

## Coordination Diagnostic The Home Depot

1 page · 3 findings · May 2026

**1**

page scanned

**3**

formal findings

# What this is — and what it isn't.

## WHAT THIS IS

AIORA's coordination scanner read the homepage of HomeDepot.com — exactly as a customer sees it.

We looked at how the campaign management system, the homepage merchandising and CMS layer, the personalization rail, the brand-partner placement surface, and the urgency and countdown layer combine to create a single customer experience.

Each finding is a signal worth investigating — not a verdict. Evidence is quoted directly from the page.

## PAGES SCANNED

### Homepage

HomeDepot.com

## Three coordination failures.

1

Eight Concurrent Promotional Surfaces Without Visible Precedence

Finding

2

The Same Brand Selected Independently Across Four Homepage Surfaces

Finding

3

Two Countdown Clocks With Different Deadlines on the Same Viewport

Finding

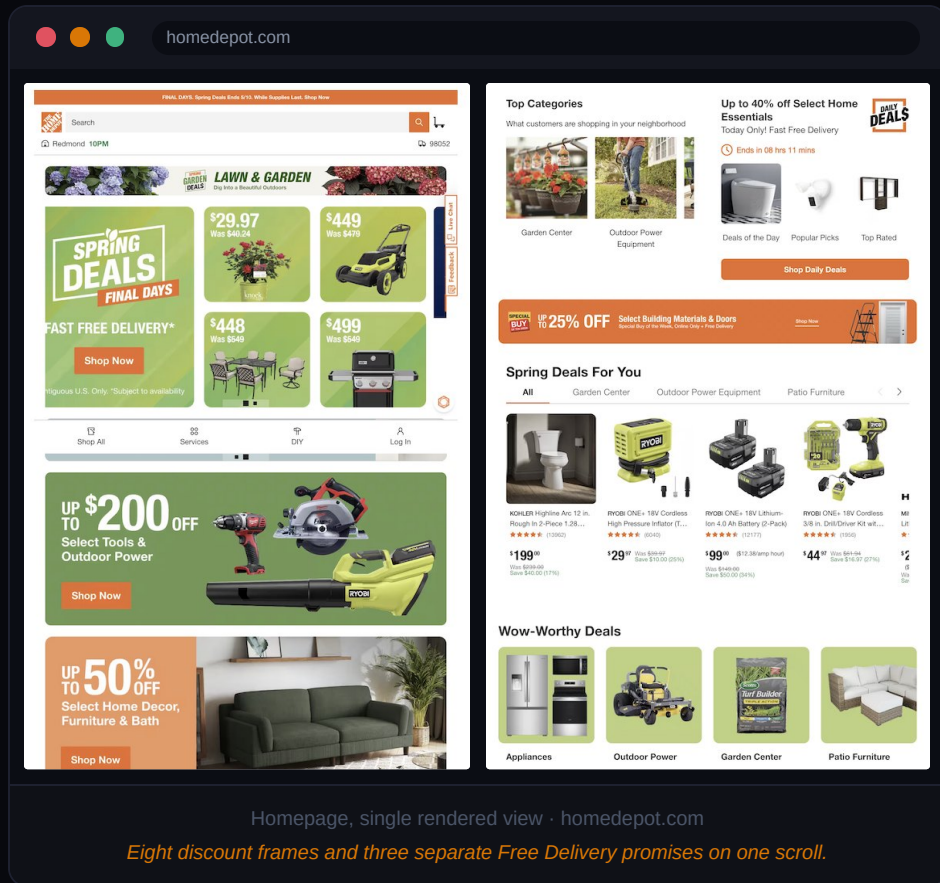
1

FINDING 1 OF 3

# Eight Concurrent Promotional Surfaces Without Visible Precedence

## WHICH COORDINATION BROKE

The campaign management system, the CMS layer composing homepage bands, the personalization rail, the brand-partner placement surface, and the shipping-promise layer each publish independently. No shared precedence rule is visible on the homepage, which means eligibility and stackability are resolved at the cart — after the customer has already formed expectations about their effective price.



Homepage, single rendered view · homedepot.com

Eight discount frames and three separate Free Delivery promises on one scroll.

## Questions worth taking to your team.

Q1

When a SKU is eligible for two simultaneous category discount bands, which system determines the governing discount and at what point in the purchase journey?

Q2

Are the three Free Delivery callouts governed by the same shipping threshold, and does any of them interact with promo-code discounts at checkout in a way that compounds the effective discount?

Q3

Is there a published precedence rule for concurrent campaigns, and is it enforced programmatically at the checkout layer rather than through T&C language?

