



# SparkPlug

**Pro ROI Report**  
2024

[sparkplug.app](https://sparkplug.app)



# Arizona

SparkPlug Pro  
ROI Report

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# House Products – Percent Commission

Location: **Arizona**

Spark Type: **Commission**



Objective:  
**Sell as many units of house brand products as possible**



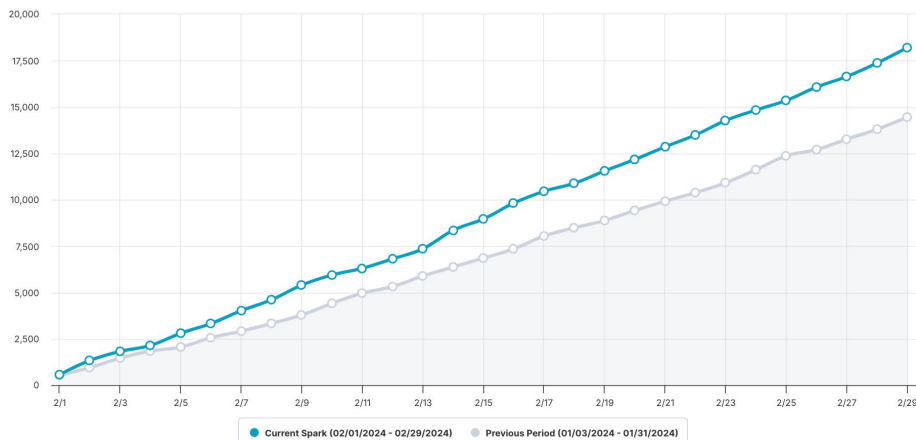
Spark Duration & Number of Locations:  
**4 weeks – 2 locations**



Prize: **Earn 1.5% commission per unit sold**

Total Units of All 2 Locations

**18,201** ↑ 25.9%



## Results

**18,201 Units**

Incentive Period

**VS**

**14,456 Units**

Previous Period



Payout amount:  
**\$5,452**



Units sold by Top 3 earners:  
**975, 973, and 973 units**



# Specific Products- Single Leaderboard

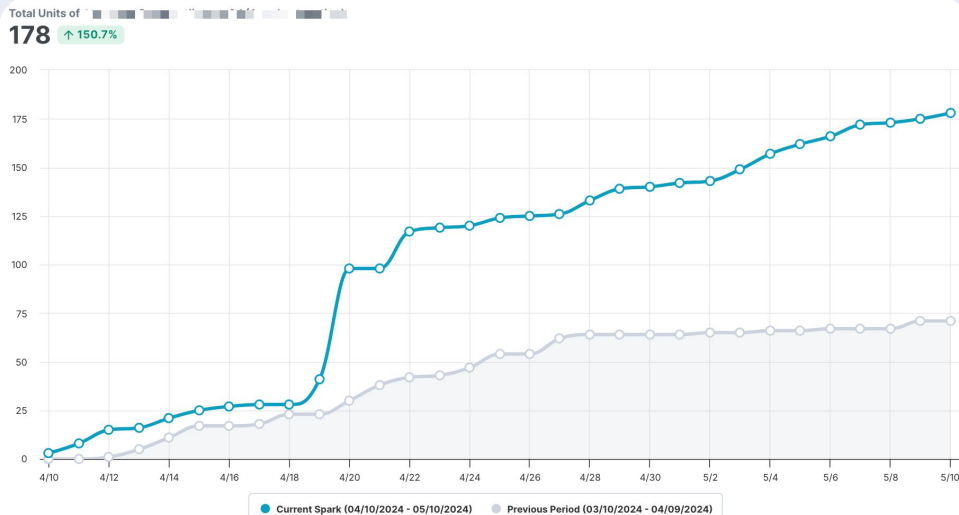
Location: **Arizona**

Spark Type: **Leaderboard**

Objective:  
**Sell as many specified products as possible!**

Spark Duration & Number of Locations:  
**4 weeks - 1 location**

Prize: **Merch and Product**



## Results

**178 Units**  
Incentive Period

VS

**71 Units**  
Previous Period

📈 Increase from previous period: **151%**

🛒 Units sold by Top 3 earners:  
**28, 19, and 17 units**



# California

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# Specific Products – Sales Leaderboard

