

Nexus Pro for **Advertisers**

Benchmark your performance and understand where you stand in the market.

How You Can Use Nexus Pro?



Compare your program's performance to **similar brands**.



See if changes are **market-wide** or **only** in your program.



Identify **strengths, gaps,** and areas to **focus**.

How to Ask Better Questions?

For the best results:

- ✓ Use **simple** and **natural** language
- ✓ Ask **one** question at a time

For the best deep dives:

- ✓ Ask a **follow-up** question to get more information
- ✓ Include the **metric** and **timeframe**

10 Essential Benchmarking Questions

- 1 "How does my ROI compare to similar brands in my vertical?"
- 2 "What is the average conversion rate for programs like mine?"
- 3 "Am I above or below the network average for AOV?"
- 4 "How does my commission rate compare to similar advertisers?"
- 5 "How does my program's performance trend compare to similar brands over the last 90 days?"
- 6 "Are my click-to-conversion rates in line with similar programs?"
- 7 "How does my program performance compare to last quarter and the vertical average?"
- 8 "Which metrics am I outperforming in the market?"
- 9 "Where am I underperforming and where am I overperforming compared to similar brands?"
- 10 "How does my performance change when compared by device or region?"

Disclaimer:

Nexus Pro provides insight and context based on available platform data. It does not take actions or predict future performance. Always review outputs before making strategic decisions.