BEST BUY ADS

Partner Marketing Opportunities

2026

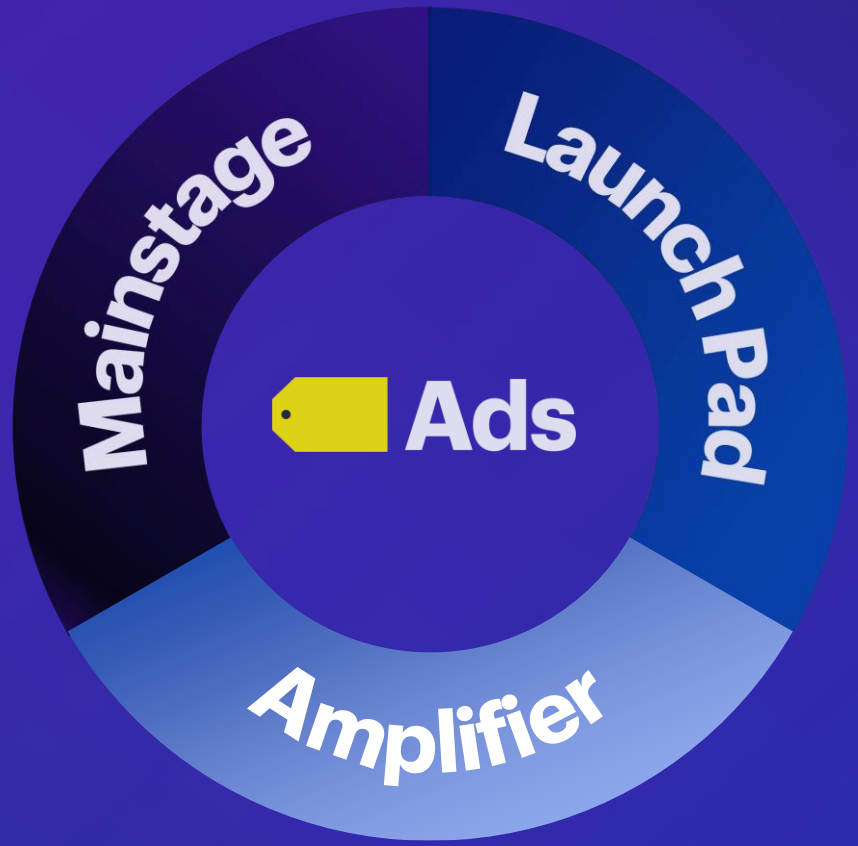
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Best Buy Ads

Why Best Buy Ads

No one gets today's CE customer better.

- Connect to the Right Shopper
- With the Right Idea
- At the Right Place
- In the Right Moment



Best Buy connects customers to the tech that powers their everyday lives.

Best Buy Ads connects brands to the right customer during the moments that most influence their purchase decisions.

Trusted by Customers

#1
Consumer Tech Retailer in Canada

#1
Specialty website in Canada

4
Omni-Channel of the Year Awards

Growing Customers Relationships

4M
Unique Email Subscribers

8M+
mybestbuy® Account holders

4M
Service Plan Holders

Premium Impression Store Network

80%
live within 15 minutes of a store

325
Stores

50M
Average yearly store visitors

High Performance Online Reach

250M
Average yearly website visits

1.7M
Best Buy App Users

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From work to entertainment to fitness, we're everywhere people are.

With Best Buy Ads, you're right there too.

Shoppers who interact with our Ads engage more,

+33%
Time on Site

+52%
Pageviews per session

1.8X
More engagement from 1P audiences vs 3P

and become customers & spend more.

60%
Higher Add to Cart Rate

+31%
Higher Conversion Rate

2X
More conversions from 1P audiences vs 3P

Plus, media investments are more targeted and effective.

15M+
Audience base

1.5X
Higher ROAS from 1P audiences vs 3P

1310%
ducts
Average ROAS

Ads

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Tech Enthusiasts

DID YOU KNOW?

Best Buy shoppers are early adopters. They significantly over index on having a smart home devices in their home and are more likely to be gamers or content creators.

- Skewed Male
- Millennials
- Affluent
- Homeowners
- Urban living

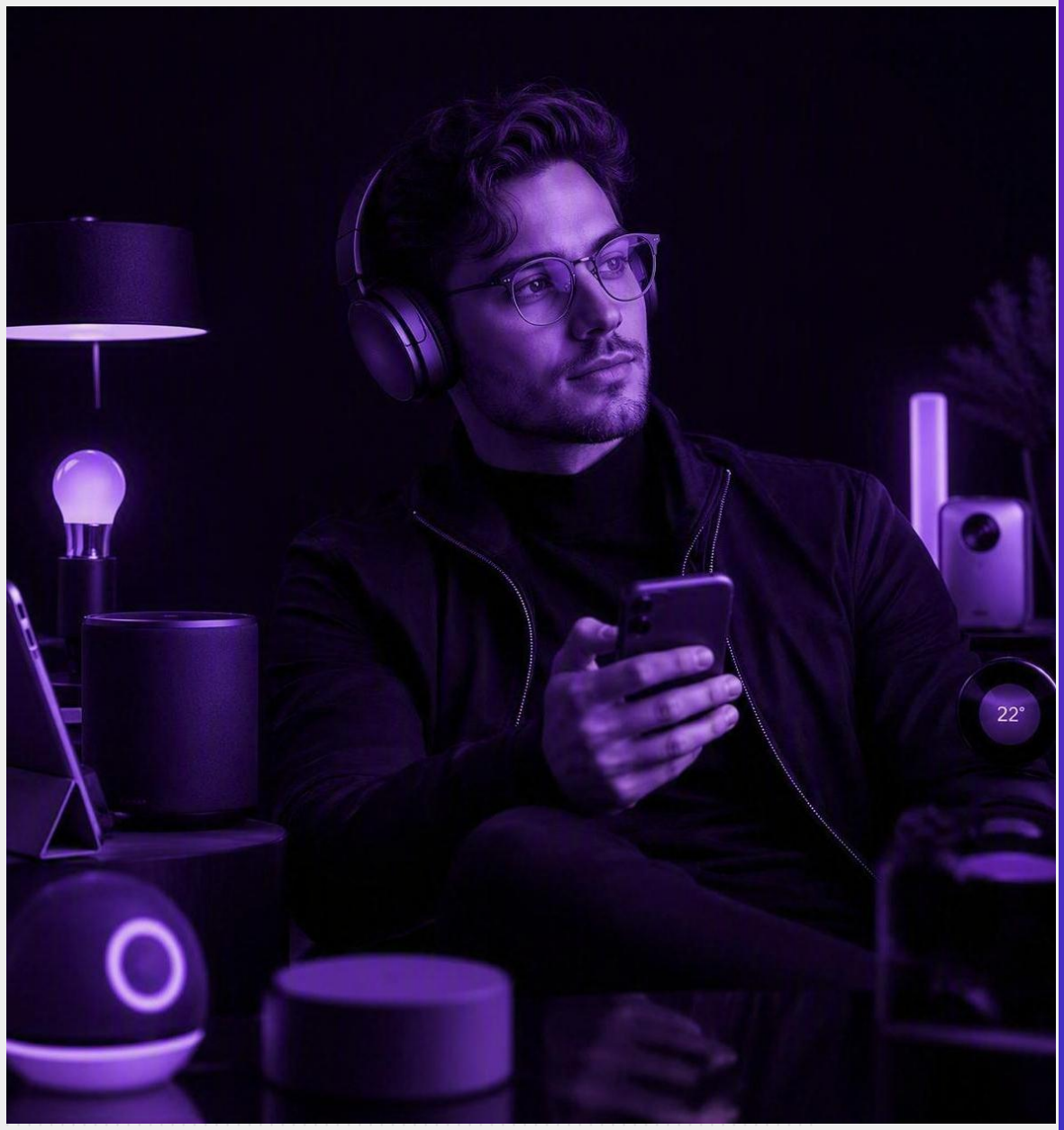
Highest spenders

Best Buy is the **most preferred brand** for CE purchases

Value **quality** over price and **willing to pay more** to get **exactly** what they want

Early tech adopters, they **keep up with developments in tech** and prefer **latest & greatest**, and can advise on buying new tech

Enjoy **wandering the store** and **browsing for tech products online**



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Ads

Solutions that deliver.

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Ads

The Best Buy Ads Ecosystem: Solutions to fit all your objectives



Key Moments

Seasonal Events | Calendar highlights | Latest & Greatest Tech

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Ads

Our 3 Key Passion Points

Our passion points anchor our strategy, connecting naturally to categories and activation occasions. They are the foundation of not only our growth and relevance—but your brands as well.







Sports

Connect with fans during the most relevant sports experiences.

