



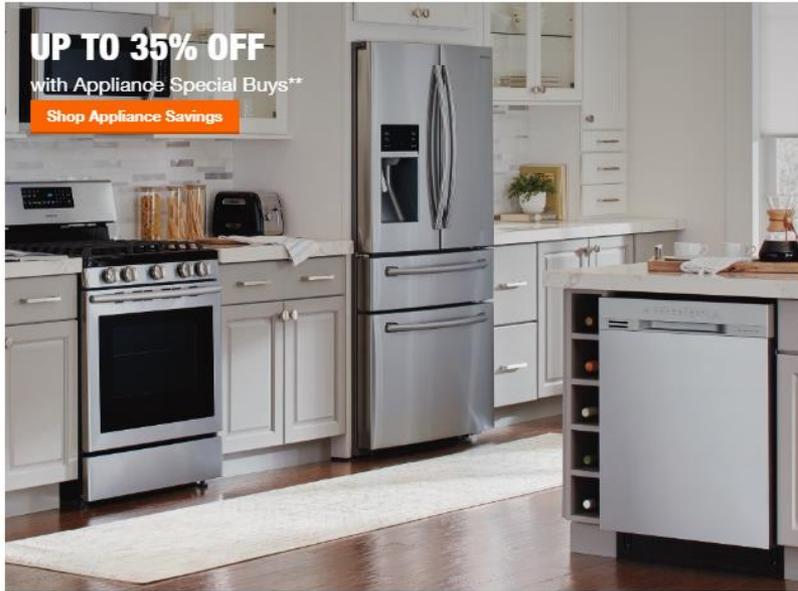
# Dynamic Media

Partner Advertising @ The Home Depot

THE HOME DEPOT

# The Power of Home Depot

**UP TO 35% OFF**  
with Appliance Special Buys\*\*  
**Shop Appliance Savings**



\*\*\*View Details

**5M**

Daily Visits

**\$6.7B**

Online Sales

**>2X**

Industry ROAS Benchmark

**1.8M**

In-Store Traffic



**UP TO 40% OFF**  
Select Vanities



**UP TO 35% OFF**  
Select Faucets



**SPECIAL BUY OF THE DAY**

**Up to 30% off Select Tools and Electrical Equipment**

Today Only. Free Delivery.



UNIQ **DECORATIVE STORAGE**



**DECORATIVE STORAGE**



**INTERIOR LIGHTING**



Internet Retailer



Internet Retailer



L2



**THE HOME DEPOT DELIVERS**  
Just say when, where and how.



**FREE IN-STORE PICKUP**  
Over one million online items eligible

# Regardless of your budget You can reach your customers.

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## Generate Revenue

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Invest into marketing that will **drive incremental sales and traffic for your brand** through a marketing mix of prospecting and retargeting across Google, Facebook and Pinterest.

- A mix of prospecting + retargeting models
- Expert campaign optimization provided
- Go live within 7 days



## Reach Qualified Audiences

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Our unique marketing mix gives you access to more qualified traffic. This means, you can **reach existing and new audiences**, including:

- Customers that view your product pages or added to cart, but did not purchase
- Customers looking for your products in search engines, like Google
- New customers found through prospecting (lookalike) modeling



## Save Time and Resources

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Since our portal is self-serve, there is **no additional imagery or content needed**. It's all populated directly from your product pages on HomeDepot.com.

- Brand-level reporting available to download in the portal
- Real-time asset generation for ads across all channels

# Dynamic Media Examples



## Google

Use the world's most powerful search engine and the reach of The Home Depot brand to reconnect with your customers.