Location: **California**

Spark Type: **Leaderboard**



Objective:  
**Sell as many units of certain inventory as possible!**

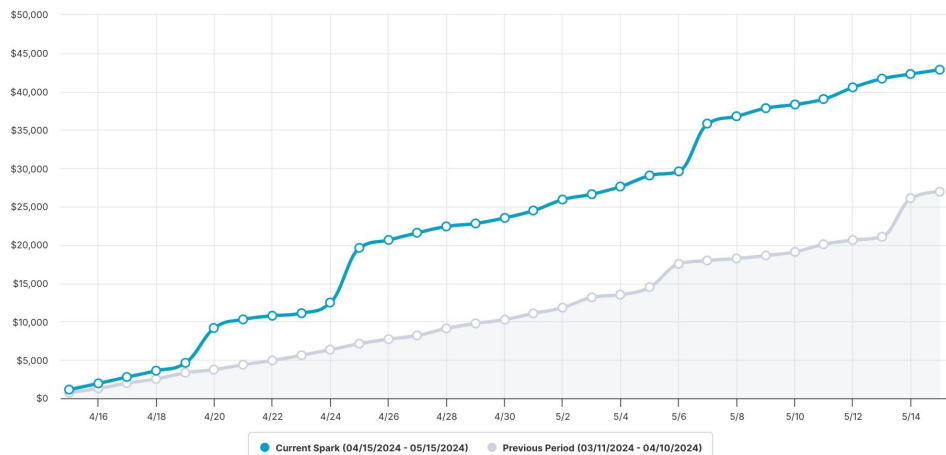


Spark Duration & Number of Locations:  
**4 weeks -1 location**



Prize: **\$100 Gift Card and Swag!**

Total Sales of **\$42,859.16** ↑ 59.0%



## Results

**\$42,859**  
Incentive Period

VS

**\$26,953**  
Previous Period



Increase from previous period: **59%**



Sales of Top 3:  
**\$4.5k, \$3.3k, and \$2.7k**



# Specific Products – Commission

Location: **California**

Spark Type: **Commission**



Objective:  
**Sell as many units of specified products as possible**



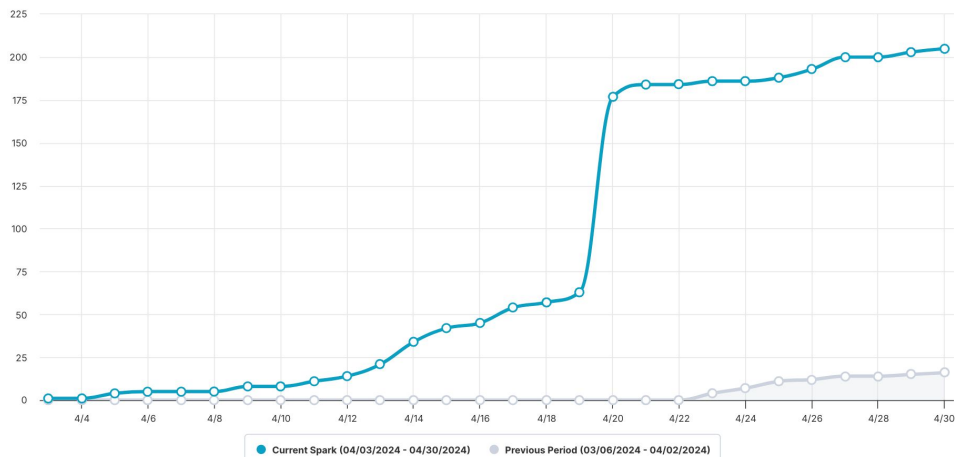
Spark Duration & Number of Locations:  
**4 weeks – 1 location**



Prize: **\$0.50 per unit sold**

Total Units of

**205** ↑ 1,181.3%



## Results

**205 Units**

Incentive Period

**VS**

**16 Units**

Previous Period



Payout amount:  
**\$102.50**



Units sold by Top 3 earners:  
**47, 45, and 17 units**



# Colorado

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# All Products - Order Ave. Single Leaderboard