Best Buy consumers considers themselves Sports fans (26bps over Gen Pop) and over index in watching Sports on TV (143 vs 100 Gen Pop)

Gaming

Level-up with Gamers in real time.

Best Buy consumers are more likely to be Gamers than general population (177 vs 100 Gen Pop played video game in the past 30 days) with 70% of gaming customers playing on at least 2 devices.

Tech is a life hack

Enrich customers lives with smart tech that allows them to reclaim their time.

Bets Buy consumers are early adopters (147 vs 100 Gen Pop considers important to equip their houses with the latest tech).

Sources: Best Buy Corporate data and Vividata – comparison between the BestBuy shopper and the general Canadian population

Key Moments

2026 is a big year for Retail



Seasonal Events

Drive product consideration with customers looking to be inspired during key shopping moments.

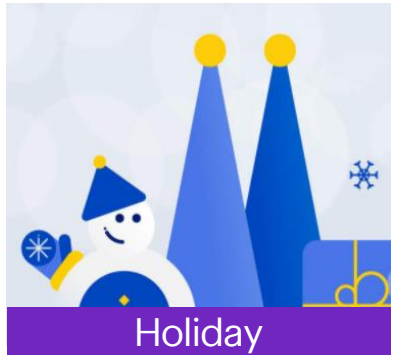
Strong integration of owned and paid media drive traffic to these experiences.

Package	Rate
Mother's Day and Father's Day Package 1 • On Experience + Site-Wide banners • Homepage or Category Carousel product placement* • Digital Out of Home (TV Network) – product placement	$70,000
Mother's Day and Father's Day Package 2 • On Experience Banners + Homepage banners • Homepage or Category Carousel product placement*	$30,000
Back to School & Holidays Package 1 • On Experience banners + Homepage for the full campaign • Site-wide banners for 2 weeks - promotional (550K – 600K Impressions) • Homepage Carousel product placement* • Sku-based digital ads product placement • Digital Out of Home (TV Network) – product placement *Back-to-School package commitment due June 5* *Holiday package commitment due September 18*	$110,000
Back to School & Holidays Package 2 • On Experience banners + Homepage • Homepage or Category Carousel product placement* *Back-to-School package commitment due June 5* *Holiday package commitment due September 18*	$60,000









* On select weeks.

Impression estimates are provided for planning purposes only and do not constitute a delivery commitment or guarantee. Actual impressions may vary based on campaign performance and optimization.

Reporting for Mother's Day and Father's Day includes Onsite Display.

Reporting for Back to School and Holidays includes Onsite Display plus an overall event wrap up.

Ads

Broadcast Tour

Secure your product in our Best Buy Canada Back to School or Holiday broadcast tour. Reach a broad audience through having your product gain exposure in 3 different markets across Canada.

- Participating vendors will get one product sku shown in 3 different TV segments across various Canadian markets. The sku will be the same in all 3 segments to reach a variety of consumers in different markets and keep the product story consistent.

Price per week per placement $20,000 + 1 sample
Max 20 packages available



*Package requests will be reviewed prior to confirmation.
*Vendor must provide the product sample. And the product will be the same in all 3 segments.
*Impressions will be provided post campaign.

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Category Event & Event Sponsorship

Sponsorship opportunity to drive prime exposure during events, including dedicated exposure in-stores, on bestbuy.ca and offsite.

Package	Rate
Category Event Package • On Experience + Site-Wide Rotating banners (256K-384K impressions) • Category Carousel Product Allocation. • In-store Digital Signage product placement	$60,000
Category Event Sponsorship • Brand exposure as Sponsor on marketing materials including bestbuy.ca, email, In-store Digital Signage • Push Notifications through Best Buy App to highly loyal customers with exclusive offer • Category Carousel Product Allocation • On Experience + Site-Wide Onsite Display (624K- 936K Impressions) • Dedicated Offsite Media (1.6M – 4.32M impressions)	$210,000

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Reporting for Category Event Package includes Onsite Display.
Reporting for Category Event Sponsorship includes Onsite Display, Push Notification and Offsite metrics

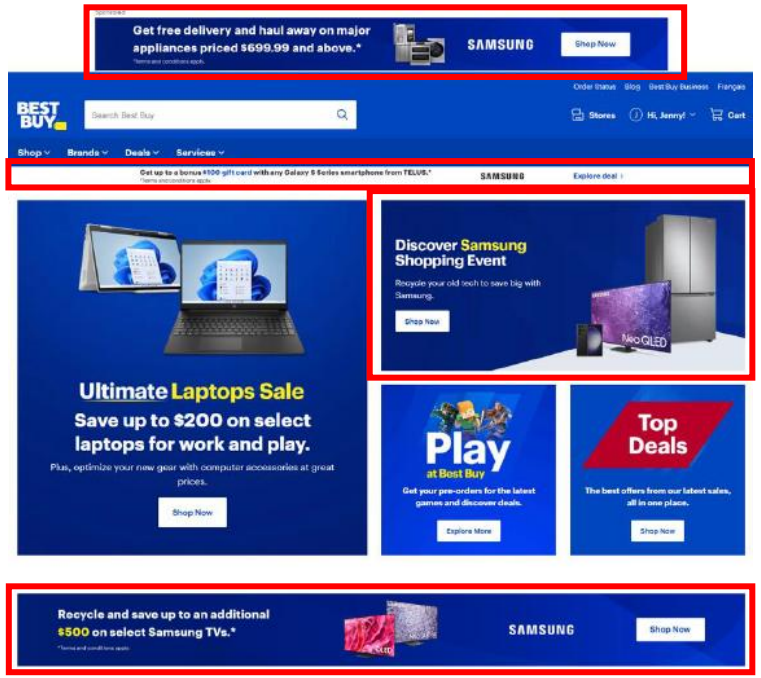
Ads

Vendor Shopping Events

Put your brand in the spotlight through branded shopping events.

Drive a high impact event with hot promotions that will drive conversions, with premium touchpoints on our site & in-stores.

Packages	Rate
Package 1 • Homepage Daily Takeover • 3 Day Top Deals Takeover • Fixed homepage + Top Deals placement for the event week • Dedicated targeted newsletter • Onsite Display Ads (624K – 936K Impressions) • Dedicated Offsite Media (1.6M – 4.32M impressions) • Affiliate Marketing • In-store print signage (external window poster and generic flags & internal aisle toppers) • In-store digital signage 1.2M impressions, including front of store vertical screen in 60 stores • Shop menu callout at global header	$460,000
Package 2 • Fixed homepage + Top Deals placement for the event week • Dedicated targeted newsletter • Onsite Display (624K – 936K Impressions) • Dedicated Offsite Media (1.6M – 4.32M impressions) • In-store print (window poster) & In-store digital signage 1.2M impressions • Shop menu callout at global header	$310,000



Criteria:

- Requires Best Buy Approval
- Must have multi-category assortments (3+) for Tier 1 participation
- Must bring hot promotions for the event
- Event must be approved based on retail calendar

Impression estimates are provided for planning purposes only and do not constitute a delivery commitment or guarantee. Actual impressions may vary based on campaign performance and optimization.
Reporting includes Onsite Takeovers, Onsite Display, Dedicated Email, Offsite Media, and Affiliates metrics, when applicable

Ads

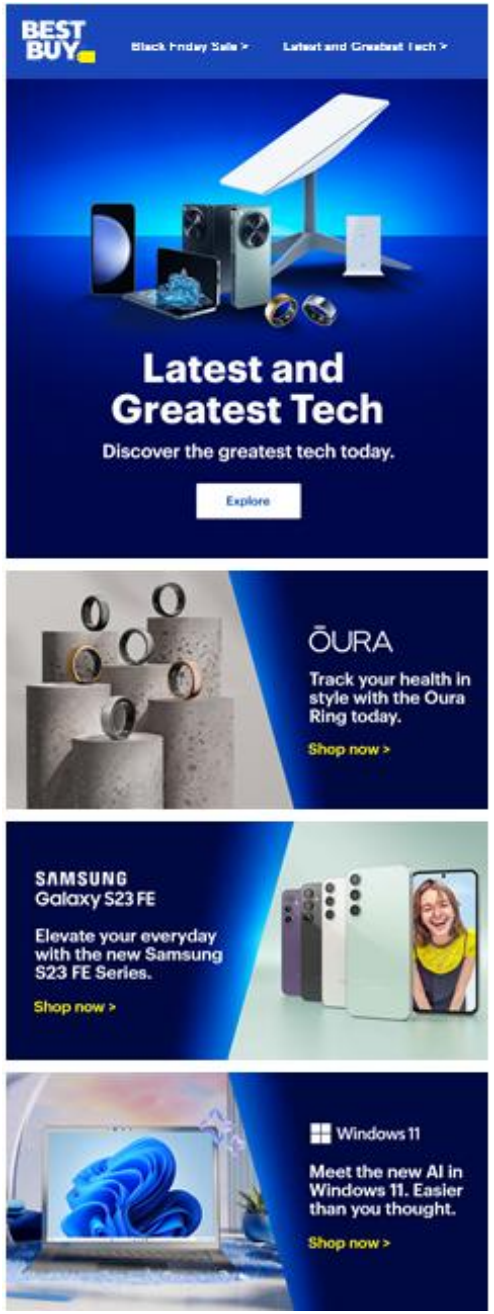
Latest & Greatest Tech Media Packages

Best Buy is #1 best place to shop for the latest tech, among consumers.

