

Reaching high-intent shoppers with **Sponsored Products**.

A new Marketplace seller used ads on BestBuy.com to reach high-intent shoppers, increase product visibility, and drive sales growth for new and competitive SKUs.

Ultimea is a fast-growing consumer electronics brand that makes high-quality home entertainment more accessible. The company offers soundbars, surround-sound systems, projectors, and related accessories, combining high-end features with mainstream price points. Its digital-first business model uses its direct-to-consumer ecommerce site and online marketplaces to promote their offerings in more than 100 countries.

CHALLENGE

Because it competes in the high-consideration audio and home entertainment categories, Ultimea depends on strong visibility to introduce new products and maintain momentum for competitive SKUs. The company needed a way to reach shoppers who might not yet know the brand but are actively researching similar products. They also wanted to strengthen performance during product launches, seasonal promotions and other high-priority campaign periods.

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Through Sponsored Products, we can reach shoppers at the **exact decision-making stage**, including customers who may not yet be familiar with our brand.

Bella Yang
Multi-Channel Sales Lead
Ultimea Inc.

90%

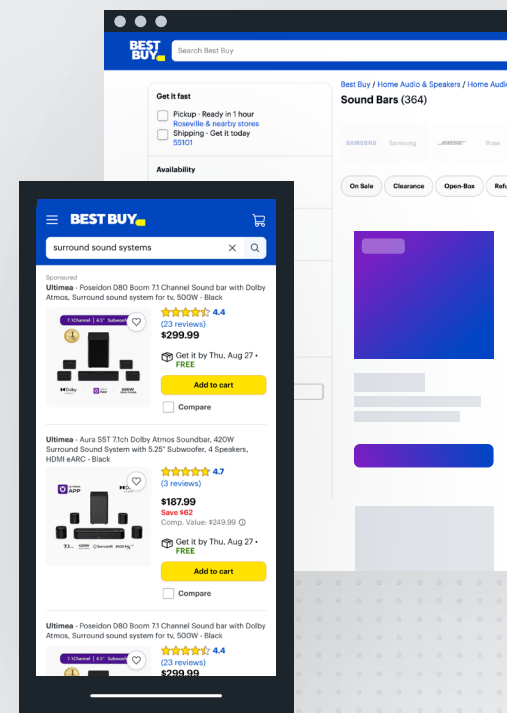
increase in gross sales
from Q1 to Q2

150%

growth in ad-attributable sales
on 30% more ad spend

61%

of Q2 orders were
ad-driven



SOLUTION

Ultimea activated Sponsored Products early in its Best Buy Marketplace strategy, extending their visibility beyond organic search results and connecting with in-market Best Buy customers. Their goal was to quickly scale impressions for new and competitive SKUs to boost their product launches and seasonal promotions.

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Compared with other marketplaces, Sponsored Products on BestBuy.com have delivered a **more efficient ROAS** and more stable conversion performance. The traffic quality is strong, and the incremental sales lift from sponsored placements tends to be **more consistent**, particularly for high-consideration audio and home entertainment products.

Bella Yang

Multi-Channel Sales Lead

Ultimea Inc.

RESULTS

Best Buy Ads helped Ultimea turn greater visibility among in-market shoppers into meaningful sales growth. From Q1 to Q2 2026, Ultimea nearly doubled its gross sales, growing 90% quarter over quarter. Ad-attributable sales grew even faster, increasing by 150% while Sponsored Products spend increased by only 30%. By Q2, ad-driven orders represented 61% of Ultimea's total orders.

Ultimea's results demonstrate how activating ads early can help new Best Buy Marketplace sellers reach high-intent shoppers, drive sales, and build momentum as they grow. As a result, Sponsored Products has become a valuable piece of their marketplace growth strategy.

Accelerate your sales growth
with Sponsored Products →

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