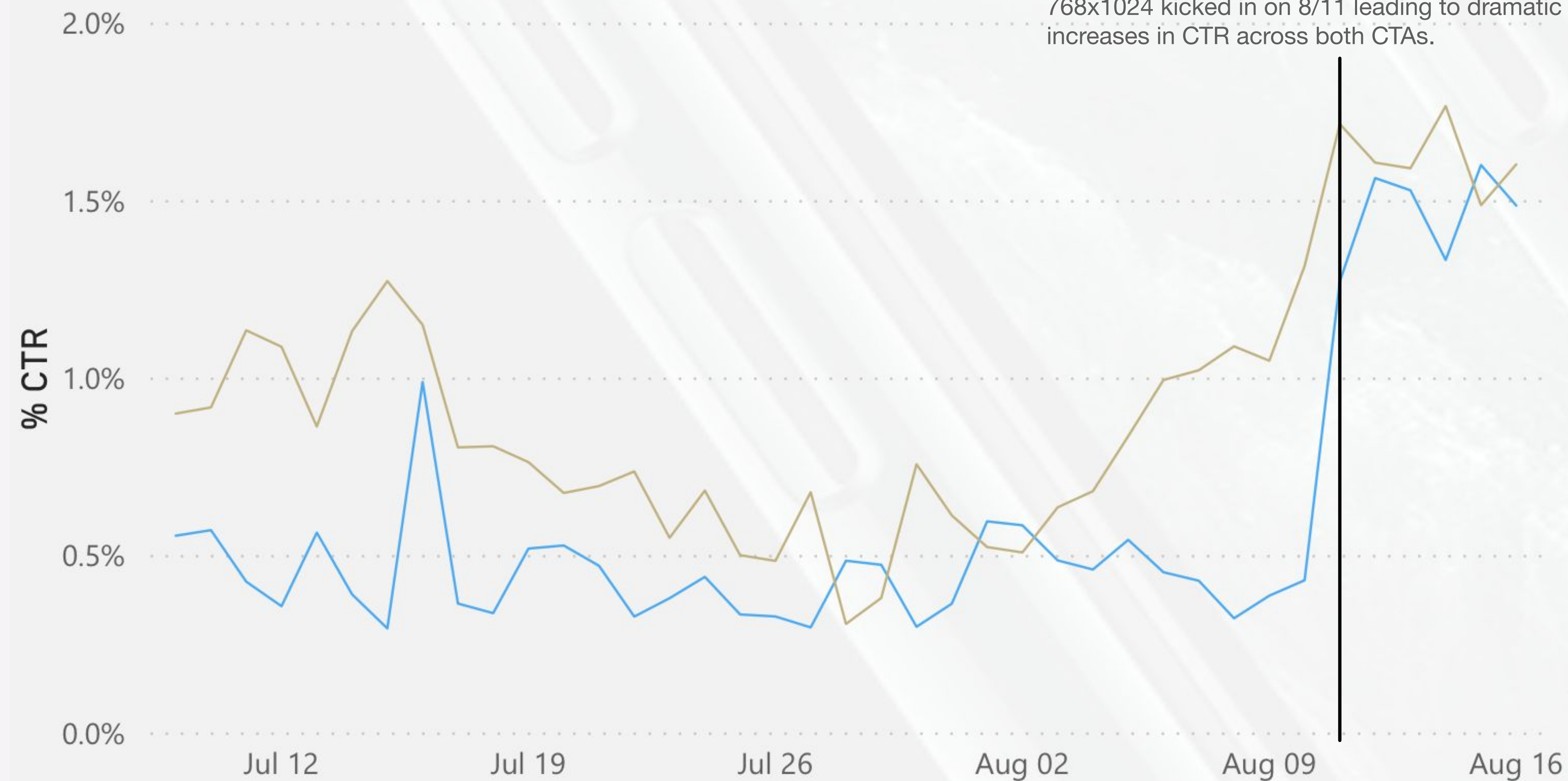


US - Programmatic - Shop vs Save

Shop vs Save CTA - CTR Over Time

creative_cta ● Save ● Shop

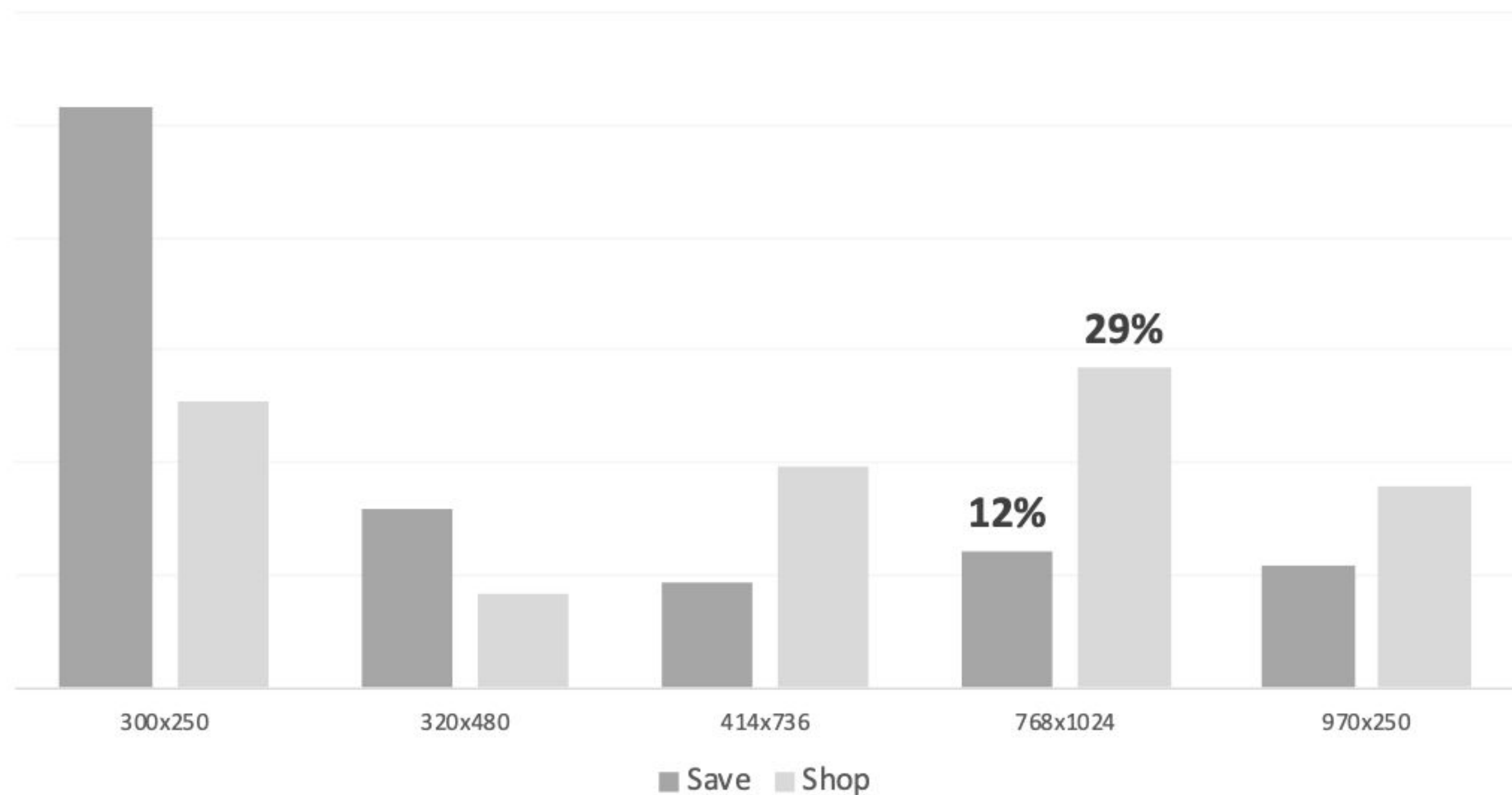


US - Programmatic Continued Discussion

- Before and after the optimization, the Shop CTA had a higher portion of its budget allocated toward the top performing creative size: 768x1024. Because of this, we would expect Shop to have a higher CTR overall than Save...

