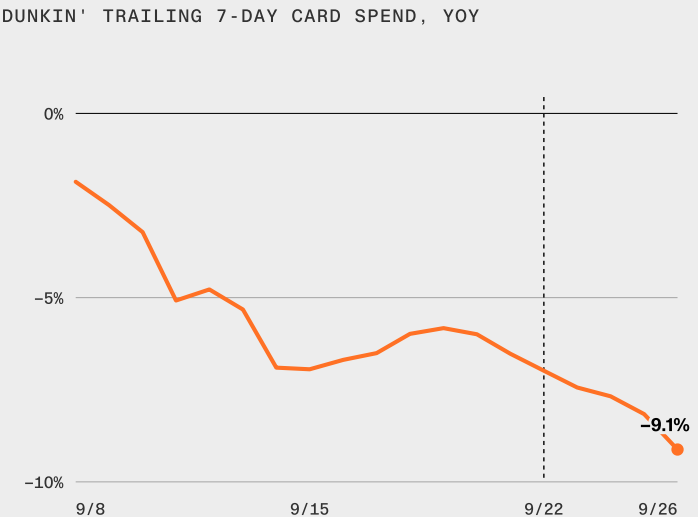
Daily app users increase 35% for sweaters, but activity only exceeds 2025 on promotional dates

Kickoff day drew 1.2M users, 35% above the prior 7-day average.



In stores, Dunkin' hasn't moved

Card spend slid from -5% to -9% YoY through kickoff week.

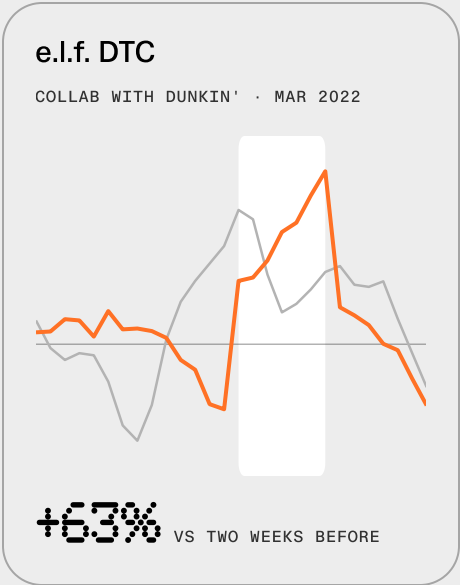
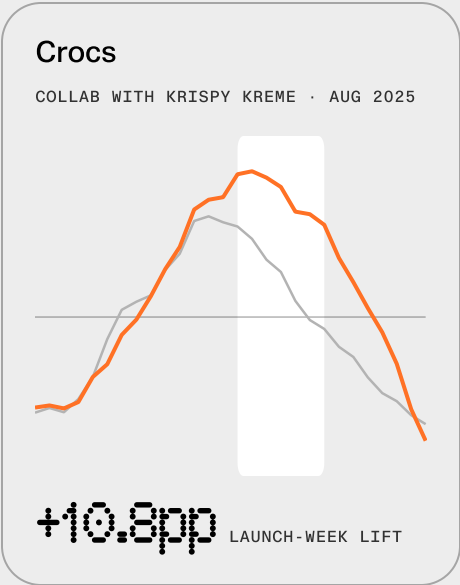
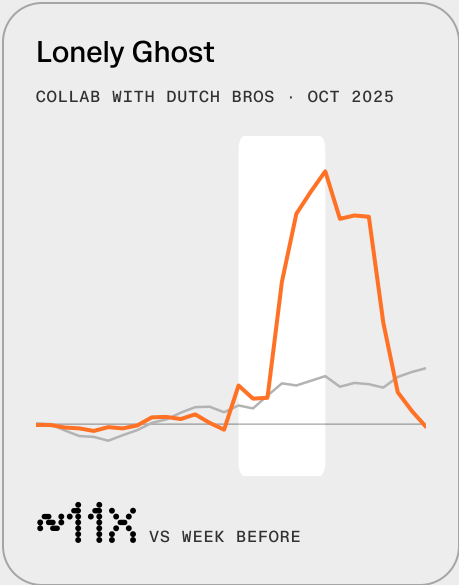


Past collabs: a one-week spike, and only for the seller

Trailing 7-day card spend showed launch-related boosts in Y/Y growth for Lonely Ghost during their Dutch Bros collab and Crocs during their promotion with Krispy Kreme. e.l.f. direct-to-consumer spend increased during its Dunkin' collaboration, with Y/Y growth boosted further by an Easter comp. Urban Outfitters x Dunkin' and Hidden Valley Ranch x Crocs showed no brand boost.

SPEND, PRE-LAUNCH AVG = 100 PRIOR YEAR, SAME DAYS LAUNCH WEEK DAYS -14 → +13

MERCH SELLERS SPEND AT THE BRAND THAT SOLD THE COLLAB PRODUCT



MERCH SELLERS SPEND AT THE BRAND THAT SOLD THE COLLAB PRODUCT

FOOD BRAND SPEND AT THE FOOD PARTNER

