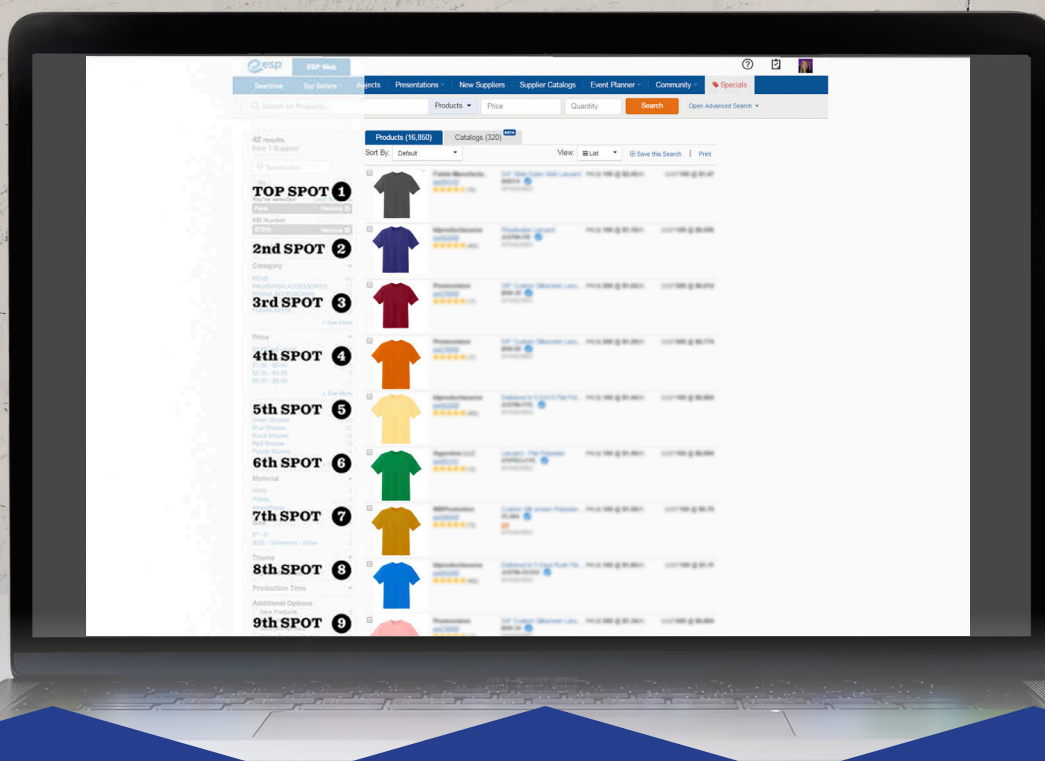


# ANATOMY OF ESP BRAND PAY FOR PLACEMENT

ESP® Brand PFP is a digital solution for apparel and retail brands to show up higher in ESP search results.

## HOW IT WORKS:



### STEP 1

Choose your preferred product category and wholesale partner

### STEP 2

Appear in the top 9 spots in ESP search results in that category

### STEP 3

Get maximum exposure and earn more sales!

**Contact your account executive to get started today!**