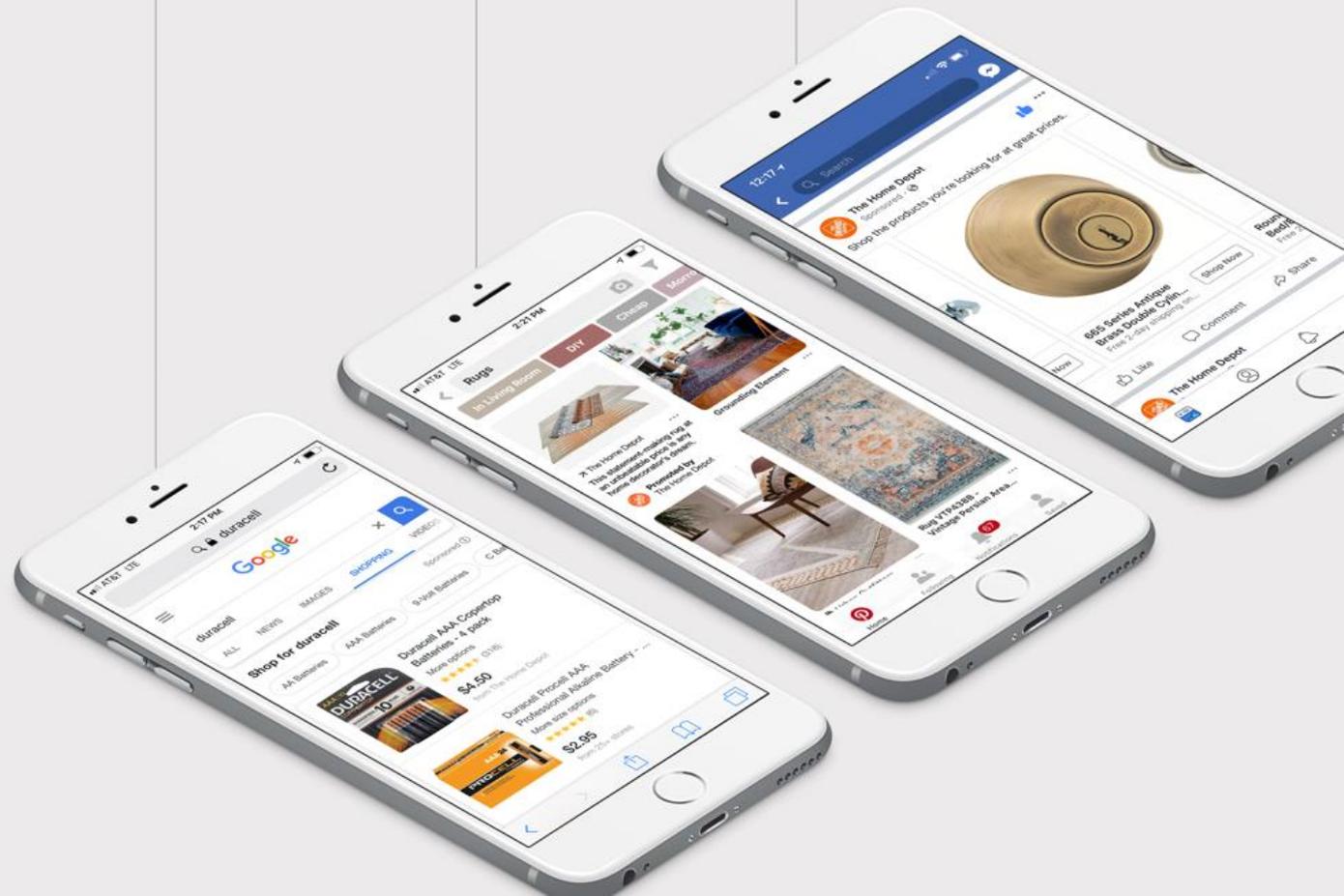
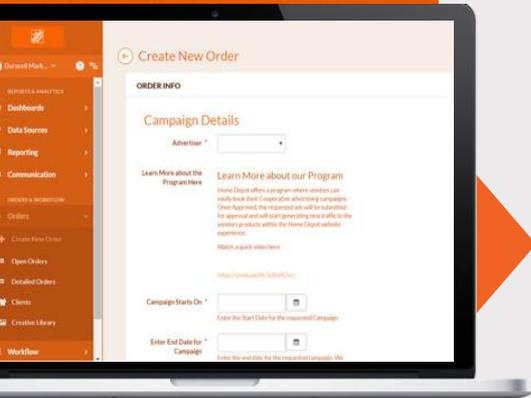
## Pinterest

Reach DIY-oriented customers with product-focused Pins.