Location: **Colorado**

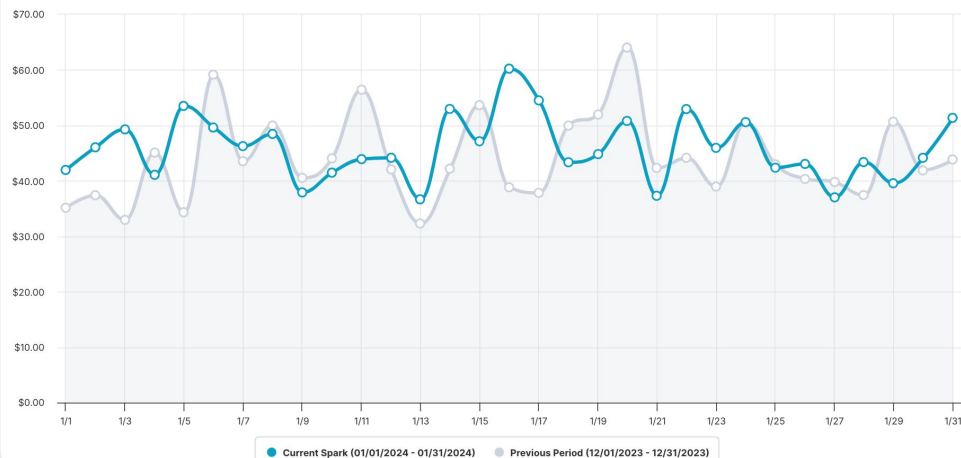
Spark Type: **Leaderboard**

Objective:  
**Have the highest average transaction value among the team!**

Spark Duration & Number of Locations:  
**4 weeks - 1 location**

Prize: 🏆 **\$150** 🏆 **\$100** 🏆 **\$75 w/ a \$46 average and 100 transactions minimum to qualify**

Order Average of: **\$45.95** ↑ 4.2%



## Results

**\$45.95 Average**  
Incentive Period

VS

**\$44.10 Average**  
Previous Period

🏆 **Winner: \$55.76 Average - 213 transactions**

🛒 **# of users who surpassed threshold: 2 out of 5**



# All Products - Units per Transaction Leaderboard

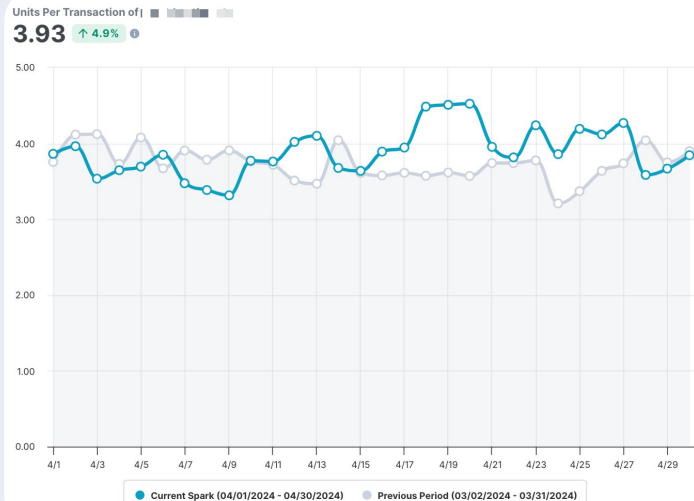
Location: **Colorado**

Spark Type: **Leaderboard**

Objective:  
**Have the highest average transaction value among the team!**

Spark Duration & Number of Locations:  
**4 weeks - 1 location**

Prize: **Top 6 get \$50 to \$150 w/ a 4 units per transaction and 100 transactions minimum to qualify**



## Results

**3.93 UPT**  
Incentive Period

**VS**

**3.75 UPT**  
Previous Period



Payout amount:  
**\$475 (Top 6 hit the minimums)**



Ave. % Change in Order Average from previous period: **4.9%**



# Maryland

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# Specific Products – Team Goal

