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B2C Channel Marketing

CONFIDENTIAL AND PROPRIETARY INFORMATION

Details

Rate Your Gear and Earn Rewards	
Eligible Products	Excel List of all Eligible Products
Region	US
Mechanism	End users buy eligible products and get a steam code or ASUS ROG Elite Rewards points
Evergreen Program	Landing Page
Redeem Page	Steam Game Code Page
ROG Elite Rewards Points Page	ROG Elite Rewards Points Page
Exposure Site	EDM, Social Media, Landing Page, Email Banners, Community

Featured Intel Motherboards (Z890)

Product Line	Model Name
Z890	ROG MAXIMUS Z890 EXTREME
	ROG MAXIMUS Z890 APEX
	ROG MAXIMUS Z890 HERO
	ROG MAXIMUS Z890 HERO BTf
	ROG STRIX Z890-E GAMING WIFI
	ROG STRIX Z890-F GAMING WIFI
	ROG STRIX Z890-A GAMING WIFI
	ROG STRIX Z890-H GAMING WIFI
	ROG STRIX Z890-I GAMING WIFI
	PROART Z890-CREATOR WIFI
	TUF GAMING Z890-PRO WIFI
	TUF GAMING Z890-PLUS WIFI
	PRIME Z890-P WIFI
	PRIME Z890M-PLUS WIFI
	Z890 AYW GAMING WIFI W
B860	ROG STRIX B860-I GAMING WIFI
	TUF GAMING B860-PLUS WIFI
	TUF GAMING B860M-PLUS WIFI
	PRIME B860-PLUS WIFI
	PRIME B860M-A WIFI

Featured AMD Motherboards (X870)

Product Line	Model Name
X870	ROG CROSSHAIR X870E HERO
	ROG STRIX X870E-E GAMING WIFI
	ROG STRIX X870-F GAMING WIFI
	ROG STRIX X870-A GAMING WIFI
	ROG STRIX X870-I GAMING WIFI
	PROART X870E-CREATOR WIFI
	TUF GAMING X870-PLUS WIFI
	PRIME X870-P WIFI
B850	ROG STRIX B850-E GAMING WIFI
	ROG STRIX B850-F GAMING WIFI
	ROG STRIX B850-A GAMING WIFI
	ROG STRIX B850-I GAMING WIFI
	TUF GAMING B850-PLUS WIFI
	TUF GAMING B850M-PLUS WIFI
B840	PRIME B840-PLUS WIFI
	PRIME B840M-A WIFI
	B840M MAX GAMING AX

Featured Monitors

Product Line	Model Name
ROG OLED	PG32UCDM
	PG32UCDP
	PG27AQDP
	PG27UCDM
	XG27UCDMG
	XG27AQDMG
	XG27ACDMG
ROG XG	XG32WCS
	XG27UCG
	XG27UCG-W
	XG27UCS
	XG27WCMS
	XG32WCMS
	XG27ACG
ROG PG/XG	PG32UQX
	PG27AQDM
	PG39WCDM
	XG49VQ
	XG27AQMR
	XG259CS
	XG259CMS
	XG27ACG-W
	XG27ACMG
	XG27ACDNG
	XG259QNS
	XG259QNG
	XG259QNG-W
	XG17AHP
	XG17AHPE
	XG27WCS
	XG27ACS

Featured Graphics Cards

Product Line	Model Name
ROG	ROG Astral LC GeForce RTX 5090
	ROG Astral LC GeForce RTX 5090 OC Edition
	ROG Astral GeForce RTX 5090
	ROG Astral GeForce RTX 5090 OC Edition
	ROG Astral GeForce RTX 5080
	ROG Astral GeForce RTX 5080 OC Edition
TUF	TUF Gaming GeForce RTX 5090
	TUF Gaming GeForce RTX 5090 OC Edition
	TUF Gaming GeForce RTX 5080
	TUF Gaming GeForce RTX 5080 OC Edition
	TUF Gaming GeForce RTX 5070 Ti
	TUF Gaming GeForce RTX 5070 Ti OC Edition
	TUF Gaming GeForce RTX 5070
	TUF Gaming GeForce RTX 5070 OC Edition
Prime	PRIME GeForce RTX 5080
	PRIME GeForce RTX 5080 OC Edition
	PRIME GeForce RTX 5070 Ti
	PRIME GeForce RTX 5070 Ti OC Edition
	PRIME GeForce RTX 5070
	PRIME GeForce RTX 5070 OC Edition

Featured Networking

Product Line	Model Name
ZenWifi	ASUS ZenWiFi BD4
	ASUS ZenWiFi BD5
	ASUS ZenWiFi BT6
	ASUS ZenWiFi BT8
	ASUS ZenWiFi BT10
	ASUS ZenWiFi BQ16
	ASUS ZenWiFi BQ16 Pro
Gaming Router	GT-BE98 Pro
	RT-BE58U
	RT-BE86U
	RT-BE88U
	RT-BE92U
	RT-BE96U
	RT-AX5400
	RT-AX88U Pro
	TUF Gaming AX6000
	TUF Gaming AX4200
	RT-AX57
	RT-AX86U Pro
	RT-AXE7800
	RT-AX1800S
	RT-AX86U
	RT-AX86S
	RT-AX82U
	RT-AX55
	ROG Rapture GT-BE98 Pro
	ROG Rapture GT-AX6000 EVA Edition
	ROG Rapture GT6

