



# Boost Your Dollar Channel Sales by Partnering with KCL

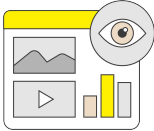
From 2020 to 2021, we saw a 164% increase in traffic to dollar channel tips.

## 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