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Brand Advocate Program

FY22

BEST BUY

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Program Overview

Brand Advocate Program Overview.

Best Buy's Brand Advocate Program is focused on the enhancement of the quality, quantity, and delivery speed of your product data. This program is only offered to key strategic partners as an opportunity for advanced collaboration while bringing your products to market with Best Buy. As a member, you will have a dedicated brand resource who is focused on new product submissions, optimization of existing information, and enhancement of the end-to-end customer experience.

Improved **quality** of data	Increased **quantity** of data	**Speed** to market for	**Performance Management**
Accuracy Completeness Accountability Data standard adherence	Images Videos Documents Attributes	New product creation Requested updates/backfill Large scale projects Multi-channel enhancements Customer Experience Optimization	Incremental insights & analytics Exclusive reporting suite Competitive analysis Increased data availability

Dedicated Best Buy resource*

*Two-year commitment required

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Program Scope & Phases

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Program Scope - Foundational.

All vendors participating in the program are offered support across our Foundational pillars. Deviations require leadership alignment and approval before moving forward to ensure consistency in approach.

Product Data*	Item Information	Content	Documents	Videos	Images
Product Lifecycle	New SKU Submission	Live SKU Support			
Product Condition	New in Box	Open Box	Pre-owned		
Supplier Type	Core	SDF			
Sale Channel	Retail	Digital	Alternate		
Reporting	Weekly	Monthly	Quarterly		

*A detailed product data overview can be found in the appendix

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Program Scope - Detailed.

Foundational

New Product Submission

Submits item attributes, content, images, videos, documents to all applicable tools and systems

Manages all external and internal communications for new SKU set up

Previews and provides vendor approval for product content and corresponding digital experiences (ie. PDPs and Fact Tags)

Maintains data standards and executes all work in accordance with defined SLAs

Provides critical on-site support and expertise for product launch activities on behalf of the Vendor

Identifies new attributes and values and support new taxonomy updates

Live SKU Support

Manages and submits timely updates about product attributes, asset management, and digital experiences, on behalf of the Vendor throughout the product lifecycle

Identifies and initiates requests for change/addition to attributes, attribute values or categories

Supports category-driven updates to attributes on PDPs

Manages and supports updates based on prioritization of Vendor and Merchant

Support of Rich Content on PDPs

Reporting

Provide exclusive standard suite of reports

Offer analysis, insights to provide recommendations

Leverage Ad-Hoc/Project-based reporting

Optimization

Digital Experience Support

Provides direction and coordinates optimization to site content strategy and updates on behalf of the Vendor. (i.e. product landing pages, product display pages, brand pages, river pages, etc.)

Provides images and videos on behalf of vendor for marketing campaigns and tactics

Supports user generated content via Brand Answers and Ratings and Reviews (ongoing conversation on R&R scope including moderating and review accelerator)

PDP Optimization

Analyzes opportunities to increase images, videos and documents on PDPs to enhance the customer experience and drive conversion

Optimizes content to drive internal and external search results

Supports PDP experiences including: Compare, Complete your Purchase, Step Up tools, Variations, Vendor Series, etc.

Business Integration

Understands and implements the Enterprise digital strategy to support strategic priorities

Integrates into Best Buy business and category strategies

Attends and integrates into line reviews, marketing strategies and business rhythms

Tracks, analyzes and provides regular reports to analyze content performance, insights and arrive at recommendations to improve conversion and grow incremental revenue

Customer, Competitive & Industry Analysis

Deeply understands customer touchpoints for brand and category

Regularly executes competitive analysis to proactively enhance the customer experience at Best Buy

Leverage customer research and analytics to provide and support recommendations

Retail, ECC, IHA Tools & Training/Feedback Loop

Establishes ongoing relationship with Retail Support teams to:

- Gather customer insights to provide recommendations on enhancements
- Help create documentation to support retail/ECC/IHA tools and training

Process & Tool Expertise

Develops holistic knowledge and expertise of systems and tools to deliver an optimal customer experience

Expertly drives internal processes and systems to lead data integration and provide optimization recommendations for PDM on behalf of vendor community

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Program Phases.

Phase One

- Onboard employee, Vendor, and internal partners
- Establish and present baselines (KPIs, competitive analysis)
- Align cross-functionally on initial roadmap of deliverables

Months 1 - 3

Phase Two

- Deliver improvement against KPIs
- Execute against & deliver expanded roadmap
- Complete bi-annual deliverables and review

Months 3-6

Phase Three

- Evaluate ability to expand category ownership
- Maintain/improve performance against KPIs
- Complete annual deliverables and review

Months 6-12 & beyond

Management of foundational product data to optimize the customer experience

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Phase One (Months 1-3)

Training

- Initial Onboarding
- Training of Process, Tools, Resources
- Identify Vendor and Internal Meeting Rhythms
- Review of Global Data Standards
- Vendor Training of Brand Advocate

Partnerships

- Vendor Onboarding and Review of Business
- Initial Review and Partnership with Direct Vendor Contacts
- Introductions to X-Functional Partners
- Inclusion in relevant internal X-functional meetings (BPM, etc.)