Partner with us to launch your products.

Our Latest & Greatest Tech program features a curated experience that drives awareness and education with customers looking for new and exciting products.

Package	Rate
L&G Package 1 • 3 weeks-long • Onsite Display (816K – 1.2M Impressions) • Offsite Media (1.38M – 2.75M impressions) • Monthly L&G newsletter allocation • Homepage Carousel Product Placement • In-store digital signage 1.2M impressions	$170,000
L&G Package 2 • 3 weeks-long • Onsite Display (688K- 1M Impressions) • Monthly newsletter allocation • Homepage Carousel Product Placement	$100,000
L&G Package 3 • 2 weeks-long • Onsite Display (504K-756K Impressions) • Homepage Carousel Product Placement	$60,000
Optional - Animation Production fee to create animated ads for Onsite Display	$16,000



Impression estimates are provided for planning purposes only and do not constitute a delivery commitment or guarantee. Actual impressions may vary based on campaign performance and optimization.

Reporting includes Onsite Display, Offsite Media and Newsletter metrics when applicable

Ads

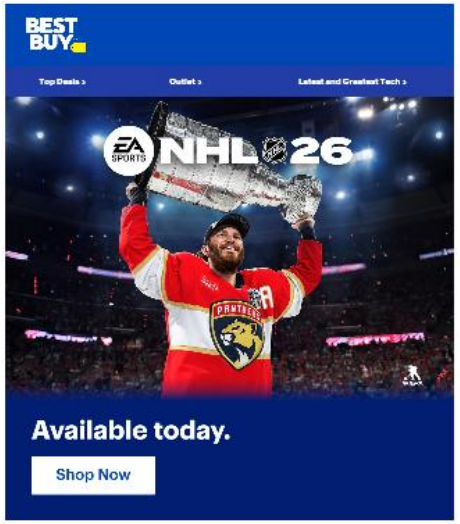
Video Game Launch Packages

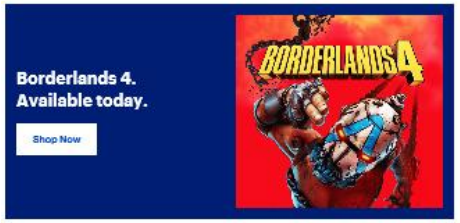
Partner with us to launch the latest games & consoles.

Leveraging our audiences and targeting abilities, video-game launch packages will ensure that you reaching the right consumers.

Package	Rate
Package 1 (2 weeks) • Onsite Display (376K-564K Impressions) • Category page banner • Product participation in category email banner • In-store digital signage 1.2M impressions – 15 sec video provided by vendor	$70,000
Package 2 (1 week) • Category Page Banner x1 • In-store digital signage 1.2M impressions – 15 sec video provided by vendor	$25,000

Impression estimates are provided for planning purposes only and do not constitute a delivery commitment or guarantee. Actual impressions may vary based on campaign performance and optimization.









Reporting includes Onsite Display metrics when applicable

Ads

Latest & Greatest Tech Social Video

Reach consumers on platforms where they discover, share, and get inspired by participating in our limited latest & greatest tech social video program, with the objectives to drive excitement around the new products.

Package	Rate
• Video produced by Best Buy (EN and FR) • Up to 15-second video highlighting two top features of the product • Produced by Best Buy and posted on Best Buy Social Channels • Boosted with Paid Social (2 weeks) – 1.25M-3M impressions	$40,000

Impression estimates are provided for planning purposes only and do not constitute a delivery commitment or guarantee. Actual impressions may vary based on campaign performance and optimization.

Requires product sample
Reporting includes Paid Social metrics



58%

Gen Z

53%

Millennials

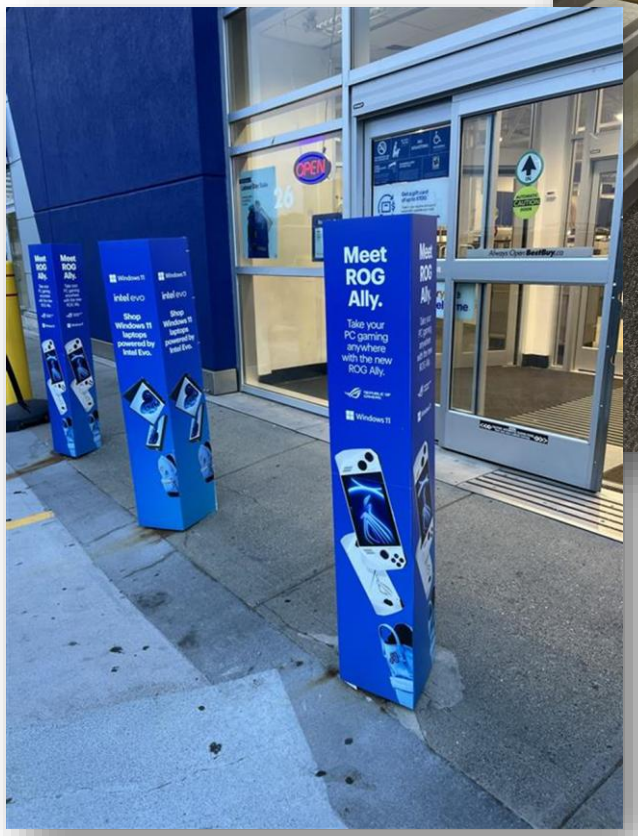
Reported they discover new products and services via Social Content

Latest & Greatest Tech Front of Store Signage

Our Latest & Greatest opportunities expanded to the stores with a monthly Signage program.

2 launches per kit
- Bollards: 112 stores
- Sensormatics: 97 stores

Package	Rate
Jan – Oct: 4 weeks package • Front of Store Bollards and Sensormatics • Creative: Latest & Greatest Tech	$90,000





Templated creative

Ads

New

Latest & Greatest Tech Store Takeover

Did you know?
74% of Best Buy transactions happens in-store.

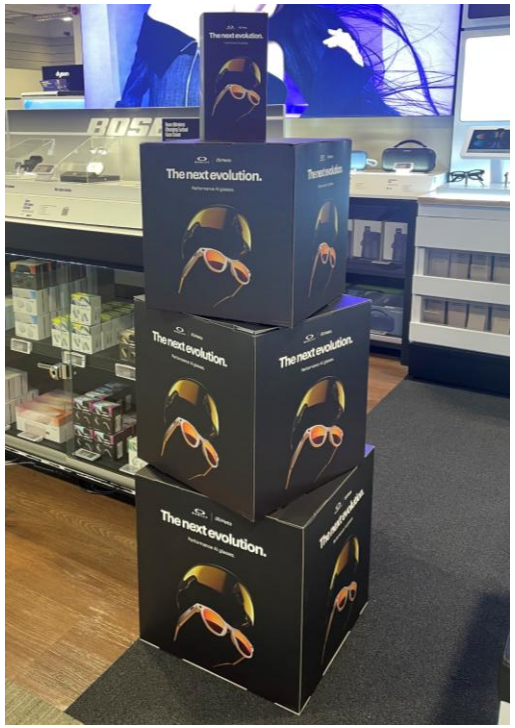


4 weeks Takeover of All Best Buy Stores

New opportunity for brands to maximize exposure in 297 Best Buy and Best Buy Express stores through highly-visible premium placements.

Package	Rate - Jan-Oct
In-Store Takeover – 4 weeks Front of Store • Window Clings (10 stores) • Bollards and Sensormatics (119 stores) • Express Front of Store Digital Signage* (85 stores) Inside the Stores • Aerials (35 stores – 4 per store) • Falcon board standee (130 stores – 1 per store) • Focal Cubes (35 stores – 1 per store) • Tent Cards or Aisle Toppers (130 stores - 4 per store Big Box | 2 per store Express and SFS) • In-store digital signage 4.8 M impressions in all Big Box and Express stores*	$500,000





- Important: To unlock this package, incremental investment to Onsite + Offsite package is required with minimum $250,000 investment.
- Commitment: 12 weeks prior to live date.