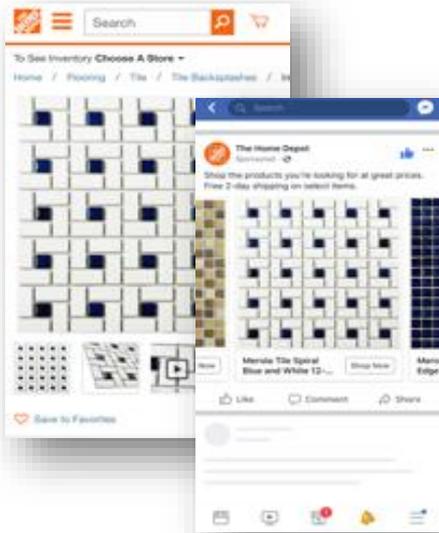
## Facebook

Meet your customers where they are, with your products which they've already explored on HomeDepot.com.



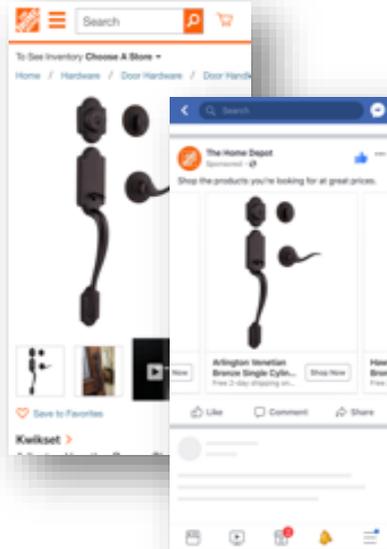
Our self-service portal allows you to set start and end dates for your campaign and monitor its overall performance.

# Regardless of your goal We've got you.



## GOAL: Prospecting

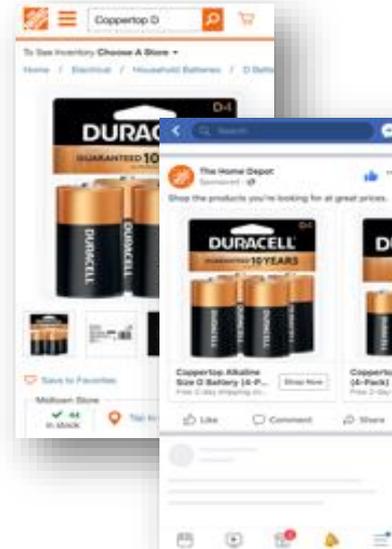
- Increased Merola's exposure 89x
- Drove 5x more clicks to product pages
- 18% incremental lift in brand revenue online + in-stores



## Kwikset

### GOAL: Traffic

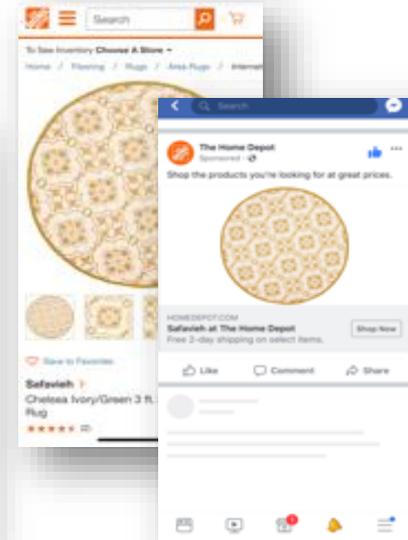
- Increased Kwikset's brand exposure 19x
- Drove most clicks to THD.com, 83% above average
- 15% incremental lift in brand revenue online + in-store



## DURACELL®

### GOAL: In-Store Sales

- Increased Duracell's brand exposure 2.5x
- Drove 54% more clicks to product pages
- 17% incremental lift in brand revenue in-store



