

# DAZZLE SALAZAR

AD PRODUCT DESIGNER

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TOP TEN REVIEWS - Sponsorship Page Design

# DESIGN PROCESS

## Sponsorship Page Design

### **How we started**

Collaborate with our VP of Ad Product, Data and Insights team, Sales, Project Manager and other internal stakeholders for a potential product to offer for our brand partners. For this project, we want to offer our partners a sponsorship that maximizes every opportunity to connect with user shoppers who are actively in-market to make a purchase online.

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### **Data-driven research and design testing**

Our Data and Insights team helped us on conceptualization design for this custom advertising units. They provided us audience analytics and understanding the customer journey. They started by analyzing our existing customers by working on experiments placing a native vs branded ads. I was tasked to lead the project on the visuals along with 2 other designers to provide test variations of native units.

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### **Solutions - Sponsorship Page Design**

- Eliminates all non-essential navigation and standard IAB ads
- Brand exposure cloaked in editorial content, so we don't tire out the audience.
- Native inserts with custom messaging tailored to meet your campaign goals
- Inserts will drive commerce directly from each page
- Multi-platform. Captures your audience wherever they are spending their time online

# SPONSORSHIP PAGE DESIGN WITH NATIVE UNITS

01. SPONSOR BENEFITS

02. THE BRAND - TTR

03. EXISTING PAGE

04. SOLUTION

05. BUY BUTTON

06. NATIVE INSERTS

07. STICKY FOOTER

08. CONDENSED  
COMPARISON TABLE

09. RESULTS

## SPONSOR BENEFITS

### FULL OWNERSHIP

Delivers only your brand's promotions, keeping the focus on your brand and away from your competitors

### LOW FUNNEL

Runs only on pages super relevant to your products or services

### MULTI-PLATFORM

Captures your audience wherever they are spending their time online

### MORE ROI

Strategic ad creative and placement positions your brand to meet your KPIs and marketing goals.

### HYPER-TARGETED

Contextual relevancy to categories where your brand is top rated.

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## We Test and Recommend the Best.