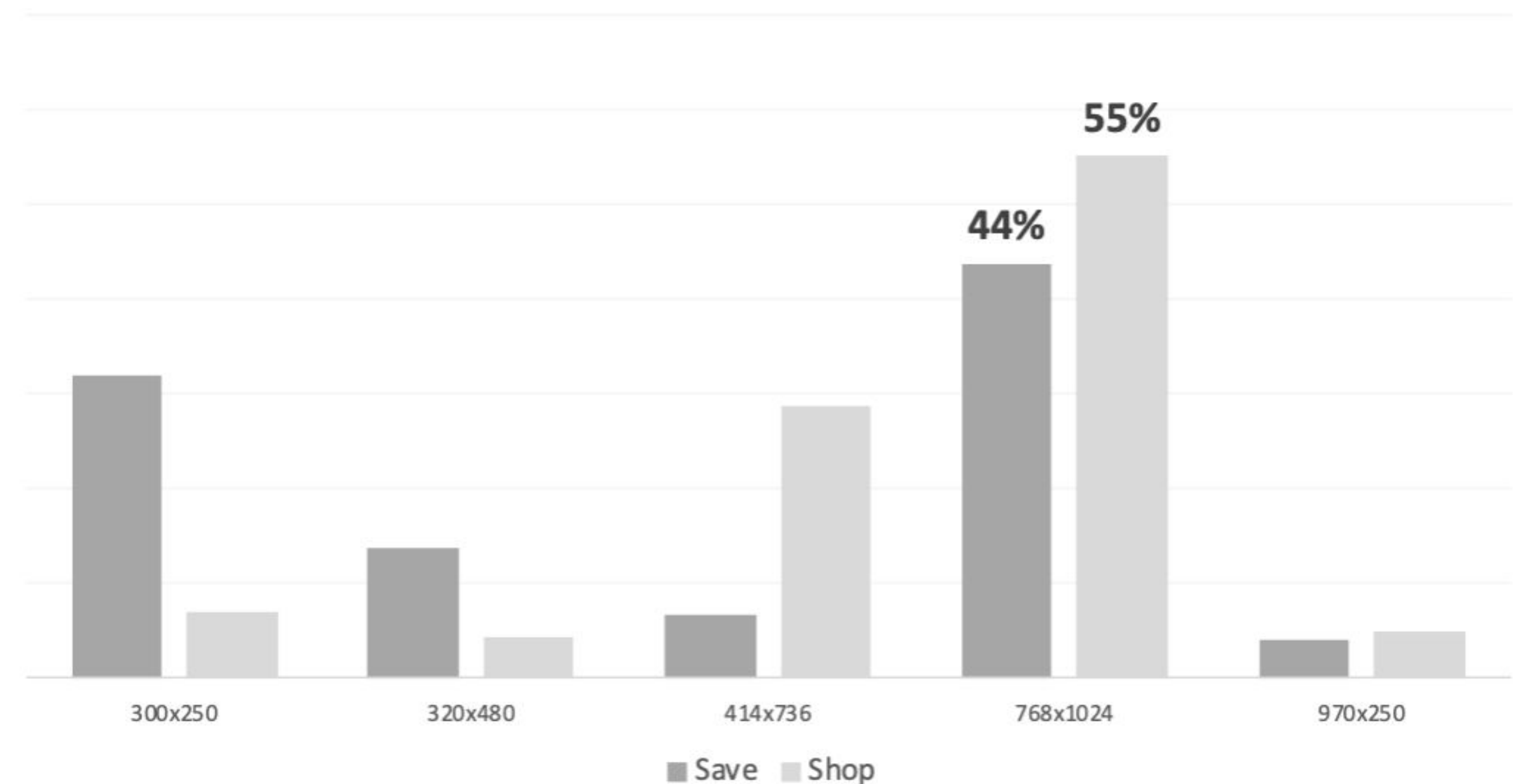
Programmatic - Shop vs Save - Prior to 8/11 Optimization

Prior to the optimization, Shop had a higher portion of its budget allocated to the top performing size.