## The Same Brand Selected Independently Across Four Homepage Surfaces

### WHICH COORDINATION BROKE

*The hero merchandising system, the personalization engine, the category banner creative system, and the brand-partner placement module each selected RYOBI independently. No shared exposure budget governs how many times a single brand can repeat across distinct homepage surfaces in a single session.*

The screenshot shows the Home Depot homepage with a browser address bar displaying 'homedepot.com'. The main content area features two promotional banners:

- Spring Deals For You:** A horizontal rail with four product tiles. The first tile is for a KOHLER toilet. The other three tiles are for RYOBI products: a High Pressure Inflator, a 18V Lithium-Ion 4.0 Ah Battery (2-Pack), and a 18V Cordless 3/8 in. Drill/Driver Kit. Below the rail, a text label reads: "Personalized rail — 3 of 4 tiles are RYOBI".
- Amp Up New Projects:** A 2x2 grid of promotional tiles. The top-left and bottom-left tiles are for RYOBI, each showing a 'BUY THIS' offer with a 'GET 1 FREE TOOL' incentive. The top-right tile is for Milwaukee, and the bottom-right tile is for DeWalt. Below this grid, a text label reads: "Brand-partner bands — 2 of 4 are RYOBI".

At the bottom of the page, a breadcrumb trail reads: "Homepage · Spring Deals For You rail and Amp Up New Projects bands". Below this, a note states: "Also RYOBI: the \$449 mower in the Spring Deals hero, and the blower in the Up to \$200 Off category banner."

## Questions worth taking to your team.

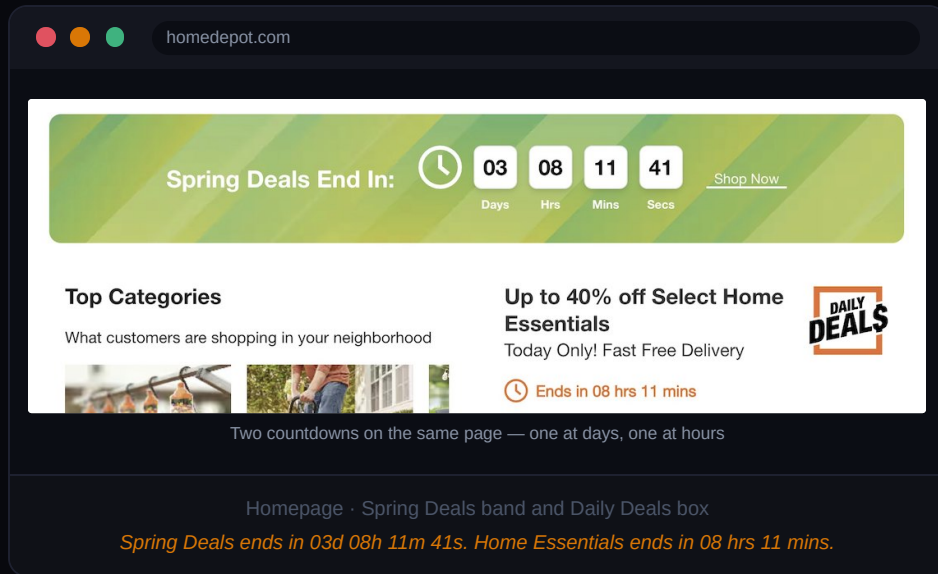
**Q1** Does a per-session brand frequency cap exist that spans hero, personalized rails, category banner creative, and brand-partner placements simultaneously?

**Q2** When a brand holds a paid brand-partner placement on a given session, does that signal suppress or deprioritize the same brand's organic selection in the personalized deals rail?

## Two Countdown Clocks With Different Deadlines on the Same Viewport

### WHICH COORDINATION BROKE

*The campaign-level countdown layer and the daily-deal countdown layer publish independently, each driven by its own deadline source. No shared rule reconciles the two onto a single dominant urgency framing or scopes which surface's deadline applies to which SKU.*



## Questions worth taking to your team.

**Q1** When the same SKU is eligible for both a Spring Deals offer (3-day deadline) and a Daily Deals offer (8-hour deadline), which deadline governs at checkout?

**Q2** Is there a homepage-level rule about how many concurrent countdowns can render at once, or does each surface publish its own timer independently?

# Seeing the problem is the first step. Quantifying it is the second. Resolving it is where growth happens.

01

## Diagnostic

*Bringing your customer's lens*

We read your live site the way a customer sees it. No integration required. You get annotated coordination failures — specific, observed, actionable.

Your team provides: Nothing

**You get: Annotated findings**

02

## Measurement

*Put a dollar value on every pattern*

We work with your existing session logs to put a dollar figure on each failure. No APIs, no production changes.

Your team provides: Existing log data

**You get: Dollar-quantified findings**

03

## Resolution

*Test the fixes. Measure the impact.*

Controlled experiments on the highest-value patterns. Your team runs the tests. AIORA provides the coordination lens.

Your team provides: Experimentation access

**You get: Measured impact**

*Each step is independently valuable. Each step informs and earns the next.*

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