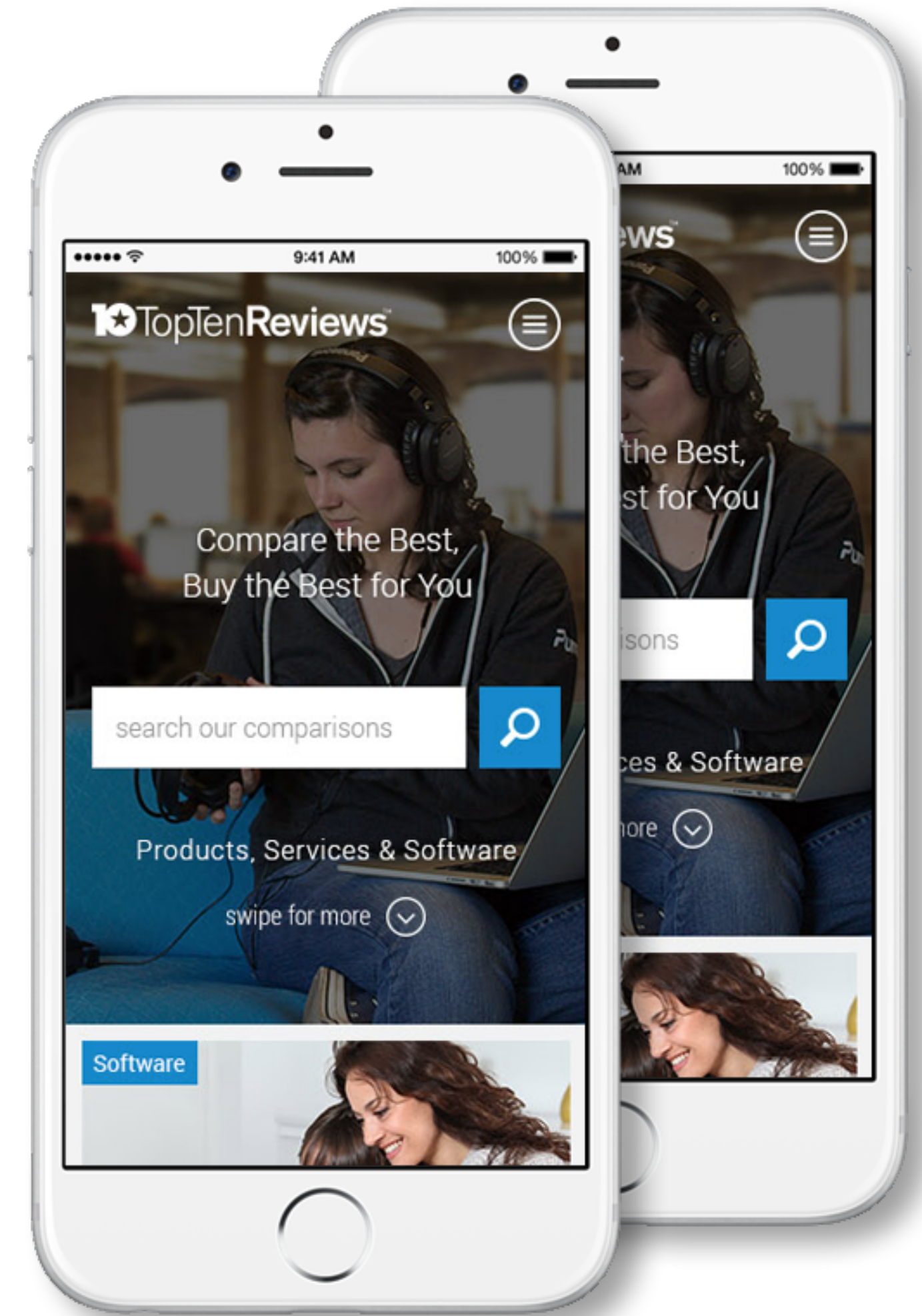
Expert reviews and comparisons on the latest software, Web services, electronics, video games, music and movies -presented in a highly actionable format that make shopping easy. The best conversion rates in the industry.

3.1m

Global Monthly Users

5m

Global Monthly Page Views



Source: Oracle-BlueKai, unique worldwide desktop and mobile visitors 30 days prior to 12/1/2018

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## EXISTING PAGE - NOT SPONSORED

**TopTenReviews** Product Categories Who We Are Our Brands Sign in / Sign up

SECURITY OVERVIEW BEST PICKS REVIEWS

### Best Windows Antivirus Software of 2017

PART OF TOP TEN SOFTWARE

Nicole Johnston  
Editor: Security & Privacy

We maintain strict editorial integrity when we evaluate products and services to make great recommendations for you. To help support our efforts, we may earn a commission when you use one of our links. Learn more about how we operate →

We spent hundreds of hours researching, consulting internet security specialists, studying third-party laboratory test results and physically testing antivirus software to understand how these programs work, as well as what makes them the best for protecting your home computer from malware. We found **Bitdefender Antivirus Plus** is the best antivirus software for Windows computers for its ease of use, high protection scores and 24/7 free support. However, there are other solutions we highly recommend if you have a specific need such as mobile protection, a Mac computer or budgetary limits.

• Need professional grade computer security? Check out our [Top Computer Protection Software of 2017](#)

**Best Overall**  
**Bitdefender Antivirus Plus**

Bitdefender is a Windows antivirus program that blocks more malware than other programs without taking up too much of your computer's resources. It includes extra security tools like a file shredder and a password manager.

[VIEW ON BITDEFENDER ↗](#)

**Best for Mobile**  
**Avast Antivirus Pro**

Avast Antivirus Pro blocks DNS redirecting on both mobile devices and computers to ensure you land on a legitimate site rather than one made to look real.