Location: **Maryland**

Spark Type: **Goal**



Objective:  
**Sell at least 750 units of specific products**



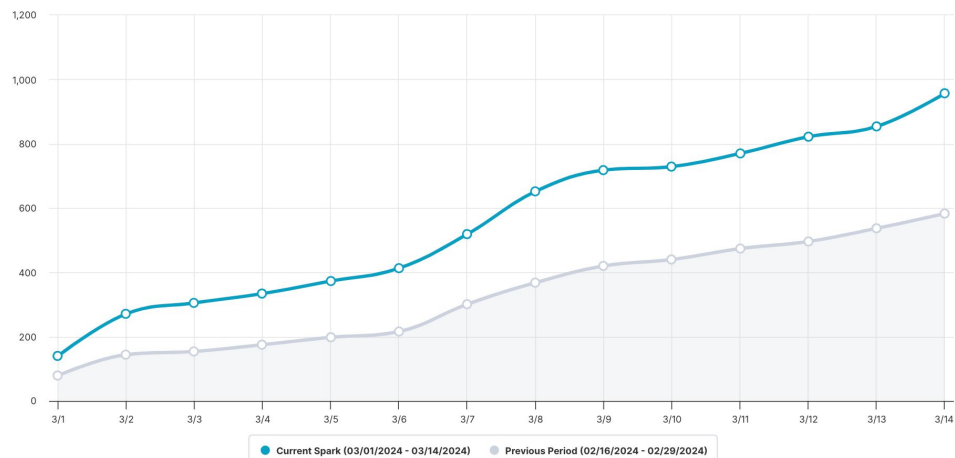
Spark Duration & Number of Locations:  
**2 weeks – 1 location**



Prize: **\$500 split evenly among participants**

Total Units of

**957** ↑ 64.2%



## Results

**957 Units**

Incentive Period

**VS**

**583 Units**

Previous Period



Goal reached?

**Yes, team got \$500!**



Increase from previous period: **64%**



# All Products – Sales Leaderboard

Location: **Maryland**

Spark Type: **Leaderboard**



Objective:  
**Make the most sales among the team!**

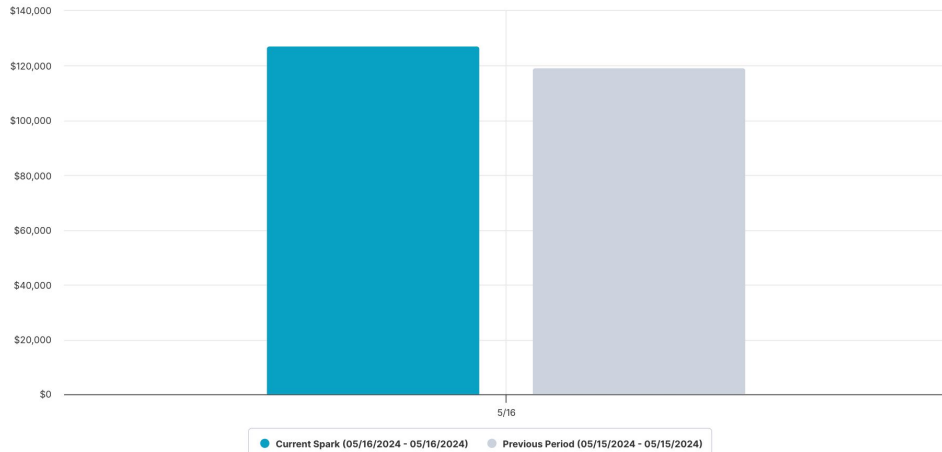


Spark Duration & Number of Locations:  
**1 day – 1 location**



Prize: **\$75**

Total Sales of  
**\$127,032.34** ↑ 6.5%



## Results

**\$127,032**  
Incentive Period

**VS**

**\$119,300**  
Previous Period



Increase from previous period: **6.5%**



Sales of Top 3:  
**\$6.9k, \$5.5k, and \$4.8k**



# Michigan

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# Specific Products – Commission

Location: **Michigan**

Spark Type: **Commission**

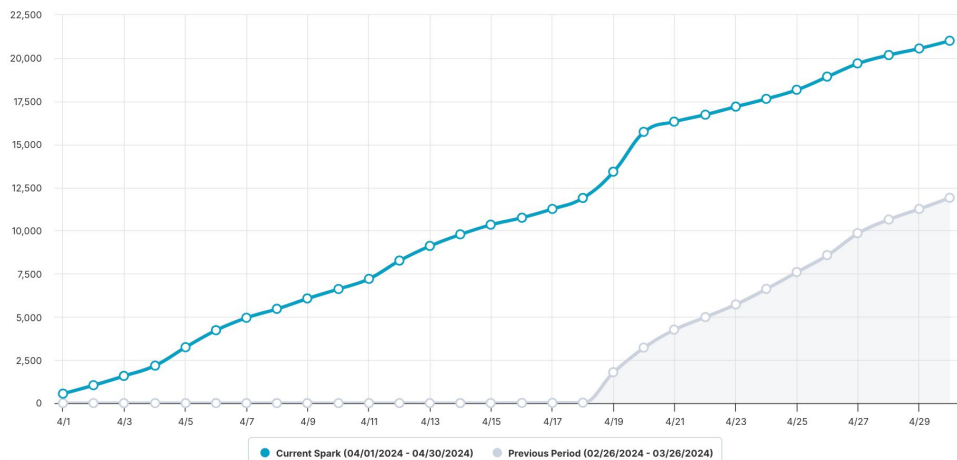
**Objective:**  
Sell as many units of specified products as possible