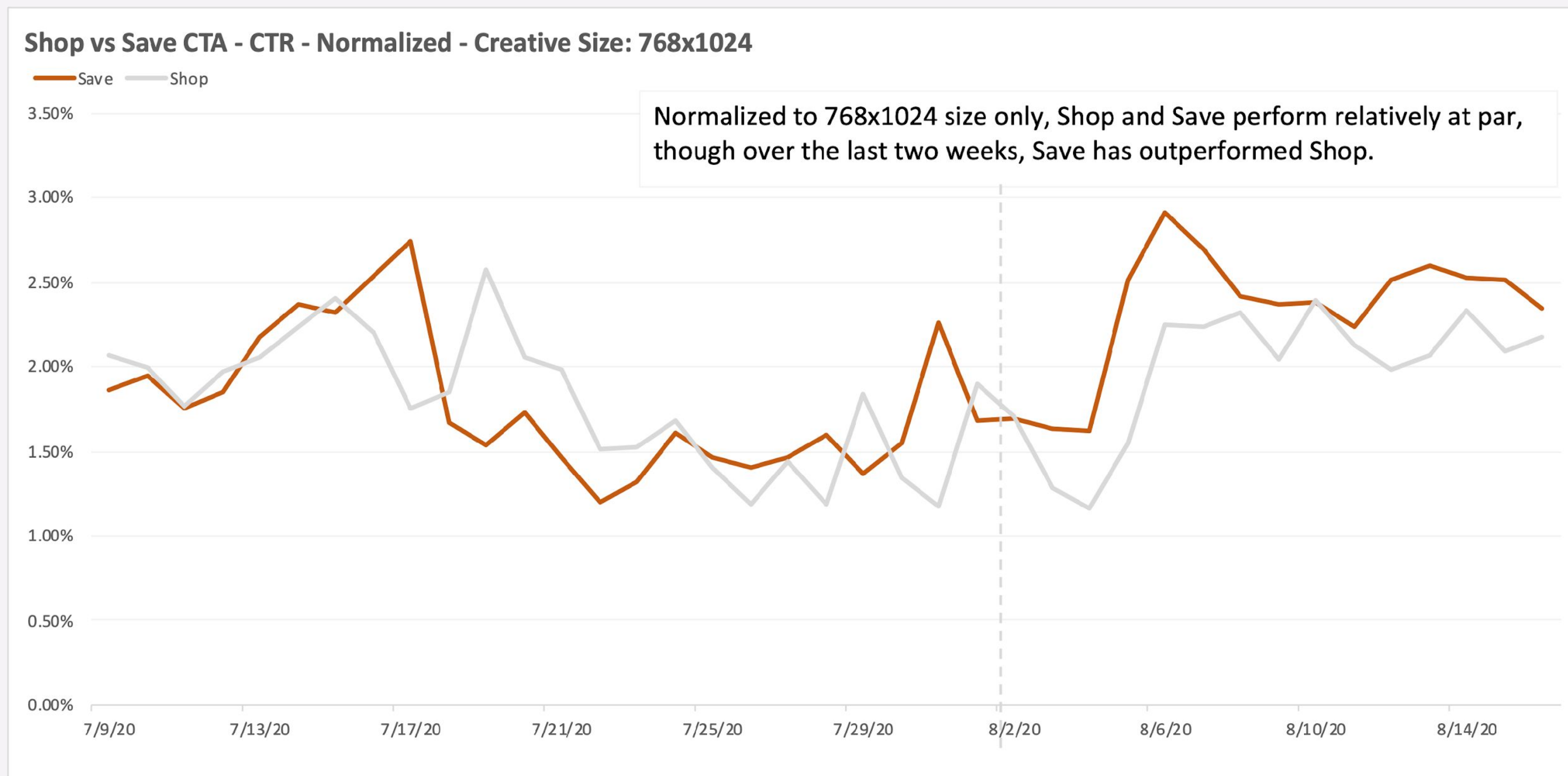
Programmatic - Shop vs Save - After 8/11 Optimization

After the optimization, Shop still had a higher portion of its budget allocated to the top performing size.



US - Programmatic Continued Discussion

- Normalizing the data to looking at the CTAs across the same creative size - 768x1024 - the Shop and Save CTA perform nearly on par, though over the last two weeks specifically, Save actually outperformed Shop. We will continue to monitor weekly to see if this trend continues.



US - Programmatic

- Continuing the trend line from last week, Shop continues to outperform Save. However, because of how influenced the CTR is to the pricing message within the creative, the difference is not as exaggerated as it may appear - see fig. 2 for more detail.

Figure 1: DV360 - CTA - 768x1024



Figure 2: DV360 - CTA - 768x1024 - Creative Pricing Comparison

CTA	Pricing	Impressions	Clicks	CTR
Save	For \$MP	16,696	516	3.1%
Save	No Pricing	635,848	12,169	1.9%
Shop	For \$MP	352,883	13,653	3.9%
Shop	No Pricing	201,799	4,401	2.2%

Shop outperformed save across normalized data this week with better CTRs on each of the Pricing messages (Shop - For \$MP's 3.9% outperformed Save - For \$MP's 3.1% and Shop - No Pricing's 2.2% outperformed Save - No Pricing's 1.9%).

The way Impressions and therefore clicks are allocated along these Pricing Messages within each CTA exaggerates this with Shop having the majority of it's volume allocated toward the better performer, For \$MP, while Save has nearly all of its volume allocated to the lower performer, No Pricing.

Prior to August 16, this was far more balanced and both CTAs had more allocation toward No Pricing giving a more realistic comparison.