[VIEW ON AVAST ↗](#)

**Best for Gaming**  
**Avira Antivirus Pro**

Avira's gamer mode automatically starts when you begin playing online games. The game's URL is added to Avira's white list, so it remembers to enable the game mode quicker the next time you're online.

[VIEW ON AVIRA ↗](#)

**avast** **Avast Free Antivirus**  
Powerful, world-class security

- Light on your system
- Blocks the latest threats
- New, easy-to-use interface

[FREE DOWNLOAD](#)

**LATEST UPDATES**

- October 23, 2017: Kaspersky Lab, our previous Windows Antivirus pick, recently discontinued its personal and home service. After retesting the new versions of 15 other services, we think that **Bitdefender Antivirus Plus** is the best antivirus program for most people because of its all-encompassing blocking ability and extra security tools.

[Show all recent updates](#)

[VIEW ON BITDEFENDER ↗](#) [VIEW ON AVIRA ↗](#)

**avast** **Avast Free Antivirus**  
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[Show all recent updates](#)

### COMPARE ANTIVIRUS SOFTWARE

What's most important to you when it comes to antivirus? Based on our findings we will narrow down the products that fit your needs.

[All Filters](#) [Windows 10 compatible](#) [Lets me set separate controls for kids](#) [Offers me 24/7 phone support](#)

[Doesn't slow my computer down](#) [Helps me secure my web passwords](#)

PRODUCT	PRICE	OVERALL RATING	SCANNING & DETECTION	PRIVACY & PROTECTION	SYSTEMS SUPPORTED	# OF LICENSES	RANSOMWARE PROTECTION	ANTI-MALWARE
Bitdefender Antivirus Plus <i>Best Overall</i>	\$29.99 @ <a href="#">Bitdefender ↗</a>	10	10	10	Windows 10, 8, 7	1	✓	✓
Avast Antivirus Pro <i>Best Antivirus for Mobile</i>	\$48 @ <a href="#">Avast ↗</a>	9.68	10	9	Windows 10, 8, 7	1	✓	✓
Avira Antivirus Pro <i>Best Antivirus for Gaming</i>	\$30 @ <a href="#">Avira ↗</a>	9.75	10	8.75	Windows 10, 8, 7	3	✓	✓
AVG Antivirus <i>Best Free Antivirus</i>	Free @ <a href="#">AVG ↗</a>	8.1	8.5	7.25	Windows 10, 8, 7, 6	1	✓	✓

[Show other Antivirus products tested](#)

**Avira** **Avira Free Antivirus!**  
Your top-rated protection against viruses and ransomware.

[Download now!](#)

On the example above, the "Best Pick Over All" winner for Antivirus software is Bitdefender, but also the review page is allowing competitor branded ads to display, this results keeping out the focus on Bitdefender as overall winner

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# SOLUTION - BEST OVERALL SPONSORSHIP PACKAGE

**Best Windows Antivirus Software of 2017**

We spent hundreds of hours researching, consulting internet security specialists, studying third-party laboratory test results and physically testing antivirus software to understand how these programs work, as well as what makes them the best for protecting your home computer from malware. We found **Bitdefender Antivirus Plus** is the best antivirus software for Windows computers for its ease of use, high protection scores and 24/7 free support. However, there are other solutions we highly recommend if you have a specific need such as mobile protection, a Mac computer or budgetary limits.

**Best Overall Bitdefender Antivirus Plus**

Bitdefender is a Windows antivirus program that blocks more malware than other programs without taking up too much of your computer's resources. It includes extra security tools like a file shredder and a password manager.

**Best for Mobile Avast Antivirus Pro**

Avast Antivirus Pro blocks DNS redirecting on both mobile devices and computers to ensure you land on a legitimate site rather than one made to look real.