Production and Installation fees are included. Reporting includes in-situ photos
* Best Buy Express stores can only feature products that are part of their assortment

Ads

New

Latest & Greatest Tech Omni-Channel Takeover

1-day Takeover of Bestbuy.ca & In-Store DOOH

Maximize your launch's exposure securing 100% share of voice on the #1 CE retailer's website and in-store.
This is a unique opportunity own the stores' screens for a full day.

Package	Jan-Oct	Nov-Dec
Omni-Channel Takeover 1-day takeover • Takeover of all ad units on homepage • Grid placement on homepage • Takeover of all ad units in In-store digital signage* 3-day takeover • Takeover of all ad units on Category page • Takeover of all ad units on L&G page	$125,000	$190,000

- Pro tip: combine this package with Front of Store Signage and L&G Media package to boost your launch and sustain it for weeks.
- Only 1 per week



- Best Buy corporate content and movie trailers will still play on screens. No other ads will play during the Takeover.
- Best Buy Express stores can only feature products that are part of their assortment

Reporting includes Onsite Takeover metrics

Ads

Channel overview

Our mix of traditional and non-traditional ad products arm brands with a suite of solutions to reach customers where they are.

Search Ads | Display Ads | Content Ads | Direct Ads | Store Ads

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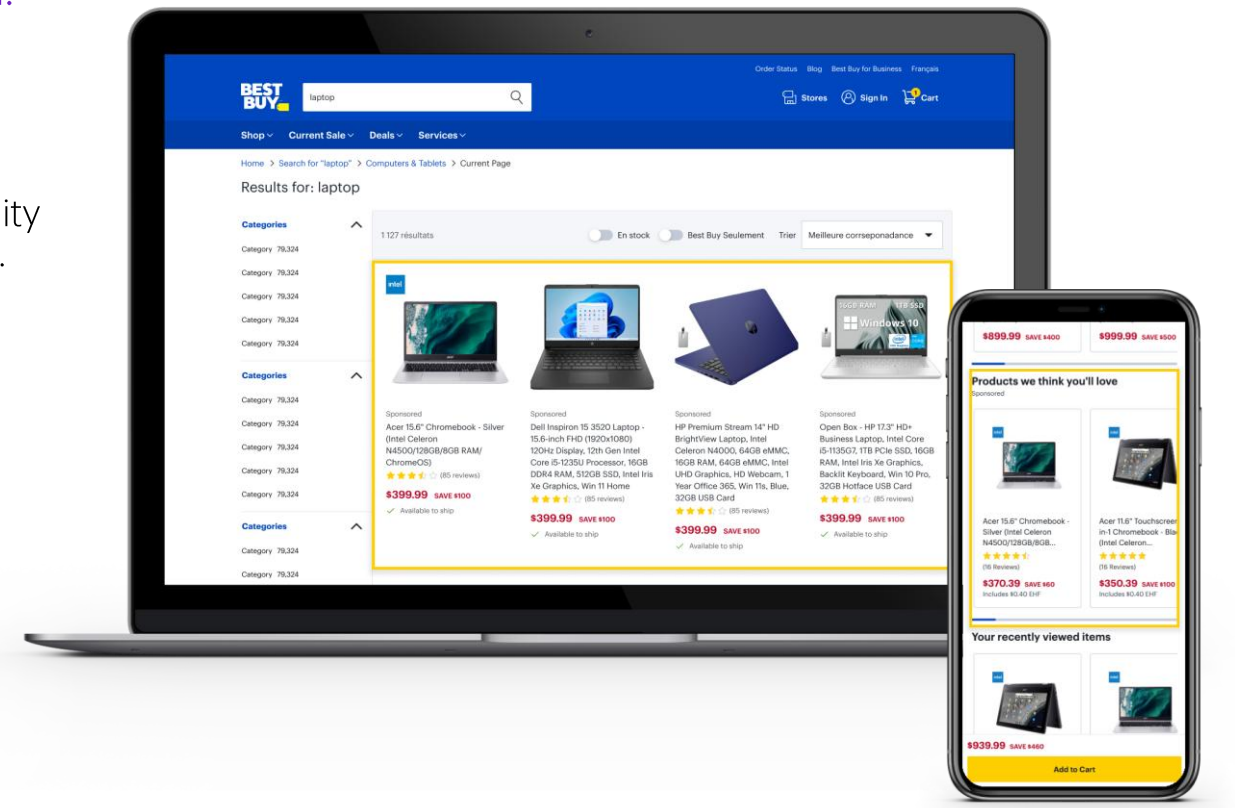
Ads

Sponsored Products

Increase visibility, grow online conversions, and be top of mind with premium placements across bestbuy.ca.

Cost-per-click (CPC): you only pay when a customer clicks on your Sponsored ad.

Your products will be prominently showcased on multiple high-visibility touchpoints on BestBuy.ca so ensuring your brand stays top of mind.



Reach shoppers who are ready to buy
on BestBuy.ca and our App

Maximize ROI
with data-driven performance tactics

Develop winning strategies
with sales attribution down to the SKU level

Eliminate DSP and service fees
by purchasing through Best Buy direct

Receive white glove service
from an expert team that manages every step of your campaign

Reporting includes Sku-level metrics

Ads

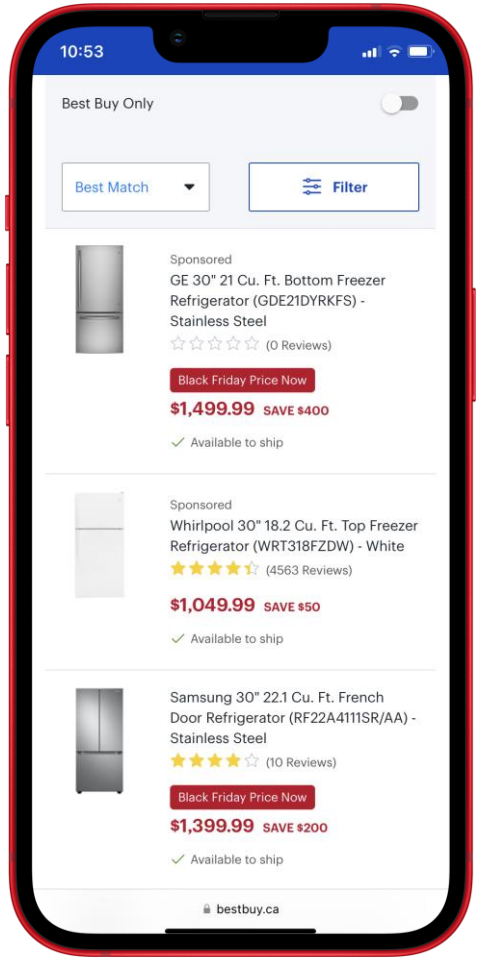
Sponsored products best practices

1. Keep an Always-On Campaign

- Dark periods between flights represent sales/ revenue loss. As ducts is a conversion tactic with high ROAS, each dark day would be driving product exposure, clicks, and sales if the campaign were live. Dark periods also give competitors an advantage as there is less bid competition for ducts spots.
- Every time we end a campaign and start a new one, the new campaign begins without the AI learnings from the previous one. These learnings help maximize ROAS by leveraging click history to ensure your products show up where they will resonate best with shoppers. Extend campaigns rather than starting new ones to fully leverage system AI capabilities.

2. Don't pick and choose, support all your skus

- The more SKUs you advertise, the larger coverage you will have across all placements, protecting your brand's share of voice
- The less SKUS you advertise, less mid-flight opportunities you will have to driver ROAS & conversion
- A minimum of 10 skus per campaign is recommended.



