

RISE UP TO STAND OUT



**PAY FOR
PLACEMENT!**

Put your products at the top with **ESP Pay for Placement!**

What is ESP Pay for Placement?

This lucrative advertising option allows you to secure a spot in **one or more of the top 9 ESP® search results positions** in any product category. It's a product-exclusive ad placement, meaning you can stand out from your competitors. Get to the very top of search results with ESP Pay for Placement!

Why is ESP Pay for Placement Important?

There are over **900,000 products in ESP** – and with 3,000+ suppliers vying for the attention of distributors, it's tough to stand out. Using ESP Pay for Placement gets your products higher in search results, giving you:

- More visibility
- Higher click-thru rates
- Increased ROI

Pay for Placement is crucial to your digital marketing strategy!

Contact your account executive to learn more about ESP Pay for Placement.