

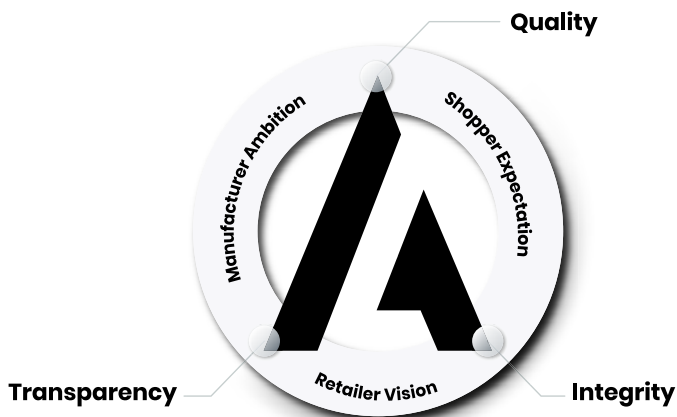
INFLUENCING SHOPPERS. DRIVING SALES.

ActionLink supports sales, brand advocacy, and merchandising activities at all levels in Best Buy stores, without any service restrictions.

We are uniquely enabled to deliver data-driven strategies with a highly skilled workforce that influences your ROI through the entire shopper experience.

**ENSURE DISCOVERABILITY,
ENGAGEMENT, AND
CONVERSION AT RETAIL.**

As industry veterans and technical operational experts, we thrive on tackling even the most intricate retail challenges, forging unity between brand ambition, retailer vision and shopper expectations.



SALES AND BRAND ADVOCACY – Tier 1 Provider

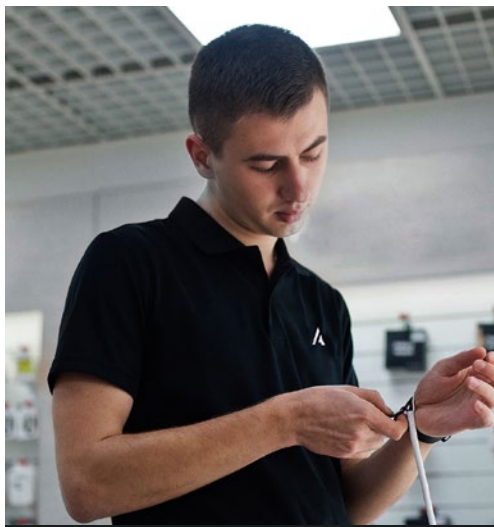
- Direct Selling
- Assisted Selling & Demonstrations
- Brand Advocacy & Retail Training
- Demonstration & Event Support

COMPLEX MERCHANDISING – Tier 1 Provider

- Level 1 & Level 2 Merchandising
- Level 1 & Level 2 Continuity Work
- Audits
- Installation/Construction
- Maintenance & Repair
- Logistics & Fulfillment – Warehouse

We're the operational experts who make the intricate seem effortless through seamless execution.

- Relentless grit and proven tactics to ensure 100% execution
- Knowledgeable, highly-skilled teams provide actionable training and knowledge transfer
- Proven strategies to guide shoppers along the purchase journey
- Sophisticated data-driven coverage models to ensure we deliver the best outcomes



ACCESS

- 24/7 access to leadership and total support throughout ActionLink
- Ability to leverage the Acosta Group's matchless scope and scale

CUSTOMIZATION

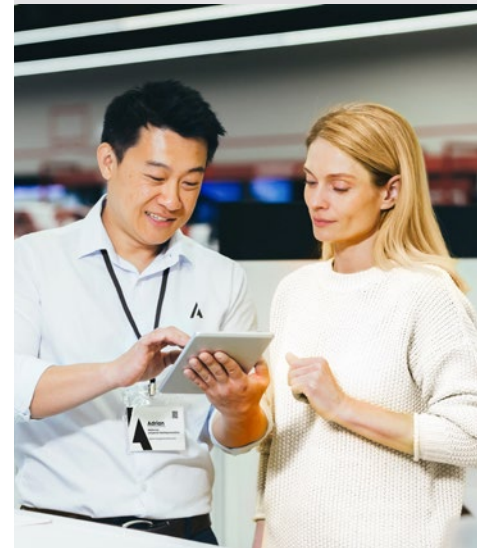
- Bespoke training content, instructions and communication
- Calibrated and personalized talent selection
- Tailored reporting to deliver the data that matters to you

PERFORMANCE

- KPI alignment – your goals are our goals
- Monthly, quarterly and annual performance assessments leveraging real data and industry insights
- Honest and open conversations – We're your partner not just a vendor

WHAT ACTIONLINK DELIVERS FOR YOU

- Friendly and engaging team members who impact revenue
- Reliable knowledge transfer and training that affects sales
- Quick scale when it matters most
- Impeccable display installs done right the first time
- Thorough merchandising delivered on time
- 100% coverage, leaving no store behind
- Reporting that gives you actionable insights
- A partner who knows that when you succeed, we succeed



CONTACT

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