Featured Chassis

Product Line	Model Name
ROG	ROG Hyperion GR701
	ROG Hyperion GR701 BTF Edition
	ROG Strix Helios
	ROG Strix Helios White Edition
	ROG Z11
TUF Gaming	TUF Gaming GT502 Horizon
	TUF Gaming GT502
	TUF Gaming GT302 ARGB
	TUF Gaming GT501
	TUF Gaming GT501 White Edition
ProArt	ProArt PA401 Wood Edition - Tempered Glass Panel
	ProArt PA602 Wood Edition - Tempered Glass Panel
	ProArt PA602
ASUS/PRIME	ASUS Prime AP201 MicroATX Case
	ASUS Prime AP201 Tempered Glass MicroATX Case
	ASUS A21 Case
	ASUS A23 Case

Featured PSU

Product Line	Model Name
ROG THOR	ROG THOR 850W Platinum II
	ROG-THOR-1200P2-GAMING
	ROG-THOR-1600T-GAMING
	ROG-THOR-1000P2-GAMING
ROG STRIX	ROG STRIX 1000W Gold (16-pin cable)
	ROG STRIX 1000W Gold Aura White Edition
	ROG STRIX 1200W Gold Aura Edition
	ROG STRIX 1000W Gold Aura Edition
	ROG STRIX 850W Gold Aura Edition
	ROG STRIX 750W Gold Aura Edition
	ROG-STRIX-1000G
	ROG-STRIX-850G
	ROG-STRIX-850G-WHITE
	ROG-STRIX-750G
ROG LOKI	ROG-LOKI-1200T-SFX-L-GAMING
	ROG LOKI SFX-L 1000W Platinum
	ROG LOKI SFX-L 850W Platinum
	ROG LOKI SFX-L 850W Platinum White Edition
	ROG LOKI SFX-L 750W Platinum
TUF Gaming	TUF Gaming 1200W Gold
	TUF Gaming 1000W Gold
	TUF Gaming 1000W Gold White Edition
	TUF Gaming 850W Gold
	TUF Gaming 750W Gold
PRIME	ASUS Prime 850W Gold
	ASUS Prime 750W Gold

Featured Cooling

Product Line	Model Name
ROG RYUJIN	ROG RYUJIN II 360 ARGB Extreme
	ROG RYUJIN II 360 ARGB Extreme White Edition
	ROG RYUJIN II 360 ARGB
	ROG RYUJIN II 360 ARGB White Edition
	ROG RYUJIN II 360
	ROG RYUJIN II 240 ARGB White Edition
	ROG RYUJIN II 240 ARGB
	ROG RYUJIN II 240
	ROG RYUJIN II 360 ARGB
	ROG RYUJIN II 240 ARGB
	ROG RYUJIN II 360
	ROG RYUJIN II 240
ROG RYUO	ROG RYUO II 360 ARGB WHITE EDITION
	ROG RYUO II 360 ARGB
	ROG RYUO II 240 ARGB WHITE EDITION
	ROG RYUO II 240 ARGB
ROG STRIX LC	ROG STRIX LC II 360 ARGB LCD
	ROG STRIX LC II 360 ARGB LCD White Edition
	ROG STRIX LC II 360 ARGB
	ROG STRIX LC II 360 ARGB White Edition
	ROG STRIX LC II 360
	ROG STRIX LC II 240 ARGB
	ROG STRIX LC II 240 ARGB White Edition
	ROG STRIX LC II 360
	ROG STRIX LC II 360 ARGB
	ROG STRIX LC II 360 ARGB WHITE EDITION
	ROG STRIX LC II 240
	ROG STRIX LC II 240 ARGB
	ROG STRIX LC II 240 ARGB WHITE EDITION
	ROG STRIX LC II 280 ARGB
	ROG STRIX LC 240 RGB
	ROG STRIX LC 240 RGB White Edition
	ROG STRIX XF 120
TUF Gaming	TUF Gaming LC II 360 ARGB
	TUF Gaming LC II 240 ARGB
	TUF Gaming TF120 ARGB Fan - Single Pack
	TUF Gaming TR120 ARGB Fan - Triple Pack
	TUF Gaming TF120 ARGB Fan - Triple Fan Kit with ARGB Controller
	TUF Gaming TR120 ARGB Reverse Fan - Triple Pack
	TUF Gaming ARGB PWM Fan Hub
ProArt	ProArt LC 420
	ProArt LC 360
Thermal Pastes	ROG RG-07 PERFORMANCE THERMAL PASTE
	ROG RG-07 PERFORMANCE THERMAL PASTE KIT