Foundational and Optimized Support

- New SKU set-up (define R&R)
- Complete initial Competitive Analysis (Internal and External) of top rev products
- Support of initial requests (incorrect, missing data, addition of images or videos)

KPIs/Reporting

- Documentation and Review of Baseline KPIs (product content, images, videos, etc.)
- Initial Discussion of Opportunity areas based on Baseline KPIs
- Creation and Publication of weekly and monthly reporting

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Phase Two (Months 3-6)

Training

- Evaluation and Re-Training Training (where needed)
- Deeper Dive on Taxonomy/Vendor Series/Wrangler/CYP etc.
- Meeting Rhythms established and owned
- Review and Deep Dive of Category Data Standards
- Teach out of Global and Category Data Standards with Vendor

Partnerships

- Additional Review of NPI and Strategy with Vendor
- Enhanced Collaboration with broader Vendor Contacts
- Integration with X-Functional Partners
- Participation in relevant internal X-functional meetings

Foundational and Optimized Support

- New SKU set-up (owning and executing)
- Review of Competitive Analysis (Internal and External) of key products and recommendations
- Marketing Campaign SKU Optimization
- 100% Fill Rate of Required Attributes
- Communicate and align on priorities based on key metrics

KPIs/Reporting

- Establish KPI Goals based on priorities and access to content
- Analysis of weekly and monthly reporting with key highlights
- Provide Project Highlights and Metrics Impacted
- Quarterly Overview with Initial Recommendations and Alignment on Priorities

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Phase Three (Months 6-12)

Training

- Continuous Improvement Training
- Sharing of Best Practices with Vendor and BA Team
- Training of Tool Enhancements (PDM)

Partnerships

- Ongoing Review of NPI and Strategy with Vendor
- Enhanced Collaboration with broader Vendor Contacts
- Review and Support of Partner Strategies
- Enhanced partnership with X-Functional Partners to support Customer Strategies
- Continued participation in relevant internal X-functional meetings

Foundational and Optimized Support

- New SKU set-up (owning and executing)
- Communicate and align on priorities based on key metrics
- Maintain 100% Fill Rate of Required Attributes
- Vendor Series (if applicable) and other .com experiences driven by product data

KPIs/Reporting

- Evaluate of progress towards KPIs (product content, images, videos, etc.)
- Analysis of weekly and monthly reporting
- Progress evaluation toward mutual goals
- Additional Review of Prioritization of work
- Quarterly Overview with Recommendations and Alignment on Priorities
- Annual Review of Progress and Alignment of Next Year's Goals

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Program Metrics

Program KPIs.

Product data is critical in supporting key Best Buy processes and is also a key driver in a customer's purchasing decision.
42% of shoppers said "high quality images and detailed product descriptions" was one of the top 3 reasons they trust a product online[1].

Average Image Count	Video Coverage	Total Spec Fill Rate	Key Spec Fill Rate	Document Fill Rate
WHAT Average number of images per product supported in the program	**WHAT** Percent of products with 1 or more videos on the Product Display Page (PDP)	**WHAT** Percent of available specifications which have been populated with data	**WHAT** Percent of key specifications* which have been populated with data	**WHAT** Average number of documents per product supported in the program
HOW SUCCESS IS MEASURED Average image count is higher than BBY/category average	**HOW SUCCESS IS MEASURED** Video coverage exceeds core BBY/category coverage	**HOW SUCCESS IS MEASURED** Total spec fill rate is higher than BBY/category average	**HOW SUCCESS IS MEASURED** Key spec fill rate is higher than BBY/category average	**HOW SUCCESS IS MEASURED** Document fill rate is higher than BBY/category average
WHEN Program - Quarterly Vendor – Monthly	**WHEN** Program - Quarterly Vendor - Monthly	**WHEN** Program - Quarterly Vendor - Monthly	**WHEN** Program - Quarterly Vendor - Monthly	**WHEN** Program - Quarterly Vendor - Monthly

*Key Specifications are defined as the product attribute values within the key specifications accordion on a product detail page (PDP)

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[1]Salsify Consumer Research Report 2021

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Menu

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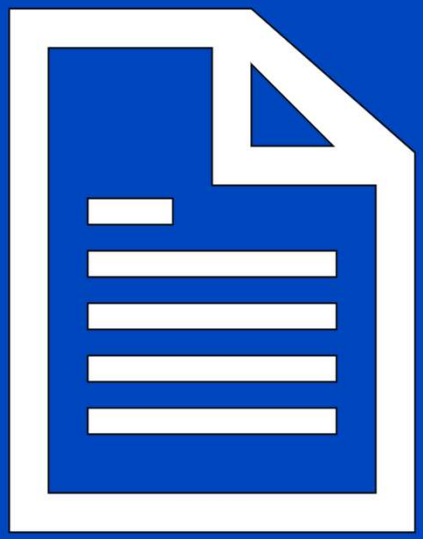
Brand Advocate Program Menu.