**Spark Duration & Number of Locations:**  
4 weeks – 38 locations

**Prize:** \$0.75 per unit sold w/ a \$13.50 minimum to qualify

Total Units of All 38 Locations

**21,011** ↑ 76.5%



## Results

**21,011 Units**  
Incentive Period

VS

**11,906 Units**  
Previous Period

**\$** Payout amount:  
**\$6,621**

**🛒** Units sold by Top 3 earners:  
**141, 140, and 120 units**



## Specific Products – Commission

Location: **Michigan**

Spark Type: **Commission**



Objective:  
**Sell as many units of specified products as possible**



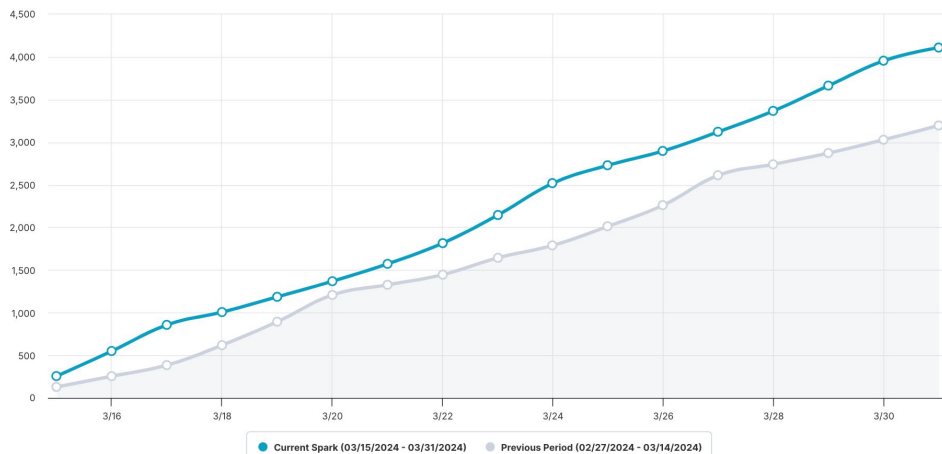
Spark Duration & Number of Locations:  
**2 weeks – 29 locations**



Prize: **\$0.50 per unit sold w/ a \$5 minimum to qualify**

Total Units of All 29 Locations

**4,111** ↑ 28.6%



## Results

**4,111 Units**

Incentive Period

VS

**3,197 Units**

Previous Period



Payout amount:  
**\$821**



Units sold by Top 3 earners:  
**48, 48, and 38 units**





## Specific Products – Commission

Location: **Michigan**

Spark Type: **Commission**



Objective:  
**Sell as many units of specified products as possible**



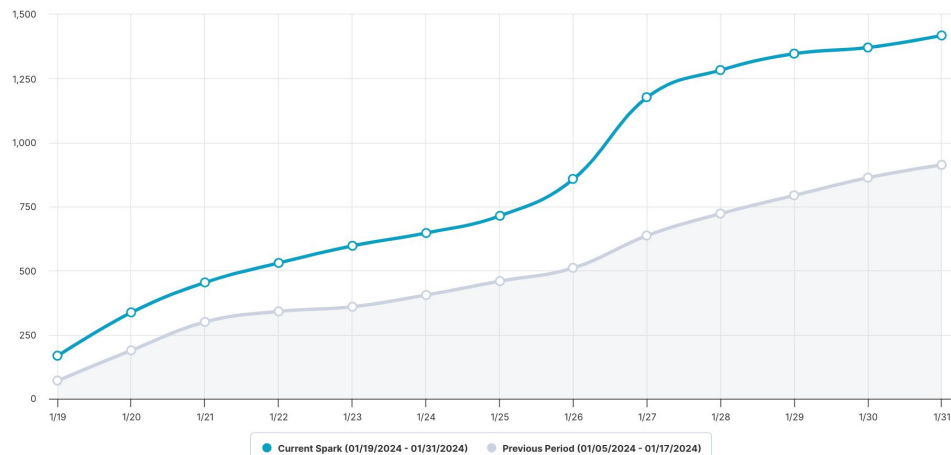
Spark Duration & Number of Locations:  
**2 weeks – 1 location**



