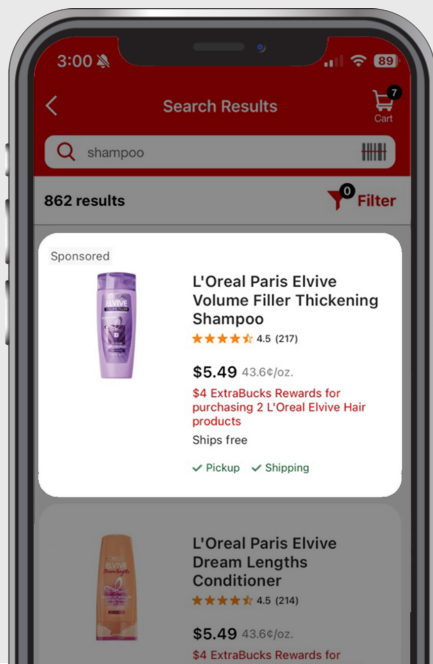


Sponsored Product & Search

Spotlight your brand with high-intent shoppers on CVS.com® and the app

34% more sales for campaigns that featured CMX™ Sponsored Product & Search.*

ExtraCare® members rely on CVS.com and the app to find the right, relevant products — 70M+ customers visit CVS.com monthly.* With Sponsored Product & Search, members are more likely to make a purchase of products they discover.

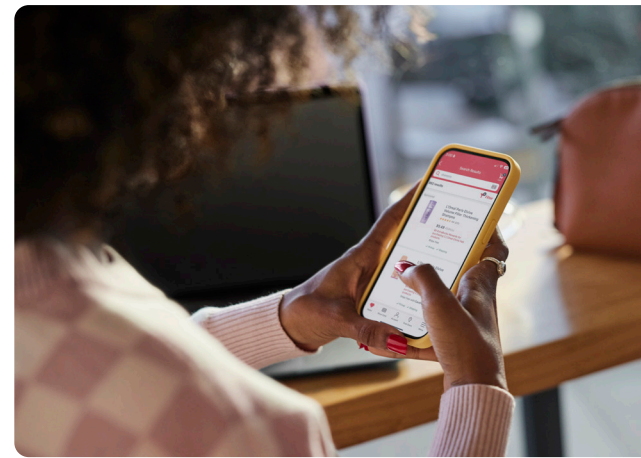


Search placements:

- **In-grid:** Improve visibility of individual products within the full search results for optimal placements
- **Carousel:** Feature multiple products on a highly visible digital shelf, both on the app and Web

Product placements:

- **Product Detail Page (PDP):** Feature related category products on the highest trafficked shopping pages; cross-sell for basket building.
- **Department, category, and shop landing pages**



CMX does not make any guarantees regarding campaign performance. *CVS Internal Data 2H 2023.



ExtraCare customers are searching for products like yours. Make sure you're getting in front of them, as 52% of customers make a purchase in store within 48 hours of interacting with CVS.com.*

Search results on CVS.com generated 50M+ product page visits.**

CVS.com search page visits directly lead to sales by highly-motivated shoppers, with 11.3M "add to cart" actions in 1H 2023 — +23% YoY.***

Sponsored Product & Search drives significant impact on campaigns:

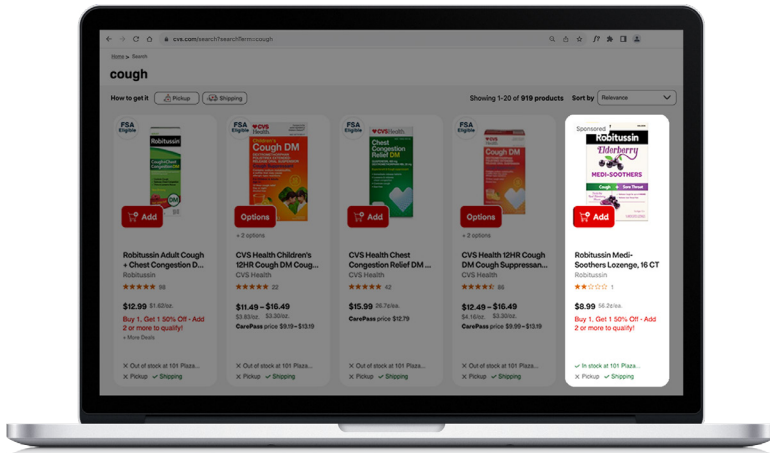


51% more clicks[†]



25% increase in product viewability[†]

[†]CMX Internal Data Q3 2023 Sponsored Search vs. Organic



71% of media agency professionals consider onsite sponsored search as very or extremely effective.¹

Boost your incremental sales with a better shopper search experience. Optimized rankings with an always-on approach make sure your relevant products are on display.



CMX does not make any guarantees regarding campaign performance. *CVS Internal Data 2023. **CMX Internal Data: 1H 2022. ***CMX Internal Data: 1H 2023. ¹P2PI x CMX survey of agency professionals with a client focus on consumer product manufacturers (March–April 2023).

Learn more about Sponsored Product & Search with CMX. Talk with your Partner Manager today.



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