Boost Your Dollar Channel Sales by Partnering with KCL

From 2020 to 2021, we saw a 164% increase in traffic to dollar channel tips.

**Deals**

- Deal posts **more than doubled** the average click per post from 2019 to 2022.
- Average views increased by **8%** per post from 2019-2022.
- Click-through rates increased by **116%** for deal posts YoY.

**Tips**

- 80% of views to dollar channel tips did not have a deal angle – purely informative.
- 2020-2021 saw an increase of **164%** in traffic to these tips.
- Click-through rates increased by **107%** for tips YoY.

Sponsored content has **23% more views per post than organic content.**

**Top 10 Items Sold**

1. Scott Bath Tissue
2. Softsoap Hand Soap
3. Bic Pen & Pencils
4. Renuzit Oil Refills
5. Huggies Wipes
6. Squishmallows
7. Gain Detergent
8. Tide Detergent
9. Gain Flings
10. Dish Towels