Ads

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Onsite Display

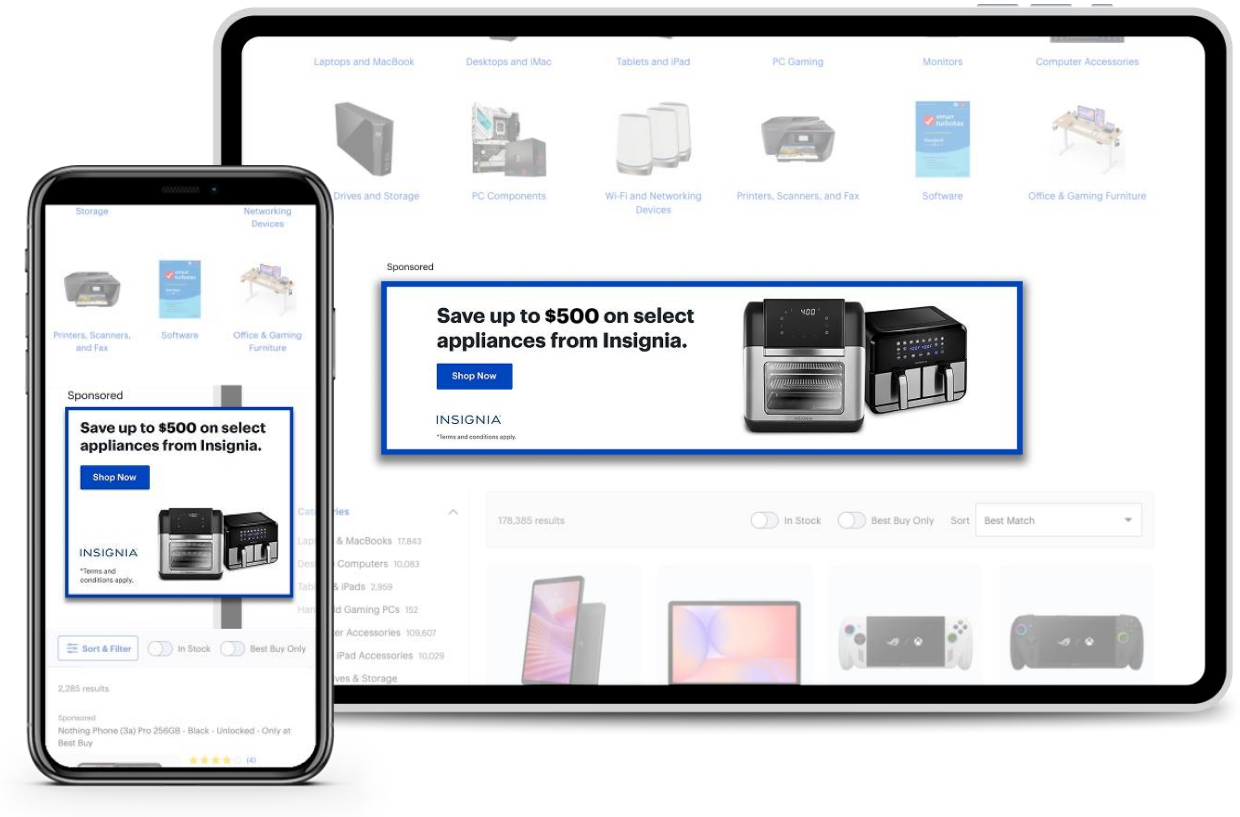
Inspire customers as they research, discover and shop on Canada's #1 CE Retailer.

Amplify reach and brand awareness
by connecting with consumers in the consideration mindset

Reach interested consumers
and convert them into customers

Elevate your marketing strategy
with Onsite Display in tandem with other marketing tactics

- Recommended minimum investment: $30,000/ week
- Minimun investment to unlock Sku spotlight placement: $50,000/week



Onsite Takeovers

Homepage Daily Takeover | Latest & Greatest Takeover | Top Deal Takeover

Secure 100% share of voice in the most prominent ad placements on the #1 CE retailer's website.
Can be amplified with onsite display for maximum sitewide exposure.

-> Best Buy must approve the message and date.

Package	Jan-Oct	Power Week	Nov – Dec
Homepage Daily Takeover • 1 Day Takeover of all ad units above the fold on homepage • Exclusive access to homepage main grid	$70,000	$90,000	$115,000
3 Day Launch Takeover • 3 Days Takeover of all ad units on Category page • 3 Days Takeover of all ad units on L&G page • Exclusive access to Category page main banner	30,000	N/A	50,000
3 Day Top Deal Takeover • 3 Days Takeover of all ad units on Category page • 3 Days Takeover of all ad units on Top Deals page • Exclusive access to Category page main banner	30,000	40,000	50,000



**Grid placement may change depending on homepage plan that does not include the grid format.*

Reporting includes Onsite Takeover metrics

Ads

Multi-Channel Package

Take the guesswork out of reaching the right customer.
Tell your brand story and reach your unique audience at any point in their shopping journey on BestBuy.ca, In-store and across the web.

- ✓ Stay top of mind
- ✓ Extend your campaign's reach
- ✓ Leverage exclusive 1st party audiences
- ✓ Campaigns optimized to drive traffic to stores and bestbuy.ca



Multi-Channel Package	Rate
Multi-Channel Package 1 (2-3 weeks) • Onsite Display – 688K-1M impressions • Offsite Media – 1.38M – 2.75M impressions • In-store digital signage 4M impressions – 15 sec	$100,000
Multi-Channel Package 2 (2-3 weeks) • Onsite Display 688K-1M impressions • Offsite Media – 1.38M – 2.75M impressions	$70,000

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Channel overview

Our mix of traditional and non-traditional ad products arm brands with a suite of solutions to reach customers where they are.

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Brand Experience

Inspire consumers to discover more from a place they trust, amplifying their commitment to your brand at the moment of shopping.

Brand Experiences are a tool available for you to tell your story, encouraging consumers to learn more and explore your products, while they are in a shopper mindset, one click away from converting. Brand Experience Shoppers are highly qualified. They present higher engagement and are more likely to explore products and convert than other shoppers on bestbuy.ca.

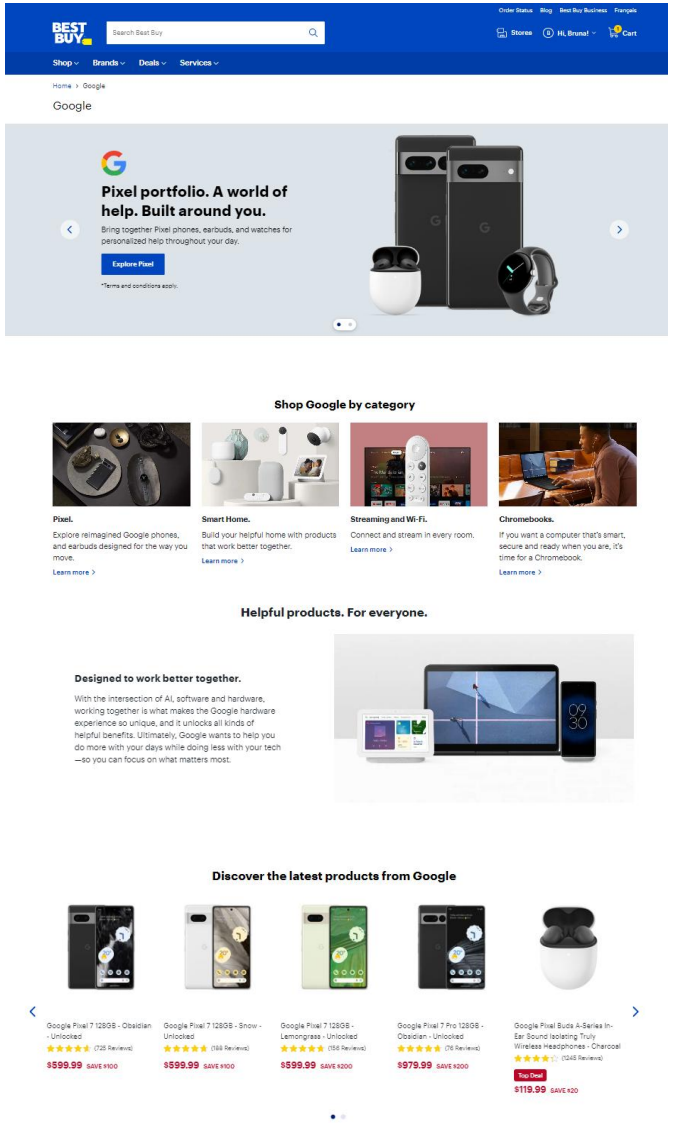
Reporting is a quarterly report outlining brand metrics including how brand experience impacts your brand preferences, share of voice, how your brand is performing versus other brands in the same category, brand performance trends, and brand interactions.

Package	Set-Up Year	Year 2 onwards
Multi-Page Up to 5 product pages	$400,000/year	$280,000/year
Single Page	$120,000/year	$85,000/ year
Lite Package Templated navigational page	$30,000/year	$30,000/year
Additional Pages	$80,000/ year	$56,000/ year

110bps
higher conversion rate

49.3%
higher % to PDP

65.4%
higher time spent per visit



Includes quarterly reporting (Except Lite package)

Ads

Incentivized Reviews Program

A turn-key solution that uses incentives to accelerate review collection.

Sweepstakes campaigns drives review volume, + average star rating, and review conversion.