**Best for Gaming Avira Antivirus Pro**

Avira's gamer mode automatically starts when you begin playing online games. The game's URL is added to Avira's white list, so it remembers to enable the game mode quicker the next time you're online.

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Avast Antivirus Pro <b>Best Antivirus for Mobile</b>	\$48 @ Avast	9.68	10	9	Windows 10, 8, 7	1	✓
Avira Antivirus Pro <b>Best Antivirus for Gaming</b>	\$30 @ Avira	9.75	10	8.75	Windows 10, 8, 7	3	✓
AVG Antivirus <b>Best Free Antivirus</b>	Free @ AVG	8.1	8.5	7.25	Windows 10, 8, 7, 6	1	✓

**Do your thing, protected**

Bitdefender Antivirus Plus 2018 delivers multiple layers of protection against ransomware. It uses behavioral threat detection to prevent infections, and protects your most important documents from ransomware encryption.

**\$29.99 @ BITDEFENDER** Bitdefender

**Bitdefender Antivirus Plus vs Avast! Free Antivirus**

	Bitdefender Antivirus Plus 2018	Avast! Free Antivirus	VERDICT
PRICING	✓	✓	Avast! is a great free product, but Bitdefender pulls ahead with its superior protection and ease of use.
PC PROTECTION	✓	✓	<b>\$29.99 @ BITDEFENDER</b>
MAC PROTECTION	✓	✓	50% off exclusively from Top Ten Reviews. Use code TTR07 at checkout.
EASE OF USE, INSTALLATION	✓	✓	
SPECIAL FEATURES	✓	✓	
SYSTEM IMPACT	✓	✓	

**Best for Gaming Avira Antivirus Pro** 9.75

For online gamers who access sites and programs that tend to harbor malware, Avira Antivirus Pro is a good choice. It is effective at blocking viruses and other threats. Its game mode automatically suspends scheduled scans and notifications, so you're not interrupted at a critical moment of play. We were particularly impressed that Avira Antivirus Pro's game mode is automatic. It adds your gaming URLs as you access them and will automatically enable its game mode when you start to play. When you're done, Avira will continue with regular scans and protections.

Avira comes with a password manager that helps to shield your identity as you log into bank and credit card accounts. It also comes with some basic parental controls that allow blocking of dangerous content and specific sites.

**Best Free Antivirus AVG Antivirus** 8.1

AVG internet protection programs are effective at protecting your computer from malware, including ransomware.

Its Free Antivirus program doesn't have as many extra security tools as paid programs and it comes with several in-app ads, but it's a good basic program if you're on a tight budget. In addition to virus scans, AVG Antivirus includes a system scan to detect outdated programs, and a password manager to protect your user names and passwords as you log into online accounts for banking, email or social media. It also includes a game, or silent, mode that automatically suspends scans and pop up notices while you are playing or watching videos online.

One great feature of AVG is that it works in passive mode, which means that if you have another antivirus program running, it doesn't require you to uninstall other internet security software and doesn't assert itself as the primary program. AVG works in the background to catch anything that slips through your primary program. It does

**Best Overall Bitdefender Antivirus Plus**

Earned a perfect score in malware detection and removal

Includes more features and tools in its basic package than other antivirus products

Offers 24/7 customer support

**\$29.99 @ BITDEFENDER** Bitdefender

50% off exclusively from Top Ten Reviews. Use code TTR07 at checkout.

**Why trust us?**

We've been testing and evaluating antivirus software for over 15 years. At least twice a year, we spend approximately three months testing these programs to stay current with changes made by the manufacturers and the industry itself. We do quick evaluations when new security breaches are reported, to ensure the programs we recommend can protect you from these new threats.

As part of our research, we consult third-party laboratory internet security testers, such as AV-Test, AV-Comparatives and Virus Bulletin, their testing methodology and results. We use this information to test antivirus programs in our own Purch Labs.