Featured Peripherals

Peripheral Type	Model Name
Mouse	P718 ROG HARPE ACE EXTREME
	P714 ROG KERIS II W/LACE/WHIT
	P714 ROG KERIS II W/LACE/BLK
	P713 ROG HARPE ACE AIM LAB EDITION/WHIT
	P713 ROG HARPE ACE AIM LAB EDITION/BLK
	P707 ROG SPATHA X
	P708 ROG CHAKRAM X O
	P716 ROG HARPE ACE MINI/WHIT
	P716 ROG HARPE ACE MINI/BLK
	P711 ROG GI II W/LA IMPONIT/WHIT
	P711 ROG GI II W/LA IMPONIT/BLK
	P709 ROG Keris WL AimPoint/WHIT
	P709 ROG KERIS W/LA IMPONIT/BLK
	P520 ROG STRIX IMPACT III WL/WHIT
	P520 ROG Strix Impact III Wireless
	P306 TUF GAMING M4 WL
	P518 ROG STRIX IMPACT III
	P309 TUF GAMING M3 GEN II
Keyboard	M702 AZOTH EXTREME/NXSW/CA/PBT
	M702 AZOTH EXTREME/NXSM/CA/PBT
	MA02 ROG CLAYMORE II/RD/US/PBT
	MA02 ROG CLAYMORE II/RD/CA
	MA02 ROG CLAYMORE II/BL/US/PBT
	M701 ROG AZOTH/NXSW/CA/PBT/WHIT
	M701 ROG AZOTH/NXSM/CA/PBT/WHIT
	M701 ROG AZOTH/NXSM/CA/PBT
	M701 ROG AZOTH/NXSW/CA/PBT
	M605 ROG FALCHION ACE HF X/HFX/CA/PBT
	X901 STRIX SCOPE II 96 W/L/NXSM/CA/PBT
	X901 STRIX SCOPE II 96 W/L/NXSW/CA/PBT
	X901 SCOPE II 96 W/L/WHIT/NXSW/CA/PBT
	X901 SCOPE II 96 W/L/WHIT/NXSM/CA/PBT
	M603 FALCHION RX LP/R/LRD/CA
	M603 FALCHION RX LP/R/LBL/CA
	X807 STRIX SCOPE RX TKL WL D/BL/US/PBT
	M601 ROG FALCHION N X/N XBL/US
	M601 ROG FALCHION N X/N XBN/US
	M601 ROG FALCHION N X/N XRD/US
	XA12 ROG STRIX SCOPE II RX/R/RD/CA/PBT
	XA01 ROG STRIX FLARE/BN/CA
	XA05 ROG STRIX SCOPE RX/BL/US
	XA05 ROG STRIX SCOPE RX/RD/US
	XA11 ROG STRIX SCOPE I/NXSW/CA/PBT
	XA11 ROG STRIX SCOPE I/NXSW/CA/PBT/HS
	M602 FALCHION ACE/NXBN/WHIT/US/PBT
	M602 FALCHION ACE/NXRD/WHIT/US/PBT
	M602 FALCHION ACE/NXRD/BLK/US/PBT
	M602 FALCHION ACE/NXRD/WHIT/CA/PBT
	M602 FALCHION ACE/NXBN/BLK/US/PBT
	RA07 TUF K3 GEN II/RD/CA/DS ABS
	RA07 TUF K3 GEN II/RD/CA/ABS
	RA07 TUF K3 GEN II/BL/CA/ABS
	RA05 TUF GAMING K3/RD/US
	RA04 TUF GAMING K1/CA

Featured Peripherals Continued

Peripheral Type	Model Name
Mousepad	NH04 ROG MOONSTONE ACE L/BLK
	NH04 ROG MOONSTONE ACE L/WHT
	NC08-ROG SCABBARD II
	NC11-ROG SCABBARD II MEDIUM
	NC16-ROG HONE ACE AIM LAB EDITION
	NC17 ROG HONE ACE XXL
	NC01 ROG SHEATH BLK
	NC01 ROG SHEATH
	NC13 TUF GAMING P1
Accessories	GD300X ROG RAIKIRI PRO/BK/WW//6 IN 1
	GU200A ROG TESSEN/BK/WW//
	GU200X ROG RAIKIRI/BK/WW//
	ASUS Webcam C3
	AC04 ROG RX PBT KEYCAP SET
	C501 ROG CARNYX/WHT/NA
	C501 ROG CARNYX/NA
Headset	A701 ROG DELTA II/BLK
	ROG DELTA
	R55ES ROG CETRA TWS SPEEDNOVA/BLK
	R55ES ROG CETRA TWS SPEEDNOVA/WHT
	A501 ROG PELTA/BLK
	TUF GAMING H1 WL
	ROG CETRA TRUE WIRELESS/WHITE
	ROG CETRA TRUE WIRELESS
	ROG DELTA S CORE
	TUF GAMING H3 GUN METAL
	TUF GAMING H1
	A302 TUF H1 GEN II HEADSET NA

Featured Mini PC

Product Line	Model Name
ROG	ROG NUC

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