

# ESP YEAR IN REVIEW

2016

2017

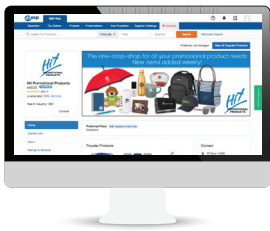
2018

# 2019

IT'S BEEN A BIG YEAR FOR ESP.

From increased numbers to improvements in user experience, let's break down all the ways ESP® works for you.

## NEW FEATURES



### SUPPLIER STORES

Showcase all of your company information and products in one place within ESP.

## TOP 20 ESP SEARCH TERMS for 2019

1. Tote Bags
2. Mugs
3. Pens
4. Tumblers
5. Water Bottles
6. Backpacks
7. Coolers
8. Lanyards
9. Towels
10. Keychains
11. Pop Sockets
12. Koozies
13. Umbrella
14. Coasters
15. Magnets
16. Golf
17. Notebooks
18. Awards
19. Sunglasses
20. Journals

## IMPROVED FEATURES

### RETARGETING

Retargeting now has mobile capability, so your display ads reach searching distributors on mobile or tablet devices.

**1.3%** Average Open Rate



### Trigger Marketing

Bring your customers back by sending an email right after they look at your product.

**50.7%** Average Open Rate

## STATS

**32+ MILLION** total ESP searches in 2019

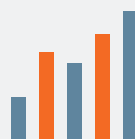
Busiest month: **August (3+ million searches)**

**13,000+** searches using the ESP Specials menu tab

Over **100,000 filter searches** in these categories: Clearance, Discount, EQP, Free Rush, Free Setup, Free Shipping, NQP and Self-Promo

**19,000+** products with ESP Specials searchable on ESP

ESP has **12,000+** product videos from over 315 suppliers – a major opportunity for 2020



## ESP UPDATES

**Increased max size limits for images: Up to 10mb**



**More comprehensive Prop 65 data**

Providing suppliers with the ability to note products that do not contain Prop65 chemicals

**Redesigned Media tab**

Ability to link multiple catalogs per product

