

BECOME THE MOST POPULAR IN ESP



STAND OUT, INCREASE VISIBILITY AND GET CLICKS WHEN YOU SNAG THE MOST POPULAR AD PLACEMENT IN ESP.



WHAT IS ESP® MOST POPULAR?

This ad placement makes your products stand out on the ESP search results page because they are:

- 1.5x larger
- Highlighted in orange
- Tagged with a “Most Popular” burst

The increased size, orange color and label will grab shopping distributors’ attention and draw their eyes away from other suppliers’ products.



HOW MANY OF MY PRODUCTS CAN BE LABELED MOST POPULAR?

10-20 PRODUCTS



CAN I PAIR IT WITH ANOTHER FORM OF ADVERTISING TO GET EVEN BETTER RESULTS?

Search Engine Optimization (SEO) and Pay for Placement are complementary ad spaces that will help your products climb the ranks and make an impact.

MAKE YOUR PRODUCTS THE MOST POPULAR IN ESP.

Contact your rep today to get started.



Advertising
Specialty
Institute®