We subscribe to IT and security news outlets and blogs to help us keep on top of security breaches and changes in the industry. We also attend trade shows and conventions specific to internet security. With this knowledge and experience, we have positioned ourselves as experts on antivirus software.

*I'm the mother of 10 children and take internet security seriously. I test antivirus programs on my own personal devices to ensure they shield my computers from threats as my family works and plays online.*

- Renee Shipley, Editor, Security & Privacy

**How we tested**

We downloaded every antivirus program that was evaluated by the antivirus laboratories AV-Test and AV-Comparatives to our in-house testing computers and to our personal computers to get a feel for how they work in real-life scenarios.

*We tested to determine if each program could find the keylogger programs purposely installed, and we monitored the threats blocked while we worked online, performing web searches, playing online games, sharing files and sending email.*

We also looked at the amount of our computer's resources used while the program was running and how much lag this created. These results were compared with those of third-party testers to come up with averages scores for virus protection, computer performance during use, and any false positives given. We then narrowed our list to the best antivirus solutions.

**Quick tips**

**Protection & performance**

The most important consideration when buying antivirus software is its effectiveness in protecting your computer from viruses, ransomware, Trojans and other malware. The next important thing is the drain on your computer when running the antivirus. We looked closely at both issues as we tested and evaluated antivirus software.

**Best Overall Bitdefender Antivirus Plus**

**\$29.99 @ BITDEFENDER**

## SPONSOR FEATURES

- \*New\* **Green** Buy Button for Best Overall sponsor ONLY
- \*New\* Condensed Comparison Table
- Sticky footer (with their product)
- Up to (3) Native inserts

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## BEST OVERALL Buy Button

New action-provoking  
**GREEN** Buy Button  
attracts attention from  
in-market shoppers

The screenshot shows a webpage from TopTenReviews. The header includes the site logo, navigation links for 'Product Categories', 'Who We Are', and 'Our Brands', and a search bar with 'Sign in / Sign up' options. Below the header is a sub-navigation bar with 'SECURITY', 'OVERVIEW', 'BEST PICKS', and 'REVIEWS'. The main content area features a large banner with the title 'Best Windows Antivirus Software of 2017' and a sub-header 'PART OF TOP TEN SOFTWARE'. A small profile picture and name 'Nicole Johnston, Editor: Security & Privacy' are visible. A disclaimer states: 'We maintain strict editorial integrity when we evaluate products and services to make great recommendations for you. To help support our efforts, we may earn a commission when you use one of our links. Learn more about how we operate'. The main text begins with 'We spent hundreds of hours researching...' and mentions 'Bitdefender Antivirus Plus' as the best choice. A link points to 'Top Computer Protection Software of 2017'. Below the text are three product recommendations: 'Best Overall Bitdefender Antivirus Plus' (with a 'BEST OVER ALL 2017' badge), 'Best for Mobile Avast Antivirus Pro', and 'Best for Gaming Avira Antivirus Pro'. Each recommendation includes a product image, a brief description, and a 'VIEW ON [BRAND]' button. A green 'BUY BUTTON' is prominently displayed for Bitdefender, showing a price of '\$60 \$29.99 @ BITDEFENDER' and a note: '50% off exclusively from Top Ten Reviews. Use code 'TTR50' at checkout.' The footer section is titled 'LATEST UPDATES' and contains a bullet point about Kaspersky Lab's discontinuation of its personal and home service, dated October 23, 2017, with a 'Show all recent updates' link.

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## BEST OVERALL Native Inserts

- Up to (3)\* Native inserts with custom messaging tailored to meet your campaign goals
- Inserts will drive commerce directly from each page

We spent hundreds of hours researching, consulting internet security specialists, studying third-party laboratory test results and physically testing antivirus software to understand how these programs work, as well as what makes them the best for protecting your home computer from malware. We found **Bitdefender Antivirus Plus** is the best antivirus software for Windows computers for its ease of use, high protection scores and 24/7 free support. However, there are other solutions we highly recommend if you have a specific need such as mobile protection, a Mac computer or budgetary limits.