The scope of the Brand Advocate Program **encompasses the management of Product Data on behalf of our program** participants and, as such, can either directly or indirectly impact customer experiences online or in store.

To help visualize this impact we maintain a menu that outlines which customer experiences the data we maintain influences.

Examples include, but are not limited to:
Vendor Series
Images
Videos
Complete your purchase



See Brand Advocate Partner Portal for details

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Reporting

Exclusive Suite of Reports.

Your Brand Advocate will run, analyze and provide a variety of reports specific to your brand. With this, they will manage against data health (attributes, images, videos, etc.), measure against performance expectations, report out impact of actions, and identify future opportunities.

Weekly Reports provide visibility to trends and opportunities to enable the ability to identify opportunities and adjust in the moment.

- **Brand Advocate Status**
- **FY23 Trends –> TY with percentage comparisons YoY**
  - **Total Revenue**
  - **Total PDP Views**
  - **Total Orders**
  - **Total Units**
  - **Average ASP**
- **Top 10 Revenue SKUs**
- **Top 10 PDP Viewed SKUs**
- **Top 10 Unit Volume SKUs**
- **Top 10 Conversion SKUs**
- **Top 10 SKUs with Highest Return Rate**
- **Top 10 Out of Stock SKUs**
- **Low Review Rated SKUs**
- **SKUs with Zero Revenue**

Monthly Reports recap & benchmark recent performance as well as proactively recommend focus areas for the next segment of time.

- **Executive Summary**
- **Brand Advocate KPIs**
- **Project Updates and Optimization**
- **Content Health Metrics**
- **Site Traffic Metrics**
- **PDP Engagement Metrics**
- **Branded Search Terms**

Ad-Hoc Reporting

- **Identify and facilitate ad-hoc reporting based on projects or business needs**

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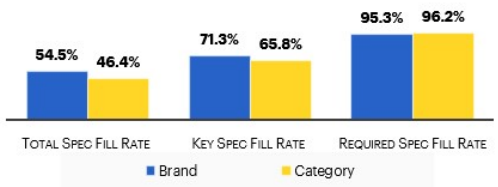
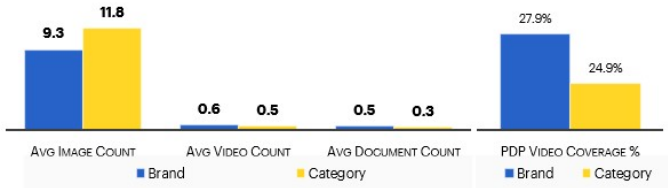
Exclusive Reporting Suite Examples*

Brand Advocate KPIs





Branded Search Terms

Internal Search Term (c60)	Refrigerators (Browse) Visits		Orders Participation		Conversion Rate Participation	Revenue per Visit (Participation)	ASP (participation)
Page: 1 / 178,253 › Rows: 10 1-10 of 1,782,524	May 31 – Jul 4		May 31 – Jul 4		May 31 – Jul 4	May 31 – Jul 4	May 31 – Jul 4
1. kitchenaid refrigerators	11,040	61.1%	135	0.0%	1.22%	$33.40	$773.05
2. kitchenaid appliances	2,220	12.3%	67	0.0%	2.39%	$20.22	$335.16
3. kitchenaid refrigerator	1,095	6.1%	15	0.0%	1.36%	$34.20	$788.02
4. kitchenaid fridge	615	3.4%	4	0.0%	0.64%	$25.43	$1,131.64
5. kitchenaid 42-inch french door built-in refrigerator	370	2.0%	1	0.0%	0.27%	$3.00	$222.79

PDP Engagement Metrics

	Visits		Orders		Conversion Rate	Revenue per Visit
Segments	1,201,105		13,948		1.16%	$10.18
Page: 1 / 1 Rows: 25 1-1 of 1						
1. PDP Visits	1,201,105	100.0%	13,948	100.0%	1.16%	$10.18
Segments	1,201,105		13,948		1.16%	$10.18
Page: 1 / 1 Rows: 5 1-4 of 4						
1. PDP Product Views/Variations	546,644	45.5%	6,810	48.8%	1.25%	$12.08
Segments	792,324		9,498		7.28%	$70.77
Page: 1 / 1 Rows: 5 1-4 of 4						
1. PDP Image Links	467,291	59.0%	5,863	61.7%	1.25%	$12.38
2. PDP Video Links	201,977	25.5%	1,561	16.4%	0.77%	$7.89
3. PDP Product Variations	119,664	15.1%	1,951	20.5%	1.63%	$16.02

