

BILLBOARD 200 BUYING GUIDE

FOR U.S. FANS

HOW TO PURCHASE "ESSENCE OF REVERIE" CORRECTLY
FOR MAXIMUM CHART IMPACT

Versions



BUYING LIMITS & RULES

Limits for Billboard Accuracy

- ✓ To help with charting, it has been strongly recommended to not purchase more than a max of 4 copies per week.
- ✓ Buying more than 5-9 copies of an album, EP or single will only count as 4 sales.
- ✓ Buying 10+ copies is considered a bulk sale and none will count towards billboard.

How Billboard Tracks Per-Customer Limits

- Billboard verifies purchases based on:
 - Email address
 - IP address
 - Shipping & Billing address
 - Credit card number

Tip: Use valid U.S. billing & shipping addresses to ensure purchases are counted!

Note: This has been recommended as the best gauge to follow to ensure your purchases are being counted.

U.S Exclusive Signed Versions Essence and Reverie



WHERE TO BUY (BILLBOARD ELIGIBLE)

In Store, Online and Digital

- Hello82
 - Online Pre - Order
 - Pop Up stores
- Target, Walmart, Barnes & Noble
 - Online Pre Order through Hello82
 - Physical- In-store purchases
- iTunes & Amazon Music (Digital)
- Stationhead Purchases (Digital)

Avoid:

- Bundles** without separate album pricing (Billboard won't count these)
- VPN usage** (Flagged purchases get excluded)
- Non-U.S. group orders** (They don't count toward Billboard 200)



- First 72 hours** = Most critical for chart rankings
- Purchase digital tracks on different days to keep activity organic
- If multiple versions exist, purchase them legally to maximize impact.
- Only one download per song per platform per account counts

[Source Links](#)

- Billboard Chart Rules: Billboard Chart Rules
- Single Billboard Reporting Updates