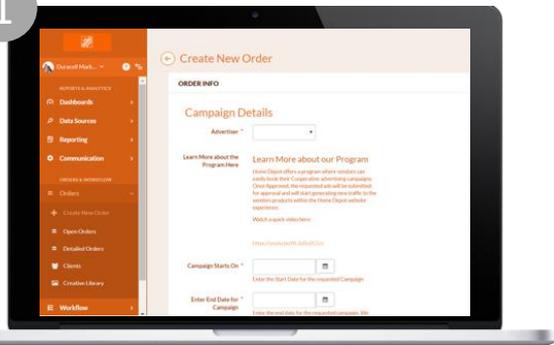
## SAFAVIEH

### GOAL: Online Sales

- Increased Safavieh's brand exposure 67x
- 31% incremental lift in brand revenue online
- Drove 55x more click to product pages

# How Dynamic Media works at Home Depot, it's easy.

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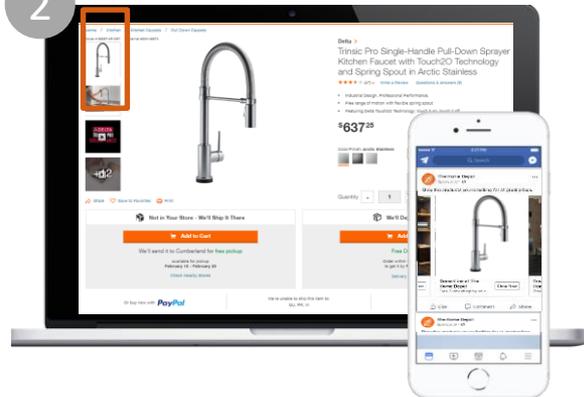


## Create Your Campaign

In just a few minutes, you can create a campaign order within our self-service portal. This is where you add your budget, flight dates and select data source channels. Don't worry, we explain everything as you go!

- One-time payment entry
- Ability to increase budgets
- Expert campaign optimization
- **To register send your name and email to [Dynamic\\_Media@homedepot.com](mailto:Dynamic_Media@homedepot.com)**

2

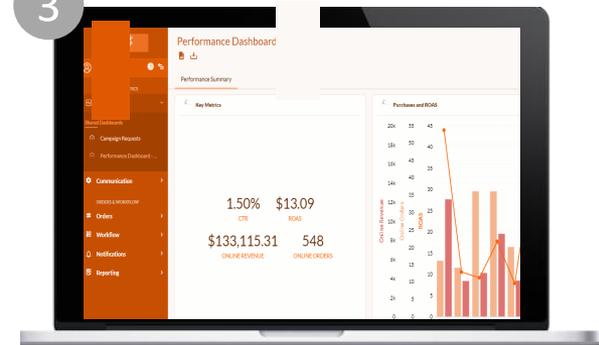


## Don't Create Extra Assets

All creative imagery and content for your campaigns are dynamically generated from your product pages. This means, we do all the heavy lifting!

- No extra creative required
- Product page 'primary' images are used to populate ads across all channels

