

Sell on Nextag - reach **26 million** visitors

(DoubleClick Ad Planner)

**No.1** in traffic\*  
(Compete.com)

**No.1** in Gross Merchandise Volume (GMV)\*

(Channel Advisor, May 2010)

\*among paid CSEs



## Why List with Nextag?

### Reach qualified buyers

Over 26M unique visitors a month - only 20% audience overlap with other major CSEs.

### Pay only for performance

Risk-free payment plans. Listing on Nextag is FREE and you only pay when we refer a lead. Cancel your account anytime and any remaining balance in your deposit will be refunded to your card.

### Manage your account online

A full suite of free online tools helps you manage your listings, pricing, bids and overall spend right from the merchant dashboard. Maximize your performance with our ROI Optimizer<sup>SM</sup>. Tracking your performance has never been easier!

### Comprehensive Marketing Programs

Enhance your listings with customizable marketing messages, buyer review surveys and post sale surveys, Nextag's Trusted Seller Program, and more!

## 3 Easy Steps to Creating your Merchant Account

### 1 Create your account

Set up your login and password, provide info about your business and upload your logo.

[Create your Nextag account](#)

### 2 Deposit funds

There is an initial deposit of \$150 which all goes towards your clicks. Choose from 2 payment options:

- The **Optimized Payment Plan** keeps your account active via an automatic charge to your credit card 5 days before funds run out.
- The **Manual Payment Plan** requires adding funds manually to maintain your active seller account.

### 3 Upload a product file

Once the feed is uploaded, go to "Format Your Product File" page to check the feed field mappings and make any necessary changes. After you complete this step, the campaign will go live within 2 business days.

Need help setting up your account?

sellersupport@nextag.com phone: (650) 645-4700 ext. 3 fax: (650) 341-3779 Follow us on   

## After your account is LIVE, what's next?

Enhance your listings by taking advantage of these **programs** available to all of our valued merchants:

### Buyer Review and Trusted Seller program

The code for the Buyer Review Survey can be located on the dashboard via Implement Buyer Survey Link. Buyer Reviews can help you build credibility, especially with potential new buyers, and improve conversion. The Trusted Seller program is the next step for sellers who qualify with enough reviews and other set criteria. Email [trustedseller@nextag.com](mailto:trustedseller@nextag.com) for more information.

### Nextag Seller Badge

Adding the Nextag Badge to your website can help to increase the number of reviews posted and promote your Nextag Seller Status. With the badge displayed on your website, your customers can simply click on it and be directed to your Nextag reviews.

### ROI Optimizer<sup>SM</sup>

Our free ROI optimizer helps merchants optimize their campaign. The service lets you track the number of sales generated by Nextag leads. ROI Optimizer<sup>SM</sup> provides information such as conversion rates, associated revenue, marketing Cost of Sales and Average Order Size. This information helps you understand the effectiveness of the leads Nextag is sending you and can help to optimize your campaign.

### Nextag supports bidding at the category and product level

The bid level can have an influence in the product's position on the product page or in search results. Bidding at the category level and product level can be done on the dashboard. It can also be specified in a separate column in the feed.

For more information, [click here](#).

## And don't forget to bid on:

### Logo

This program allows you to display a logo with your product listings in place of your Display Name. Bidding on a logo can help increase your store's brand awareness and overall performance.

### Marketing Message

Set your listings apart with marketing messages. With Nextag's Promotional Messaging Platform, you can easily display coupon codes and marketing messages to attract shoppers. Display multiple promos for the same product - all for the same CPC!

Join the top retailers around the nation and become a part of Nextag's exclusive merchant community. Start driving quality traffic to your online business TODAY!

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