Limited availability – only 16 packages per year

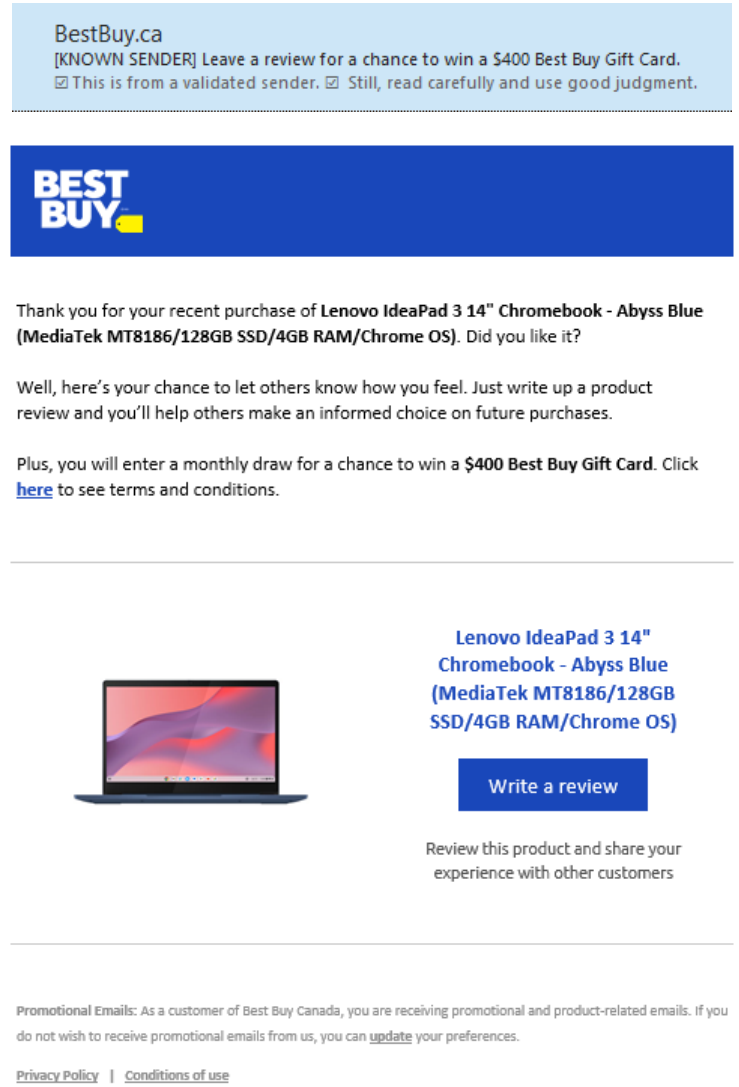
Package	Rate
• Campaign length: 3 months • Monthly draws with 1 winner/month • Prize: $400 Best Buy Canada gift card *Vendor provides sku list at start of the campaign with no updates throughout the live campaign.	$45,000

20X

More reviews from IRP vs same time last year

+28%

Higher average rating for IRP reviews



Includes reporting

Ads

New Social Video: Offers

Scale your key offers exposure with Social content

Turn scrollers into shoppers. This social video package is built to bring attention to your top deals.

- Limited to 1 package per month
- Turnaround time: 2 weeks
- EN & FR

Package	Rate
• 1-2 weeks • Up to 20-second video (1-3 products) • Produced by Best Buy and posted on Best Buy Social Channels (Instagram and TikTok) • Boosted with Paid Social on Instagram (1.23M-3M impressions)	$40,000



Impression estimates are provided for planning purposes only and do not constitute a delivery commitment or guarantee. Actual impressions may vary based on campaign performance and optimization.
Requires a product sample if the item is not currently displayed at the Best Buy Cambie store.
Reporting includes Paid Social metrics

New Social Video: UGC

Real People, Real Influence

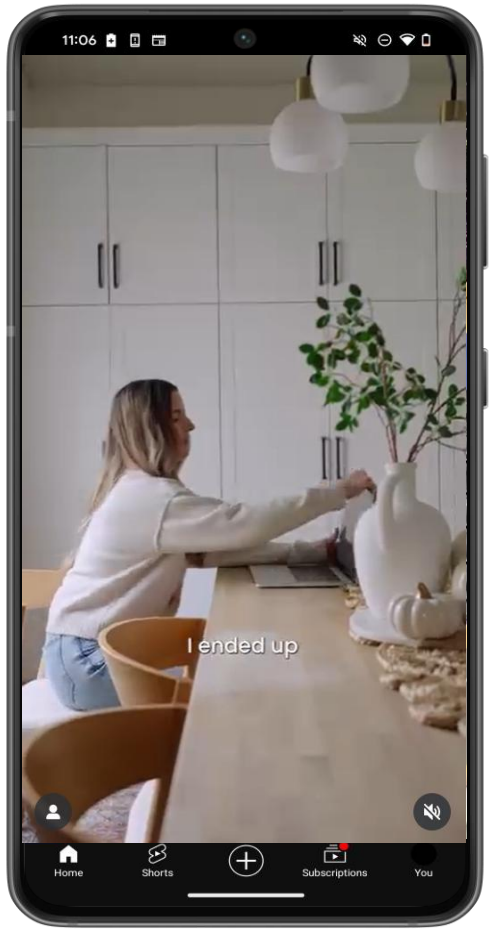
Our User Generated Content package puts your brand in the hands and voices of real creators who feel authentic and relatable.

This is a great program to drive consideration through product education and inspiration.

- Limited to 2 packages per month
- Turnaround time: 6 weeks
- EN & FR

Package	Rate
• 2 weeks • Up to 30-second video – 1 product • Produced by Creators and posted on Best Buy Social Channels (Instagram and TikTok) • Boosted with Paid Social on Instagram (1.13M-3M impressions)	$40,000

Impression estimates are provided for planning purposes only and do not constitute a delivery commitment or guarantee. Actual impressions may vary based on campaign performance and optimization.
Requires a product sample.
Reporting includes Paid Social metrics



Ads

Latest & Greatest Tech Social Video

Reach consumers on platforms where they discover, share, and get inspired by participating in our limited latest & greatest tech social video program, with the objectives to drive excitement around the new products.

Package	Rate
• Video produced by Best Buy (EN and FR) • Up to 15-second video highlighting two top features of the product • Produced by Best Buy and posted on Best Buy Social Channels (Instagram) • Boosted with Paid Social on Instagram (1.25M-3M impressions)	$40,000

Impression estimates are provided for planning purposes only and do not constitute a delivery commitment or guarantee. Actual impressions may vary based on campaign performance and optimization.

Requires product sample
Reporting includes Paid Social metrics



58%

Gen Z

53%

Millennials

Reported they discover new products and services via Social Content

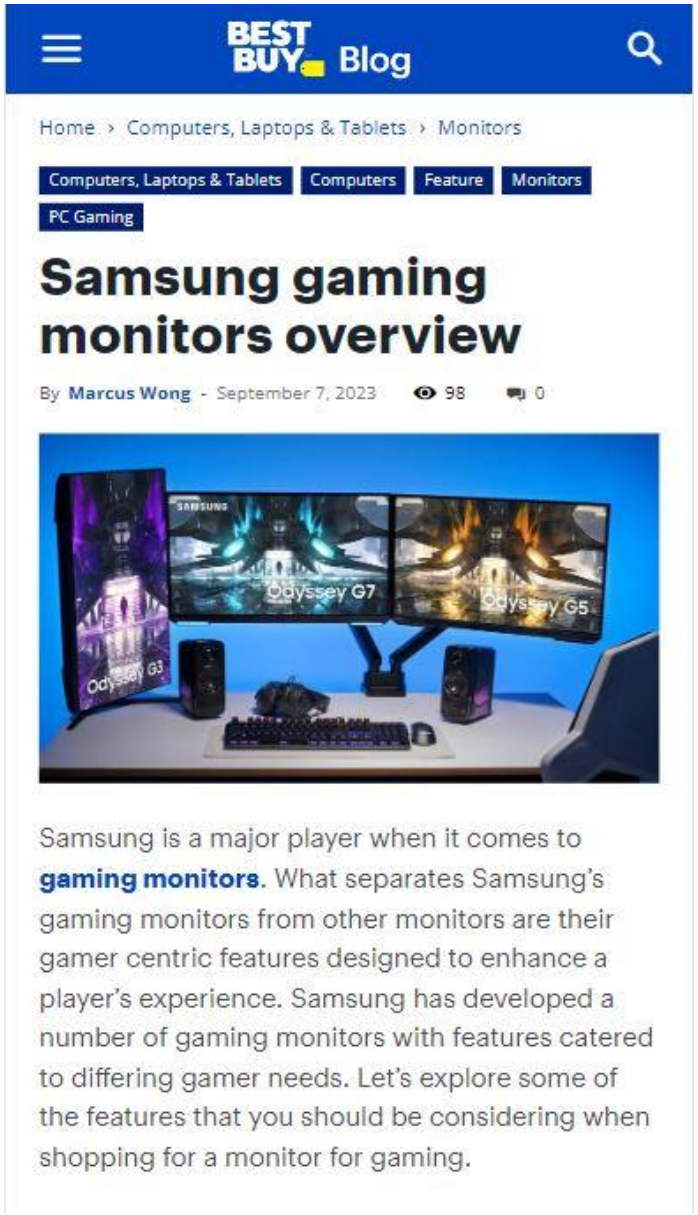
Ads

Blog Content
Product Review with video

Educate & inspire our customers with rich content, leveraging our bloggers & content creators.

