



# ESP RELATED PRODUCTS FAQ/BEST PRACTICES

## Q: WHAT IS ESP RELATED PRODUCTS?

A: ESP Related Products is a new ad unit that suggests relevant products on the product detail page after a search has been conducted in ESP.

## Q: WHAT DOES THE ESP RELATED PRODUCTS AD UNIT CONSIST OF?

A: Three suggested products listed relevant to the product being searched.

## Q: WHERE WILL THE AD APPEAR?

A: The ads appear on the product's detail page on the right-hand side.

## Q: WHAT WILL HAPPEN TO YOU MAY ALSO LIKE?

A: You May Also Like will now be located on the bottom of the Product Detail Page and will now consist of 5 products instead of 3.

## Q: HOW DOES IT WORK?

- A:
1. Search Results page leads to Product Detail click
  2. Product Detail page serves Related Products
  3. Related Products are delivered on the right-hand column

## Q: WHAT IS THE LOGIC BEHIND AD DELIVERANCE?

- A:
1. Ads are reserved based on official ESP Updates categories\*
  2. Ads are served based on relevancy to the Product Detail page
  3. Ad placement (1<sup>st</sup> thru 3<sup>rd</sup>) is determined by relevancy and client campaign

\*Main categories do NOT exist if there are sub-categories; e.g., suppliers will be able to advertise against Tote Bags-Beach or Tote Bags-Canvas, but not in the main category Tote Bags.

## Q: CAN ONE SUPPLIER TAKE ALL THREE AD SPOTS?

A: No. A Supplier can buy into one ad unit per product category.

## Q: HOW MUCH DOES ESP RELATED PRODUCTS COST?

A: Starts at \$350/M

## Q: HOW ARE CLICKS MONITORED?

- A:
- Clicks are generated and recorded the same as YMAL
  - Records Product Detail, Quick Info and Product Snapshot clicks

## Q: WHAT ARE SOME CATEGORIES TO SEARCH TO SEE THE AD IN ESP?

A: Bags-Drawstring, Socks

**CONTACT YOUR ACCOUNT EXECUTIVE FOR MORE INFORMATION.**