Prize: **\$0.50 per unit sold w/ a \$8 minimum to qualify**

Total Units of

**1,418** ↑ 55.3%



## Results

**1,418 Units**

Incentive Period

**VS**

**913 Units**

Previous Period



Payout amount:  
**\$340.50**



Units sold by Top 3 earners:  
**85, 69, and 68 units**



# New Mexico

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# Specific Products- Single Leaderboard

Location: **New Mexico** ✔ Spark Type: **Leaderboard**

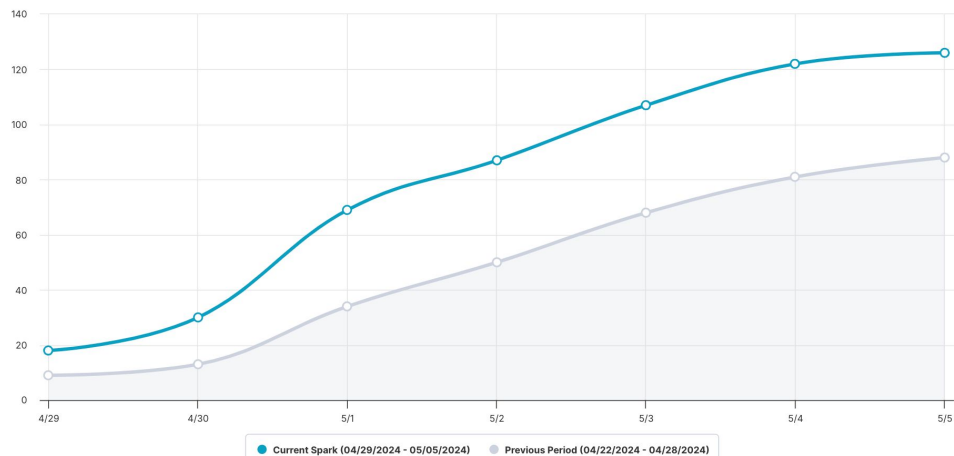
 Objective:  
**Sell as many concentrates as possible!**

 Spark Duration & Number of Locations:  
**1 week - 8 locations**

 Prize:  **\$150**  **\$100**  **\$50**

Total Units of All 8 Locations

**126** ↑ 43.2%




## Results

**126 Units**  
Incentive Period

**VS**

**88 Units**  
Previous Period

 Increase from previous period: **43%**

 Units sold by Top 3 earners:  
**14, 12, and 9 units**



# Specific Products- Single Leaderboard

Location: **New Mexico** Spark Type: **Leaderboard**

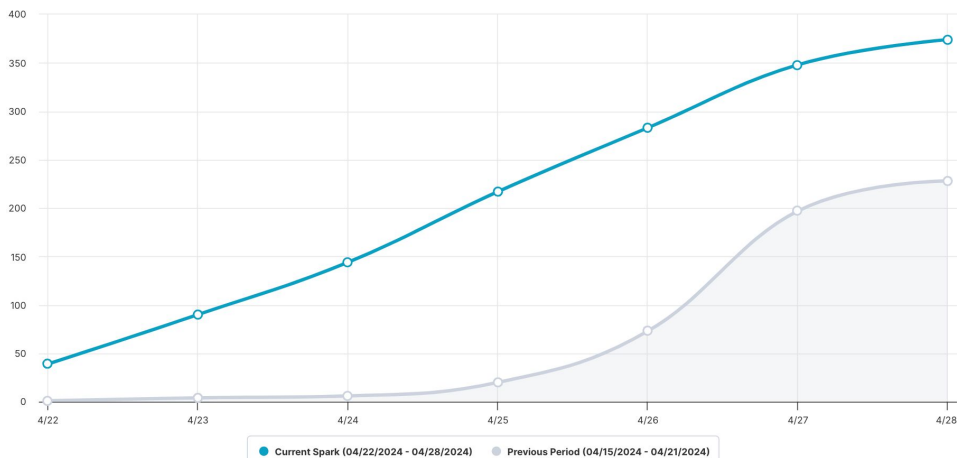
Objective:  
**Sell as many concentrates as possible!**