This content also helps your product get found by SEO and AI LLMs.

Package	Rate
Blog Product Review Briefed-in article & product review video hosted on our blog and product detail page on bestbuy.ca	$20,000



Channel overview

Our mix of traditional and non-traditional ad products arm brands with a suite of solutions to reach customers where they are.

Search Ads | Display Ads | Content Ads | Direct Ads | Store Ads

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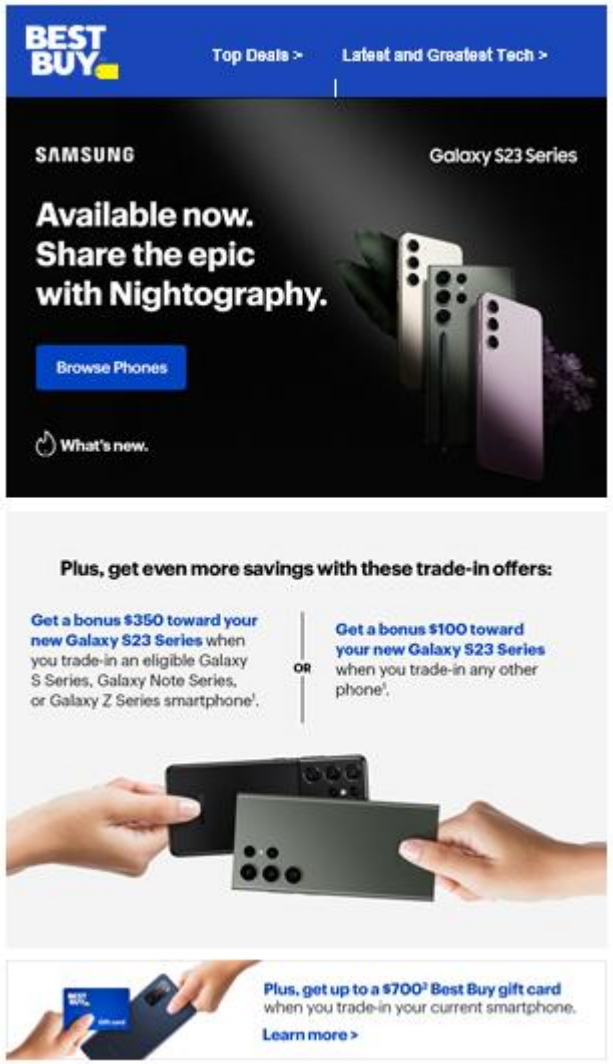
Ads

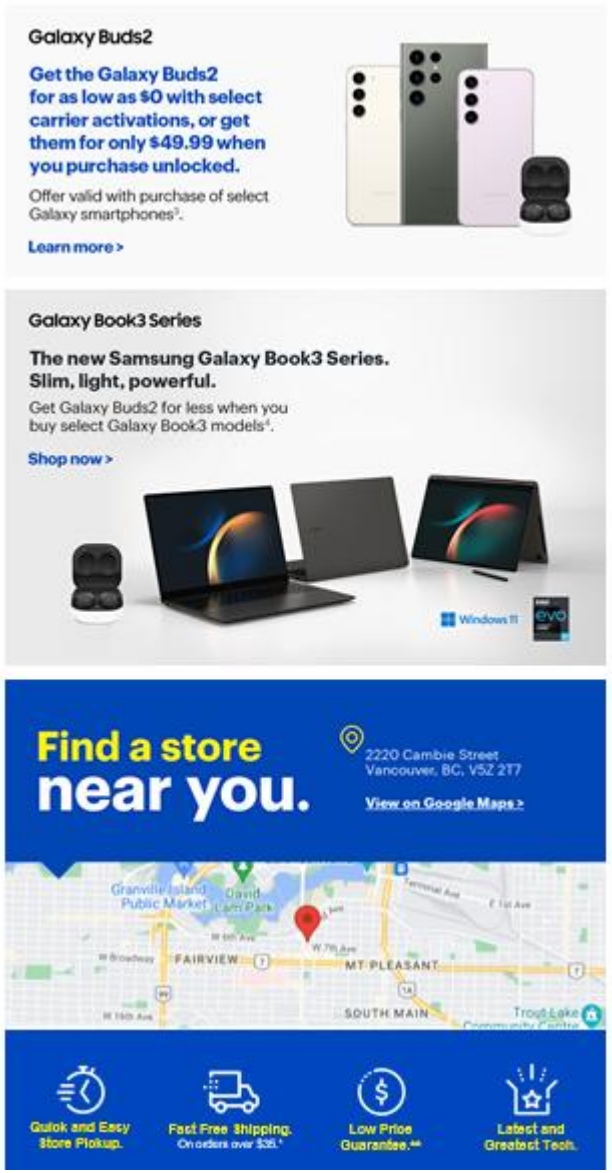
Email

The program reaches tech consumers who have subscribed to learn about the newest products launches, upcoming events, and exclusive promotions.

E-mails can be used to drive awareness, education, or conversion.

Package	Rate
Vendor Dedicated Email	$100,000
Best Buy Corporate Email Footer Banner	$25,000





Reporting for Vendor Dedicate Email includes Newsletter metrics

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Ads

Store Video

Greet and engage shoppers in real time

Store ads utilize high-traffic retail screens to boost brand awareness, showcase promotions, and educate captive audiences on products and service benefits in 129 store locations.

Customer spend on average 48 minutes in our stores.

Make an impact
by boosting your brand awareness on high-definition synchronized screens, placed in high-traffic store areas

Amplify your video messaging
to connect with your most engaged customers

Seamless customer experience
Video ads added in content loops alongside educational, inspirational, and promotional messaging

Package	Rate Jan - Oct	Rate Nov - Dec
In-store digital signage 1.2M impressions (Big Box and Express*)	$15,000/ week	$25,000/ week

* Express stores can only showcase products carried in-store



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Front of Store Signage

Our opportunities expanded to the stores with a monthly Signage program.

2 launches per kit
- Bollards: 112 stores
- Sensormatics: 97 stores

Package	Rate
Jan – Oct: 4 weeks package • Front of Store Bollards and Sensormatics • Creative: Latest & Greatest Tech	$90,000
Nov – Dec: 2 weeks package • Front of Store Bollards and Sensormatics • Creative: Best Gifts	$90,000





Templated creative

New

Latest & Greatest Tech Store Takeover

4 weeks Takeover of All Best Buy Stores

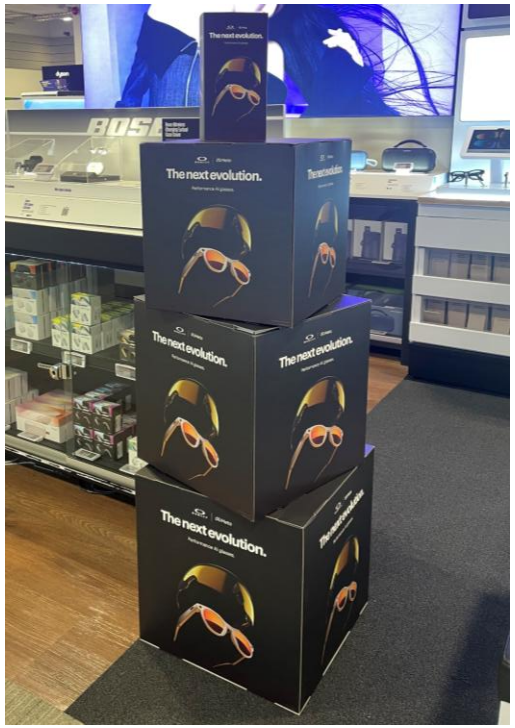
New opportunity for brands to maximize exposure in 297 Best Buy and Best Buy Express stores through highly-visible premium placements.

Package	Jan-Oct
In-Store Takeover – 4 weeks Front of Store • Window Clings (10 stores) • Bollards and Sensormatics (112 stores) • Express Front of Store Digital Signage* (103 stores) Inside the Stores • Aerials (27 stores – 4 per store) • Falcon board standee (130 stores – 1 per store) • Focal Cubes (27 stores – 1 per store) • Tent Cards or Aisle Toppers (4 per store Big Box) • In-store digital signage 4.8 M impressions in all Big Box and Express stores*	$500,000

- Important: To unlock this package, incremental investment to Onsite + Offsite package is required with minimum $250,000 investment.
- Commitment: 12 weeks prior to live date.







