

Premium.



Premium connects Best Buy shoppers with the *CE products they love* to drive brand affinity and grow sales.



Grow
Sales

Drive sell through with sales and training experts, digital and creative support, and merchandising execution.

Sales + Training

Digital + Creative

Merchandising



Uncover
Insights

Maximize ROI by capturing data and mobilizing actionable insights.

Field Execution Reporting

Data Visualization

Predictive Analytics + Optimization



Deliver
Quality

Ensure exceptional field execution through innovative and comprehensive quality control.

Real-Time Photo Validation

Product Launches

Live Field Support

Logistics + Fulfillment

Unmatched Reach in
Best Buy North America



A LONGSTANDING PARTNERSHIP

Premium and Best Buy have been partners since the inception of the preferred program 20+ years ago in the US.



PREFERRED IN CANADA

We're the exclusive preferred partner for sales services in Canada.



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Premium *Tech*

Premium. 360

Our proprietary web-based Premium 360 enterprise management system serves as a central hub for planning, executing in-store programs and providing customized reports.



- CRM
- SCHEDULING
- TIMEKEEPING
- BADGING
- COMMUNICATIONS
- SYSTEMS INTEGRATION



Premium. on Demand

Build customer relationships from everywhere and extend your reach with Premium On Demand. Our platform allows shoppers to connect with brand experts while in store or online.

14x

Store Coverage
Capability

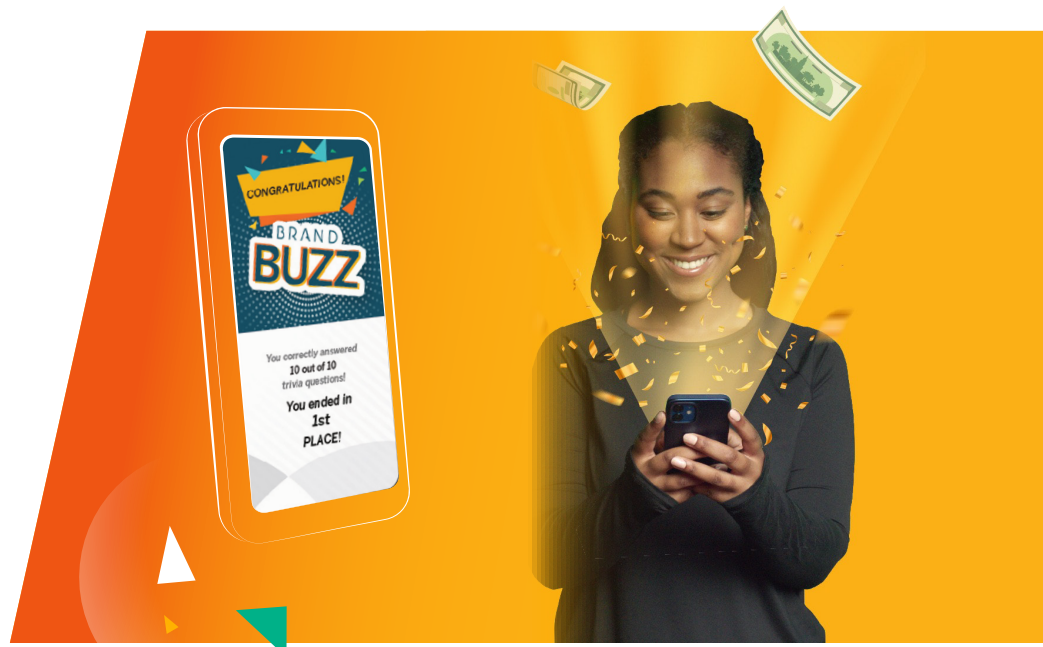
16%

Average
Sales Lift

BRAND BUZZ

powered by
Premium.

BrandBuzz is a mobile trivia competition reinforcing product knowledge and growing mindshare in an engaging, bite-sized way. Expand reach and impact of sales and training programs with customized campaigns.



Premium.