

Preferred Product Placement

DistributorCentral gives suppliers the ability to get their products at the top of our search engine results using Preferred Product Placement. Suppliers can enter a dollar amount and bid their way to the front.

How it Works

- The dollar amount that you spend with us per month, we give back to you to use for your product placement. If you use more than that dollar amount, it will be added to your monthly invoice.
- Certain products will be more competitive than others, for example, there are over 4000 pens in the DistributorCentral product catalog, so a higher dollar amount would need to be used for pens than perhaps for other products.

Step 1 - Testing Your Products

- Go to the **Products** menu, select **Advanced Features** and then select **Preferred Placement Manager**
- Enter a keyword and/or category and click on **Test Placement** (A) to see the current placement for those corresponding products (B)
- Next, put in a \$ amount for your product(s), then click **Test** to view what the ranking would be with that \$ amount applied, if satisfied check the **Save** box (C), otherwise you can retest another \$ amount
- Repeat this process for any other of your products
- Click on the **SAVE CHANGES** button (D) to officially assign the dollar amounts to your products

TEST PLACEMENT

Test your product placement when searching by keyword or category or both.

Test Keyword: magnet **A**

Test Category: **A**

Test Placement Clear

PRODUCT FILTER

Filter the product list below by name or number:

Only show products...
 with Preferred Values
 without Preferred Values
 Either

Apply Filter Clear

PRODUCT LIST

Results: 2297 items **1 2 3 4 5 6 7 8 9 10** Next> Next10>>

SAVE CHANGES [by clicking this button you agree to the fees as placed on these products]

To save new Preferred Placement values, select the "Save" box on the right.
 *Note: It will take up to 15 minutes for the changes to go into effect.

Item Name	Item No	Remove?	Current Amount	Current Placement (out of top 2500)	Test Amount	Test Placement
1-Day Ship Bank Magnet - 3.5x4	84045101Q	<input type="checkbox"/>	--	1165 out of 2500	B	--
1-Day Ship Bank Magnet - 3.5x6 Round Corners	84025102Q	<input type="checkbox"/>	--	1147 out of 2500	\$	--
1-Day Ship Bank Magnet - 4x7	84025101Q	<input type="checkbox"/>	--	1145 out of 2500	\$	--
1-Day Ship Bank Memo Board -	10005101Q	<input type="checkbox"/>	--	N/A	\$	--

Item Name	Item No	Remove?	Current Amount	Current Placement (out of top 2500)	Test Amount	Test Placement
1-Day Ship Bank Magnet - 3.5x4	84045101Q	<input type="checkbox"/>	--	1165 out of 2500	\$ 20 C	70 out of 2500
1-Day Ship Bank Magnet - 3.5x6 Round Corners	84025102Q	<input type="checkbox"/>	--	1147 out of 2500	\$	--
1-Day Ship Bank Magnet - 4x7	84025101Q	<input type="checkbox"/>	--	1145 out of 2500	\$	--
1-Day Ship Bank Memo Board -	10005101Q	<input type="checkbox"/>	--	N/A	\$	--

Tips

- The information that you enter for your product **Names, Numbers** and **Descriptions**, is what makes them searchable by keywords in the DistributorCentral product search engine. Make sure to use strong descriptions and keywords when setting up your products, and be sure to put them into appropriate product categories.
- Make sure your product information is end consumer friendly. Your products (with retail pricing) will be showing up on over ten thousand Distributor websites! Be sure your **Products, Options**, and **Choices** are named in an understandable way. End consumers are not familiar with Promotional Products terminology so the suppliers who write the best end consumer copy get the most orders!
- Go to www.distributorcentral.com/websites/PSO to search, review, and compare your products that are displaying in DistributorCentral.
- You can setup your own test Distributor account to search for your products and to place test orders to yourself. **To do this:**

- Go to the **Distributors** menu and select **Add New Distributor**
- Fill out the form accordingly making sure to select **Send Login Information Now** and then click on **Submit**

- You can keep track of key search terms that are related to your products, in which you will receive a weekly report of where your products are ranked based on those keywords. **To do this:**

- On the **Home** page in your account, find the **Product Placement Report (A)** area and enter in the email address(es) that you would like to receive the weekly report information
- Enter in the keywords that you would like to keep track and then click on **Save**
- You can also send the report instantly by clicking on the **Send Now** button

- DistributorCentral also has a variety of reports to measure the effectiveness of your Preferred Product Placement campaign. The best indicator is the **Product Traffic Across DistributorCentral** report. To run this report do the following:

- Go to the **Reports** menu
- In the **Products** section choose the **Product Traffic Across DistributorCentral** report (B)
- Name your report and click **Submit**
- View the report in time frames before and after Preferred Product Placement

Product Placement Report

Get a weekly email showing where your products are ranked in searches.

- Enter your email address(es)**
(separate multiple emails by comma)
jcarter@distributorcentral.com
- Search keywords to watch:**
 ceramic mug
 flash drive
 mug
 pen
 tools
- Click 'Save' and you will receive an email every Monday.**

Save **Delete** **Send Now**

Products	
Cost Margins	Shows margin percentage for products by qty break. Sorted by Product no, qty break.
Product Requests	The number of times information has been requested about your products (tracks results beginning 07/07/06).
Product Summary Sales	Shows a listing of items with order count and qty count per website for a specified date range. Sorted by item no.
Product Traffic Across DistributorCentral B	Your most-viewed products across the entire DistributorCentral system.
Products Viewed by Month	Shows product views by month per year.

All Suppliers are required to maintain and update their products as well as honor their pricing in DistributorCentral.