Production and Installation fees are included. Reporting includes in-situ photos
* Best Buy Express stores can only feature products that are part of their assortment

Ads

Reporting Details

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Ads

Reporting by Channel

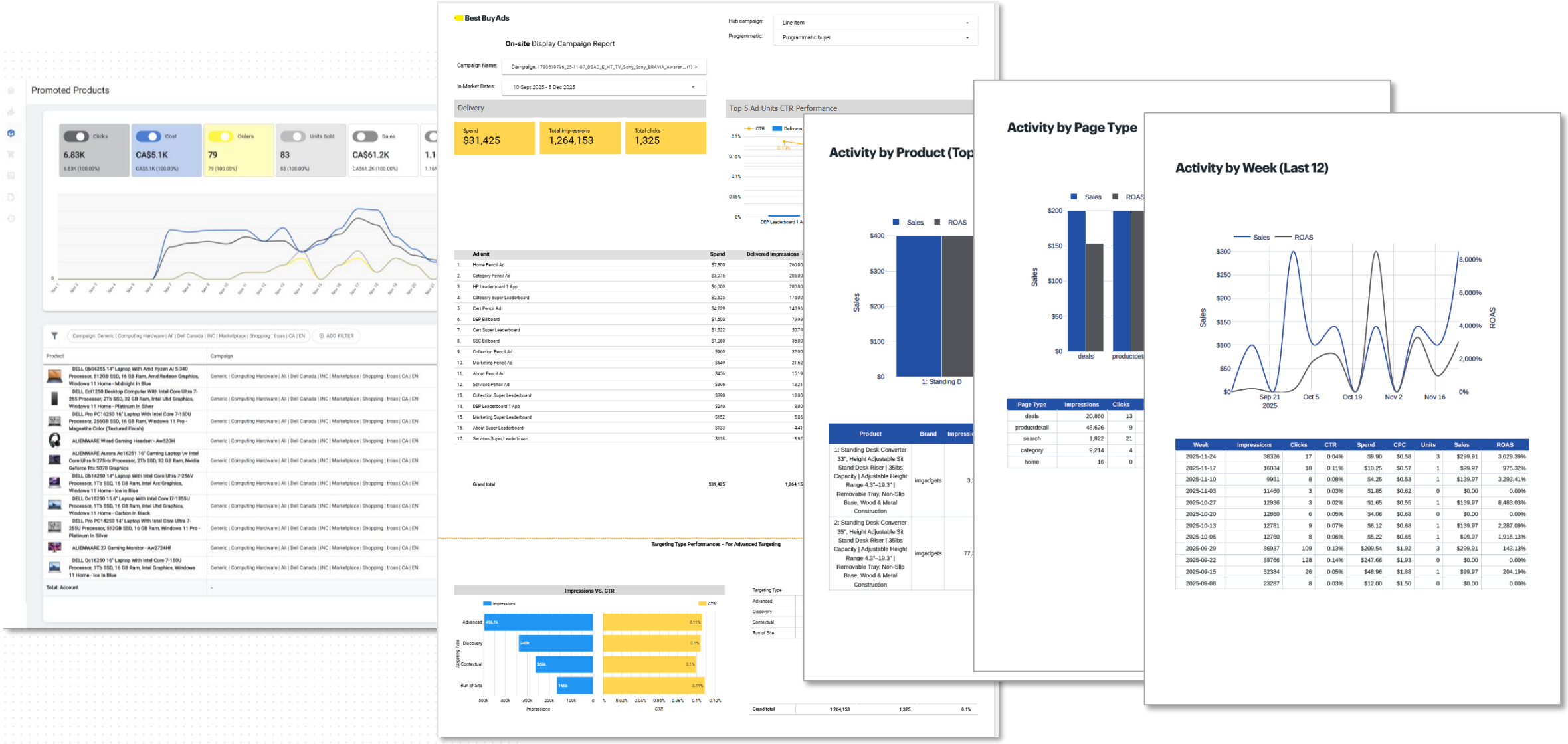
	Cadence	Impressions	Clicks	CTR	Online Conversion Rate	Online Revenue/ Units Sold	ROAS	Engagement rate
Paid Search	Monthly	✓	✓	✓	✓	✓	✓	
ducts	Monthly	✓	✓	✓	✓	✓	✓	
Onsite Display	Post-campaign	✓	✓	✓				
Offsite Media (part of packages)	Post-campaign	✓	✓	✓				
Affiliate Marketing (part of packages)	Post-campaign		✓ visits			✓	✓	
Social Video	Post-campaign	✓	✓	✓				✓
Dedicated Email	Post-campaign	✓ delivery	✓	✓				
Push Notification	Post-campaign	✓ delivery	✓ open rate					

Brand Experience	Quarterly	• How does the brand experience impact brand preference?
		  • shoppers who visited the brand experience page vs. brand shoppers who did not: average time on site, add to cart rate, conversion rate, order value
		• What is the share of voice for the brand YoY?
		  • Overall brand and category break down
		  • Brand performance vs other brands in the same category: change in visits, add to cart rate, conversion rate, AOV
		• How is the brand performance trending on bestbuy.ca?
		  • Quarterly visits trend, quarterly order trend, YoY visits, product views, units sold, total revenue
		• How are customers interacting with the brand?
		  • Top 5 entering methods, Top 5 ways to find the brand's products, Top 10 searched terms, Top 10 viewed products						

Incentivized Reviews Program	Quarterly	• Total reviews • Average Rating • Comparison to organic						

Ads

Reporting by Channel



Ad unit	Spend	Delivered Impressions
1. Home Pencil Ad	$7,800	260,00
2. Category Pencil Ad	$3,075	205,00
3. HP Leaderboard 1 App	$6,000	200,00
4. Category Super Leaderboard	$2,625	175,00
5. Cart Pencil Ad	$4,229	140,96
6. DEP Billboard	$1,600	79,99
7. Cart Super Leaderboard	$1,522	50,74
8. SSC Billboard	$1,080	36,00
9. Collection Pencil Ad	$960	32,00
10. Marketing Pencil Ad	$649	21,62
11. About Pencil Ad	$456	15,19
12. Services Pencil Ad	$396	13,21
13. Collection Super Leaderboard	$390	13,00
14. DEP Leaderboard 1 App	$240	8,00
15. Marketing Super Leaderboard	$152	5,06
16. About Super Leaderboard	$133	4,41
17. Services Super Leaderboard	$118	3,92
Grand total	$31,425	1,264,15

Product	Brand	Impressi
1: Standing Desk Converter 33", Height Adjustable Sit Stand Desk Riser | 35lbs Capacity | Adjustable Height Range 4.3"-19.3" | Removable Tray, Non-Slip Base, Wood & Metal Construction	imgadgets	3,2
2: Standing Desk Converter 35", Height Adjustable Sit Stand Desk Riser | 35lbs Capacity | Adjustable Height Range 4.3"-19.3" | Removable Tray, Non-Slip Base, Wood & Metal Construction	imgadgets	77,2

Page Type	Impressions	Clicks
deals	20,860	13
productdetail	48,626	9
search	1,822	21
category	9,214	4
home	16	0

Week	Impressions	Clicks	CTR	Spend	CPC	Units	Sales	ROAS
2025-11-24	38326	17	0.04%	$9.90	$0.58	3	$299.91	3,029.39%
2025-11-17	16034	18	0.11%	$10.25	$0.57	1	$99.97	975.32%
2025-11-10	9951	8	0.08%	$4.25	$0.53	1	$139.97	3,293.41%
2025-11-03	11460	3	0.03%	$1.85	$0.62	0	$0.00	0.00%
2025-10-27	12936	3	0.02%	$1.65	$0.55	1	$139.97	8,483.03%
2025-10-20	12860	6	0.05%	$4.08	$0.68	0	$0.00	0.00%
2025-10-13	12781	9	0.07%	$6.12	$0.68	1	$139.97	2,287.09%
2025-10-06	12760	8	0.06%	$5.22	$0.65	1	$99.97	1,915.13%
2025-09-29	86937	109	0.13%	$209.54	$1.92	3	$299.91	143.13%
2025-09-22	89766	128	0.14%	$247.66	$1.93	0	$0.00	0.00%
2025-09-15	52384	26	0.05%	$48.96	$1.88	1	$99.97	204.19%
2025-09-08	23287	8	0.03%	$12.00	$1.50	0	$0.00	0.00%

Scale of our platform

Influence of our brand

Power of the customer

Ads

Thank you,
let's connect.

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