3

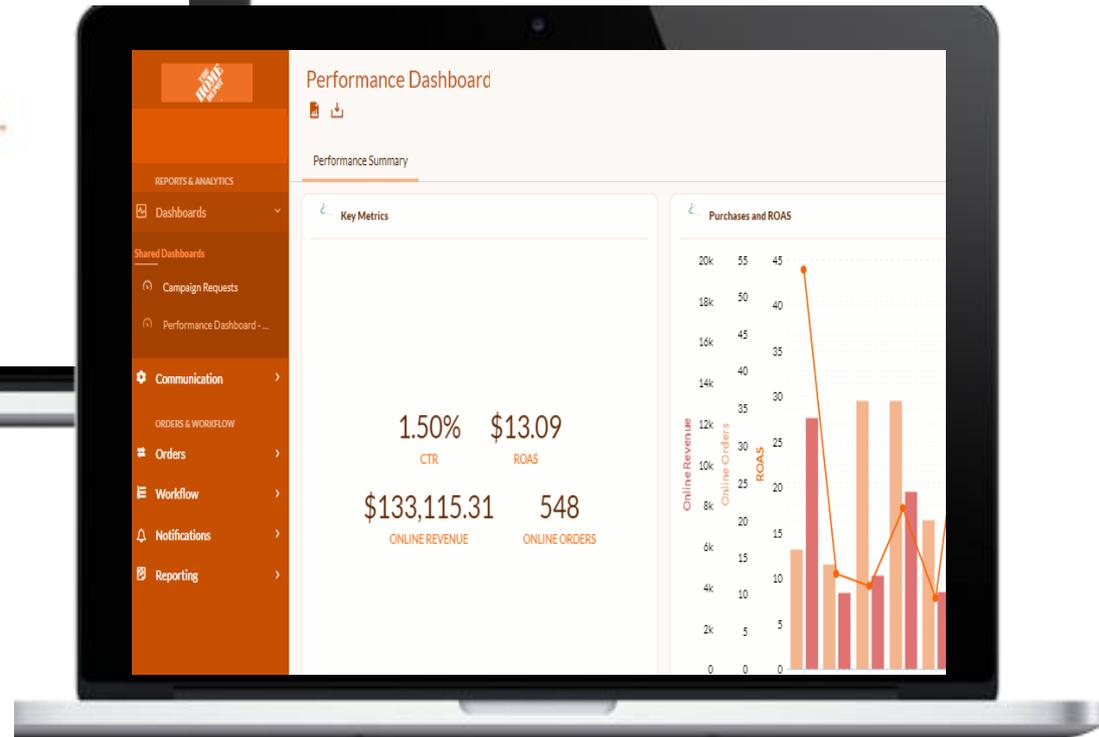
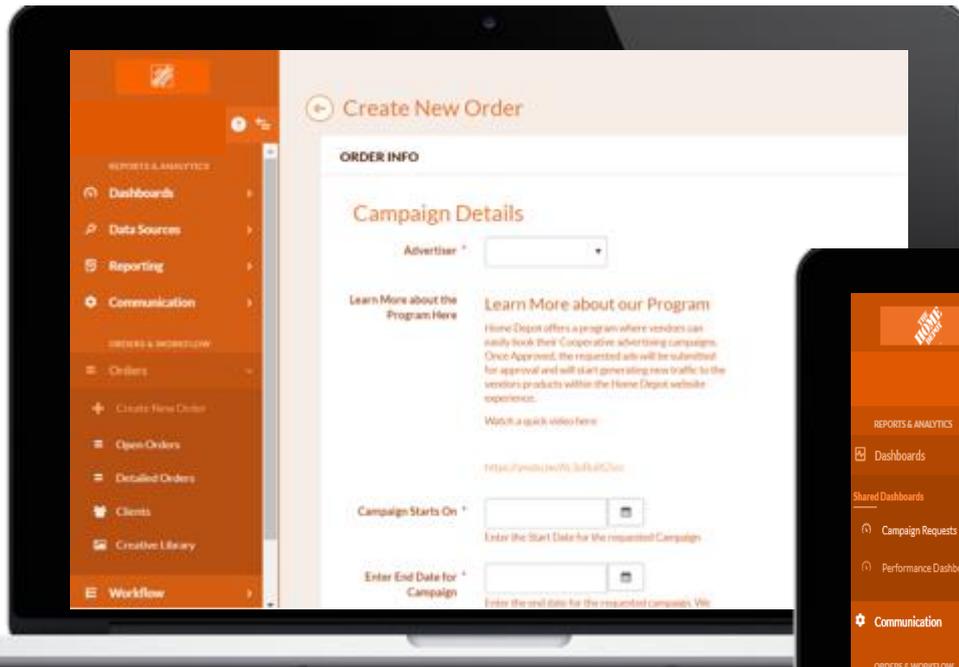


## Watch Your Ads Work

Once your order is submitted, allow 7 days to go live! Then, sign back into the self-serve portal to watch your performance in real-time, download charts and reports, add budget or submit your next campaign!

