

The Importance of ESP Pay for Placement, Most Popular and You May Also Like

COVER ALL YOUR BASES WITH THESE 3 ADVERTISING OPTIONS IN ESP.



With so many products in ESP®, trying to stand out can be difficult. These placements are the perfect strategy to be seen everywhere distributors are looking.

PAY FOR PLACEMENT: GETS YOU TO THE TOP

Pay for Placement (PFP) secures a position for you in the top 9 slots of a product category. By utilizing PFP, you'll be at the top of every search result.

MOST POPULAR: ENLARGE YOUR TOP 10-20 PRODUCTS

To maximize your presence, combine PFP with Most Popular. Most Popular enlarges your product images 1.5x the normal size on the search results page. It also includes a "Most Popular" corner burst, making them stand out even more. This feature is available for 10 to 20 of your products!

YOU MAY ALSO LIKE: ADVERTISE ADDITIONAL PRODUCTS DISTRIBUTORS MAY NOT HAVE SEEN

Once your products are clicked on in the search results, this feature recommends up to 3 products in your line, supplying distributors with additional options.

These 3 advertising options are the ultimate trifecta when it comes to ESP advertising. By building off one another and helping you connect with more consumers, these placements can play a critical role in your media strategy.

To learn more, visit asiadvertising.com/esp.



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