• Need professional grade computer security? Check out our [Top Computer Protection Software of 2017](#)

**10 BEST OVERALL 2017**

**Best for Mobile**  
**Avast Antivirus Pro**  
Avast Antivirus Pro blocks DNS redirecting on both mobile devices and computers to ensure you land on a legitimate site rather than one made to look real.

[VIEW ON AVAST](#)

**Best for Gaming**  
**Avira Antivirus Pro**  
Avira's gamer mode automatically starts when you begin playing online games. The game's URL is added to Avira's white list, so it remembers to enable the game mode quicker the next time you're online.

[VIEW ON AVIRA](#)

**Best Overall**  
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Bitdefender is a Windows antivirus program that blocks more malware than other programs without taking up too much of your computer's resources. It includes extra security tools like a file shredder and a password manager.

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[Show all recent updates](#)

**COMPARE ANTIVIRUS SOFTWARE**

What's most important to you when it comes to antivirus? Based on our findings we will narrow down the products that fit your needs.

[All Filters](#) [Windows 10 compatible](#) [Lets me set separate controls for kids](#) [Offers me 24/7 phone support](#)

[Doesn't slow my computer down](#) [Helps me secure my web passwords](#)

PRODUCT	PRICE	OVERALL RATING	SCANNING & DETECTION	PRIVACY & PROTECTION	SYSTEMS SUPPORTED	# OF LICENSES	RANSOMWARE PROTECTION
Bitdefender Antivirus Plus Best Overall	<a href="#">\$29.99 @ BITDEFENDER</a>	10	10	10	Windows 10, 8, 7	1	✓
Avast Antivirus Pro Best Antivirus for Mobile	<a href="#">\$48 @ AVAST</a>	9.68	10	9	Windows 10, 8, 7	1	✓
Avira Antivirus Pro Best Antivirus for Gaming	<a href="#">\$30 @ AVIRA</a>	9.75	10	8.75	Windows 10, 8, 7	3	
AVG Antivirus Best Free Antivirus	<a href="#">Free @ AVG</a>	8.1	8.5	7.25	Windows 10, 8, 7, 6	1	✓

[Show other Antivirus products tested](#)

**10 BEST OVERALL 2018**

**Do your thing, protected**  
Bitdefender Antivirus Plus 2018 delivers multiple layers of protection against ransomware. It uses behavioral threat detection to prevent infections, and protects your most important documents from ransomware encryption.

[\\$29.99 @ BITDEFENDER](#) **Bitdefender**

50% off exclusively from Top Ten Reviews. Use code 'TTR50' at checkout.

**10 BEST OVERALL 2018**

**Best Overall**  
**Bitdefender Antivirus Plus**

- Earned a perfect score in malware detection and removal
- Includes more features and tools in its basic package than other antivirus products
- Offers 24/7 customer support

[\\$29.99 @ BITDEFENDER](#) **Bitdefender**

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**Why trust us?**

We've been testing and evaluating antivirus software for over 15 years. At least twice a year, we spend approximately three months testing these programs to stay current with changes made by the manufacturers and the industry itself. We do quick evaluations when new security breaches are reported, to ensure the programs we recommend can protect you from these new threats.

As part of our research, we consult third-party laboratory internet security testers, such as AV-Test, AV-Comparatives and Virus Bulletin, their testing methodology and results. We use this information to test antivirus programs in our own Purch Labs.

We subscribe to IT and security news outlets and blogs to help us keep on top of security breaches and changes in the industry. We also attend trade shows and conventions specific to internet security. With this knowledge and experience, we have positioned ourselves as experts on antivirus software.

