

Top Shelf Product Placement

Enhance your visibility in the retail channel

As a product marketer, moving product through the channel quickly is key to success. Until now, there hasn't been a simple way for you to "get inside" and boost product visibility on key retail sites. Searchandise Commerce opens the door for you to better engage consumers right at the point of research and purchase, enabling you to secure premium shelf space online, the same way you would within a physical store. So you're continuously positioning your products in plain sight of active online shoppers.

Advantages

- *Boost your visibility in the channel*
- *Gain access to premium virtual shelf space on leading retail sites*
- *Increase clickshare – capture the majority of clicks within your product category*
- *Displace competitive product offerings*
- *Manage which products consumers see first*
- *Pay only when buyers click on your better-positioned product [pay for performance]*

SEARCHANDISE
C O M M E R C E

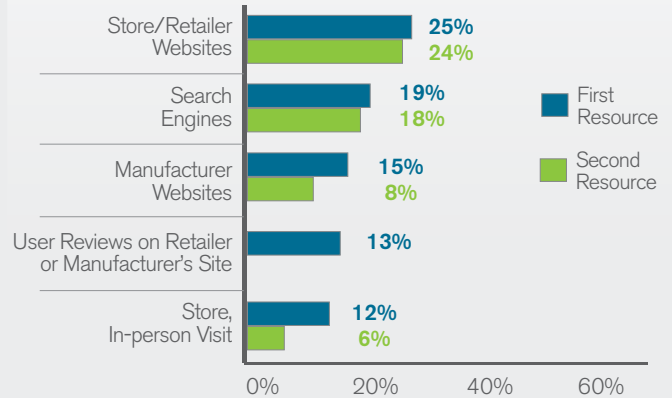
find yourself in a better place

More visibility. Greater clickshare. More potential.

Retail sites are the leading starting point for researching products. With more than 70% of shoppers clicking on products within the first page of search results, imagine a solution that allows you to proactively affect your position with a cost-per-click bid. All product placements are distributed across Searchandise Commerce's network for maximum impact, exposure and sales. For brand marketers, it's a stunning advance in optimizing placement in the retail channel, and a new way to merchandise products online packaged in a cost-effective network buy.

CommerceNet, Searchandise Commerce's growing network of retail and comparison shopping sites includes Buy.com, PriceGrabber, Ritz Interactive and dozens of others.

Buyers Use Multiple Information Sources

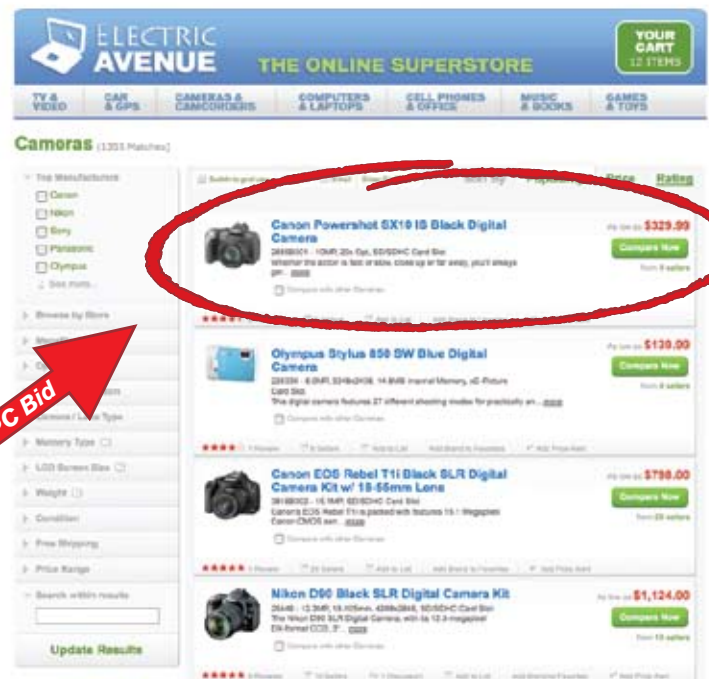


Increasingly, buyers are starting their product purchase cycle on retail sites

BEFORE



AFTER



Before and After: A consistent experience for consumers; a significant incremental line of revenue for retailers; and an unprecedented opportunity for manufacturers to increase their share of clicks and sales by improving product placement.