Spark Duration & Number of Locations:  
**1 week - 8 locations**

Prize: **\$150** **\$100** **\$50**

Total Units of All 8 Locations

**374** **64.0%**



## Results

**374 Units**  
Incentive Period

**VS**

**228 Units**  
Previous Period

Increase from previous period: **64%**

Units sold by Top 3 earners:  
**26, 25, and 25 units**



# Ohio

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# All Products - Order Ave. Single Leaderboard

Location: **Ohio**

Spark Type: **Leaderboard**

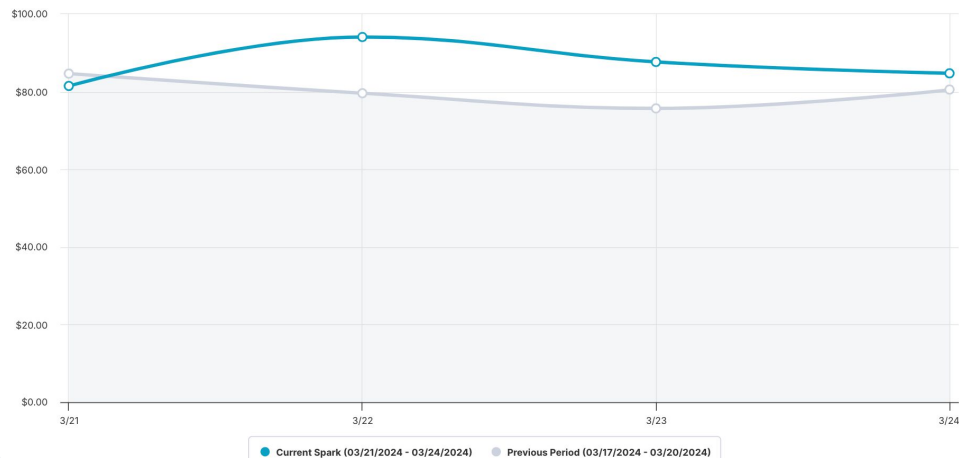
Objective:  
**Have the highest average transaction value among the team!**

Spark Duration & Number of Locations:  
**4 days - 1 location**

Prize: **\$35 w/ a 40 transactions minimum to qualify**

Order Average of

**\$87.48** ↑ 9.2%



## Results

**\$87.48 Average**

Incentive Period

VS

**\$80.11 Average**

Previous Period

Winner: **\$95.37 Average - 88 transactions**

# of users who surpassed threshold: **6 out of 12**



# Specific Products – Commission

Location: **Ohio**

Spark Type: **Commission**

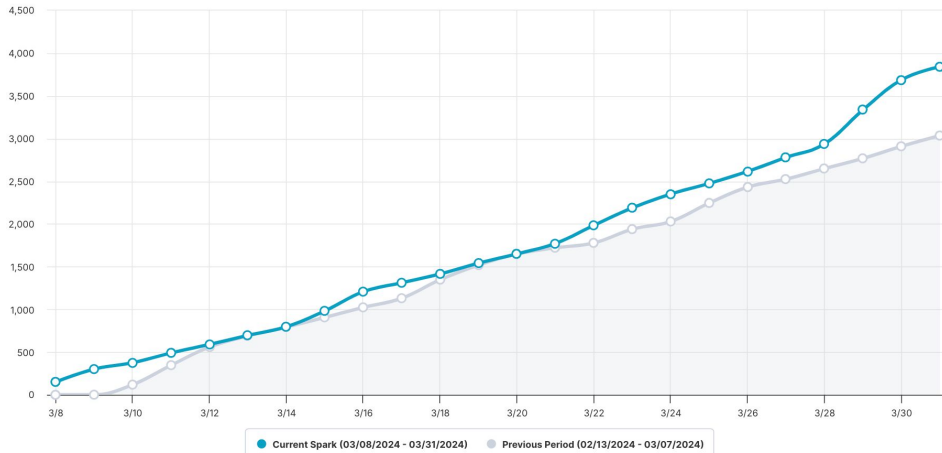
Objective:  
**Sell as many units of specified products as possible**

Spark Duration & Number of Locations:  
**3 weeks – 5 locations**

Prize: **\$0.50 to \$1 per unit sold w/ a \$8 minimum to qualify**

Total Units of All 5 Locations

**3,842** ↑ 26.5%



## Results

**3,842 Units**  
Incentive Period

VS

**3,036 Units**  
Previous Period

🇺🇸 Payout amount:  
**\$3,345.50**

🛒 Units sold by Top 3 earners:  
**225, 140, and 132 units**