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- Renne Shipley, Editor: Security & Privacy

**Bitdefender Antivirus Plus vs Avast! Free Antivirus**

	Bitdefender Antivirus Plus 2018	Avast! Free Antivirus	VERDICT
PRICING		✓	Avast! is a great free product, but Bitdefender pulls ahead with its superior protection and ease of use.
PC PROTECTION	✓		
MAC PROTECTION	✓		
EASE OF USE, INSTALLATION	✓		
SPECIAL FEATURES	✓		
SYSTEM IMPACT	✓		

[\\$29.99 @ BITDEFENDER](#)

50% off exclusively from Top Ten Reviews. Use code 'TTR50' at checkout.

**Bitdefender**

**Best for Gaming**  
**Avira Antivirus Pro**

**9.75 / 10**

For online gamers who access sites and programs that tend to harbor malware, Avira Antivirus Pro is a good choice.



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## BEST OVERALL Sticky Footer

Anchored footer unit  
that follows users  
continually as they  
scroll down the page  
(Desktop Only)

We downloaded every antivirus program that was evaluated by the antivirus laboratories AV-Test and AV-Comparatives to our in-house testing computers and to our personal computers to get a feel for how they work in real-life scenarios.

*We tested to determine if each program could find the keylogger programs purposely installed, and we monitored the threats blocked while we worked online, performing web searches, playing online games, sharing files and sending email.*

We also looked at the amount of our computer's resources used while the program was running and how much lag this created. These results were compared with those of third-party testers to come up with averages scores for virus protection, computer performance during use, and any false positives given. We then narrowed our list to the best antivirus solutions.



We setup our test computers (variable specs) in the lab and installed the same Antivirus program on each one to ensure we had comprehensive performance analysis. [Learn more](#) →

### Quick tips

#### Protection & performance

The most important consideration when buying antivirus software is its effectiveness in protecting your computer from viruses, ransomware, Trojans and other malware.

The next important thing is the drain on your computer when running the antivirus. We looked closely at both issues as we tested and evaluated antivirus software.



Best Overall  
Bitdefender Antivirus Plus

\$60 \$29.99 @ BITDEFENDER ↗

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## BEST OVERALL Condensed Comparison Table

Condensed comparison table offers a premium experience with **fewer competition**; a greater opportunity to stand out from the crowd

- Additional **Green** text for Best Overall sponsor ONLY provides more brand emphasis

## Sponsored

### COMPARE ANTIVIRUS SOFTWARE

What's most important to you when it comes to antivirus? Based on our findings we will narrow down the products that fit your needs.

[All Filters](#) [Windows 10 compatible](#) [Lets me set separate controls for kids](#) [Offers me 24/7 phone sup-](#)

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AVG Antivirus Best Free Antivirus	<a href="#">Check Price</a>	8.1	8.5	7.25	Windows 10, 8, 7, 6	1	✓	

[Show other Antivirus products tested](#)

## Not Sponsored

### COMPARE ANTIVIRUS SOFTWARE

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Norton AntiVirus	<a href="#">Check Price</a>	7.7	8.4	7.5	Windows 10, 8, 7	1	✓	
Kaspersky Antivirus	<a href="#">Check Price</a>	9.8	9.5	9.75	Windows 10, 8, 7	1	✓	
ESET NOD32 Antivirus	<a href="#">Check Price</a>	9.45	10	8.5	Windows 10, 8, 7	1		
Trend Micro Antivirus+ Security	<a href="#">Check Price</a>	9.32	8.5	9.5	Windows 10, 8, 7, 6	1	✓	
F-Secure Antivirus	<a href="#">Check Price</a>	9.28	8.75	9.5	Windows 10, 8, 7	1		
McAfee Antivirus Plus	<a href="#">Check Price</a>	9.13	8.75	10	Windows 10, 8, 7	1	✓	
VIPRE Advanced Security	<a href="#">Check Price</a>	8.53	8.75	5	Windows 10, 8, 7	1	✓	

[Show only top Antivirus picks](#)

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## Sponsorship Delivers Results