	Video Start (e57)	Video 50% Milestone Rate	Video Completion Rate	Conversion Rate Participation	Revenue Participation
1. How to Prep for Dishwasher Delivery...	1,257	4.8%	1.8%	3.39%	$3,560
2. Know Before You Buy: Over-the-Ran...	768	10.7%	4.9%	7.22%	$4,483
3. How to Prep for Refrigerator Delivery...	642	26.9%	13.6%	2.17%	$10,300
4. How to Prep for Electric Range Deliv...	452	9.1%	4.9%	3.17%	$5,250
5. In-Door-Ice storage	431	12.5%	11.1%	6.98%	$5,545

Dotcom SKU Performance

Top 10 Revenue SKUs

Class	Subclass	LOB	SDD	SKU	Model Number	SKU Description	Visits	PDP Views	Out of Stock Rate	Cart Additions	Units	Orders	Revenue	Conversion Rate	AOV	ASP	ISPU Rate	Cancel Rate	Return Rate	Number of Reviews	Review Rating
768	5321	Core	2/14/2021	6447112	i3505-A542BLK-PUS	DELL INSP 15 3505 - RYZEN 5-8GB -256GB	61,272	74,163	0.0%	7,963	3,111	2,653	$1,356,213.45	4.33%	$511.20	$435.94	52%	13%	3%	212	4.6
768	5321	Core	2/14/2021	6447115	i3501-S580BLK-PUS	DELL INSP 15 3501 - I5 -12GB -256GB	29,243	33,579	0.0%	3,877	1,208	1,128	$ 678,081.14	3.86%	$601.14	$561.33	56%	8%	7%	59	4.7
84	331	Core	1/19/2020	6394138	SE2719HR	DELL 27" HD MONITOR - SE2719HR	33,498	35,343	0.0%	6,074	2,730	2,116	$ 467,191.70	6.32%	$220.79	$171.13	42%	5%	6%	1,921	4.7
770	5549	Core	10/25/2020	6434279	i7490-7842SLV-PUS	DELL INSP 14 7490 14.0" LAPTOP-SILVER	24,298	28,472	0.1%	2,598	600	567	$ 408,255.00	2.33%	$720.03	$680.43	43%	8%	4%	228	4.5
768	5321	Core	2/14/2021	6447114	i3501-5573BLK-PUS	DELL INSP 15 3501 - I5 -8GB -256GB	32,201	35,208	0.0%	2,481	734	678	$ 405,811.75	2.11%	$598.54	$552.88	57%	10%	5%	538	4.6
770	5549	Core	10/23/2020	6432549	i7706-7972SLV-PUS	DELL INSP 17" 2N1-i7-16GB-512GB-SLV	18,168	21,128	0.0%	1,420	296	287	$ 402,758.96	1.58%	$1,403.34	$1,360.67	68%	7%	8%	683	4.5
770	5549	Core	10/23/2020	6432552	i7506-7958SLV-PUS	DELL INSP 15"-2IN1-I7-16GB-512GB-SLV	11,754	13,811	0.0%	994	282	268	$ 335,217.68	2.28%	$1,250.81	$1,188.72	39%	8%	7%	311	4.5
85	161	Core	9/20/2020	6423485	i3880-5620BLK-PUS	DELL INSPIRON 3880 - i5	14,977	18,245	0.0%	1,548	555	501	$ 323,168.45	3.35%	$645.05	$582.29	44%	5%	3%	549	4.5
770	5549	Core	10/23/2020	6432548	i7306-5934SLV-PUS	DELL INSP 13" 2N1-I5-8GB-512GB-SLV	15,652	17,879	0.0%	868	240	176	$ 177,969.60	1.12%	$1,011.19	$741.54	52%	8%	5%	479	4.3
770	5549	Core	10/23/2020	6432554	i7506-7965BLK-PUS	DELL INSP 15"2N1 -I7-16GB-1TB-BLK-PEN	10,049	11,673	0.0%	685	113	103	$ 174,339.87	1.02%	$1,692.62	$1,542.83	60%	17%	25%	527	4.0

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*Additional Reporting Examples may be available upon request

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Appendix

What is Product Data?

Product data is all the information about a product which can be read, measured and structured into a usable format.

Most common types of Best Buy product data:

Item attributes: information that defines a product.

Structured content: basic content elements to deliver an acceptable customer experience

Rich content: enhanced content to drive a world-class customer experience

User Generated: product content created by Best Buy customers or employees

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