- Real-time reporting
- Easy to download graphs and charts
- Expert technicians available

# Dynamic Media Portal Overview



# Here Are a Few Things We Thought You Might Want to Know..

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## **WHAT'S THE MINIMUM BUDGET AND FLIGHT?**

THE MINIMUM BUDGET IS \$5,000. THE MINIMUM FLIGHT IS 1 MONTH. WE RECOMMEND NO MORE THAN 3 MONTHS FOR THIS BUDGET.

## **WHAT DOES DYNAMIC MEAN?**

STRAIGHT FROM THE PIP  
NO ADDITIONAL ASSETS OR CONTENT REQUIRED

## **WHAT IS PROSPECTING AND RETARGETING?**

PROSPECTING (AWARENESS) IS BUILT FROM A LOOKALIKE MODEL WITHIN FACEBOOK. THIS MEANS, FOR CUSTOMERS THAT HAVE LOOKED AT YOUR PAGES AND ARE INTERESTED IN SIMILAR PRODUCTS, THEY WILL BE SHOWN AN AD—TO DRIVE AWARENESS.

RETARGETING (CONVERSION) IS BUILT FROM YOUR PRODUCT PAGE TRAFFIC, SO THESE CUSTOMERS HAVE ALREADY VIEWED YOUR PAGES AND CAN COMPLEMENT YOUR FACEBOOK/GOOGLE ADS WITH HOME DEPOT BRANDED RETARGETING. SO, IF CUSTOMERS VIEW YOUR PRODUCT AND DO NOT PURCHASE, THEY WILL BE SHOWN AN AD—TO DRIVE SALES.

## **HOW DO I FIND MY ANNUAL SALES?**

UNFORTUNATELY, THAT INFORMATION IS NOT STORED IN THE DM PORTAL, HOWEVER, YOU CAN REFER TO YOUR INTERNAL SALES TEAM, YOUR HOME DEPOT MERCHANDISING PARTNER OR YOUR BRAND ADVOCATE TO HELP YOU DETERMINE SALES

## **HOW DO I FIND MY M-VENDOR NUMBER?**

THIS IS A UNIQUE IDENTIFIER YOU NEED TO ADD YOUR PRODUCTS TO THD.COM. IF YOU NEED HELP FINDING THIS NUMBER, CONTACT [IDM\\_SUPPORT@HOMEDEPOT.COM](mailto:IDM_SUPPORT@HOMEDEPOT.COM) OR CONTACT YOUR MERCHANDISING PARTNER

## **HOW DO I CHOOSE MY FLIGHT DATES?**

CHOOSING YOUR FLIGHT DATE DEPENDS ON A FEW THINGS. WE HAVE PROVIDED YOU WITH ANNUAL BUDGET RECOMMENDATIONS BASED ON SALES AND TRAFFIC, HOWEVER, YOU CAN CHOOSE TO DO ANY DATES THAT EQUAL AT LEAST ONE FULL MONTH. IF YOU HAVE OTHER CAMPAIGNS HAPPENING OR HAVE A HIGH SALES PERIOD/SEASON, SELECT YOUR FLIGHT DATES FOR THEN. NOTE, IT'S BEST PRACTICE TO BE 'ALWAYS ON' SO THE LIFECYCLE OF ANY TIME IS COMPLEMENTED WITH YOUR RETARGETING. THAT'S WHY WE PROVIDE ANNUAL BUDGETS.

## **WHO IS YOUR AUDIENCE?**

YOUR PAGE VISITORS AND QUALIFIED 'NEW' TRAFFIC BASED ON LOOKALIKE MODELING

## **WHO OPTIMIZES MY CAMPAIGN?**

WE DO! BACK END THIRD PARTY THAT BALANCES PROSPECTING + RETARGETING ACROSS CHANNEL SELECTION  
EXAMPLE, YOUR PRODUCT (PIP) PAGE TRAFFIC IS DOWN ONE MONTH, WE ALLOCATE MORE MONEY TO PROSPECTING TO DRIVE TRAFFIC, MORE TRAFFIC TRIGGERS MORE RETARGETING—BUILDING OVERALL BRAND AWARENESS AND SALES