- 10-50% increase in CTR
- 20-30% increase in conversion rate
- ~32% - ~95% increase in sales
- Better user experience - rids of any distractions and clutter with a cleaner layout

### BEFORE

**Best Windows Antivirus Software of 2017**

We spent hundreds of hours researching, consulting internet security specialists, studying third-party laboratory test results and physically testing antivirus software to understand how these programs work, as well as what makes them the best for protecting your home computer from malware. We found **Bitdefender Antivirus Plus** is the best antivirus software for Windows computers for its ease of use, high protection scores and 24/7 free support. However, there are other solutions we highly recommend if you have a specific need such as mobile protection, a Mac computer or budgetary limits.

Need professional grade computer security? Check out our [Top Computer Protection Software of 2017](#)

**Best Overall Bitdefender Antivirus Plus**  
Bitdefender is a Windows antivirus program that blocks more malware than other programs without taking up too much of your computer's resources. It includes extra security tools like a file shredder and a password manager.

**Best for Mobile Avast Antivirus Pro**  
Avast Antivirus Pro blocks DNS redirecting on both mobile devices and computers to ensure you land on a legitimate site rather than one made to look real.

**Best for Gaming Avira Antivirus Pro**  
Avira's gamer mode automatically starts when you begin playing online games. The game's URL is added to Avira's white list, so it remembers to enable the game mode quicker the next time you're online.

**Avast Free Antivirus**  
Light on your system  
Blocks the latest threats  
New, easy-to-use interface

**LATEST UPDATES**

- October 23, 2017: Kaspersky Lab, our previous Windows Antivirus pick, recently discontinued its personal and home service. After retesting the new versions of 15 other services, we think that **Bitdefender Antivirus Plus** is the best antivirus program for most people because of its all-encompassing blocking ability and extra security tools.

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**COMPARE ANTIVIRUS SOFTWARE**

What's most important to you when it comes to antivirus? Based on our findings we will narrow down the products that fit your needs.

Filters: All Filters, Windows 10 compatible, Lets me set separate controls for kids, Offers me 24/7 phone support

PRODUCT	PRICE	OVERALL RATING	SCANNING & DETECTION	PRIVACY & PROTECTION	SYSTEMS SUPPORTED	# OF LICENSES	RANSOMWARE PROTECTION
Bitdefender Antivirus Plus Best Overall	\$29.99 @ Bitdefender	10	10	10	Windows 10, 8, 7	1	✓
Avast Antivirus Pro Best Antivirus for Mobile	\$48 @ Avast	9.68	10	9	Windows 10, 8, 7	1	✓
Avira Antivirus Pro Best Antivirus for Gaming	\$30 @ Avira	9.75	10	8.75	Windows 10, 8, 7	3	
AVG Antivirus Best Free Antivirus	Free @ AVG	8.1	8.5	7.25	Windows 10, 8, 7, 6	1	✓

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**Get Avira Free Antivirus!**  
Your top-rated protection against viruses and ransomware.

[Download now!](#)

### AFTER

**Best Windows Antivirus Software of 2017**

We spent hundreds of hours researching, consulting internet security specialists, studying third-party laboratory test results and physically testing antivirus software to understand how these programs work, as well as what makes them the best for protecting your home computer from malware. We found **Bitdefender Antivirus Plus** is the best antivirus software for Windows computers for its ease of use, high protection scores and 24/7 free support. However, there are other solutions we highly recommend if you have a specific need such as mobile protection, a Mac computer or budgetary limits.

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Doesn't slow my computer down, Helps me secure my web passwords

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AVG Antivirus Best Free Antivirus	Free @ AVG	8.1	8.5	7.25	Windows 10, 8, 7, 6	1	✓

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**Do your thing, protected**

Bitdefender Antivirus Plus 2018 delivers multiple layers of protection against ransomware. It uses behavioral threat detection to prevent infections, and protects your most important documents from ransomware encryption.

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**Bitdefender**