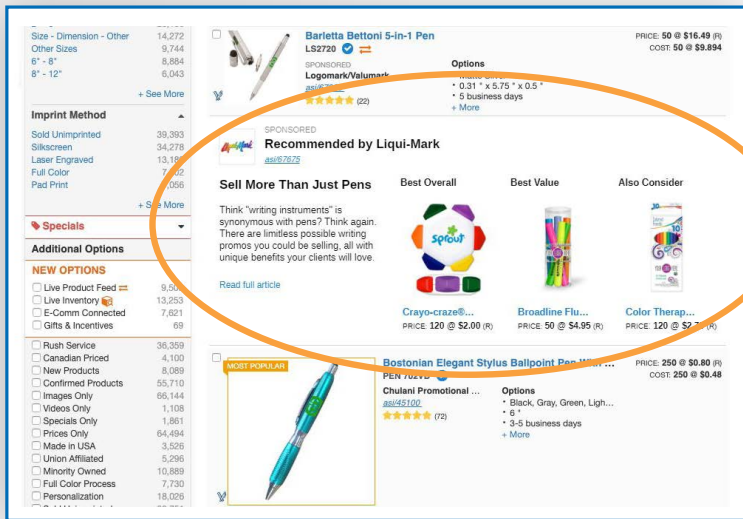


# Sponsored Content



Content Marketing Meets ESP

Engage and Inspire Searching Distributors

Pair Products With Relevant Content

56.1% CTR

2022 Sponsored Content in ESP Rate:

\$310/1,000 Impressions

\$350 per content asset

Sponsored Content in ESP® is a highly visible ad placement that features your brand's logo, a relevant educational article and three of your products, all appearing directly in search results.

**How it works:**

1. A distributor searches for a product in ESP.
2. Your Sponsored Content ad will appear on the first page of search results.
3. Distributors can choose to:
  - Click on your products and be taken to the Product Detail Page.
  - Click on "Read full article" to view an educational article.
4. You'll receive comprehensive performance reporting on your ad placements.

Visit [espasiadvertising.com](http://espasiadvertising.com) or contact your account executive to get started.