

A little while ago, we asked our merchants, "What can we do to help improve ROI?" Now, based on their feedback, we've enhanced the core features of our marketing platform to make merchant messaging and bid assignment more dynamic than ever. Whether creating, updating or simply monitoring, you'll enjoy greater flexibility and precision with these new features:

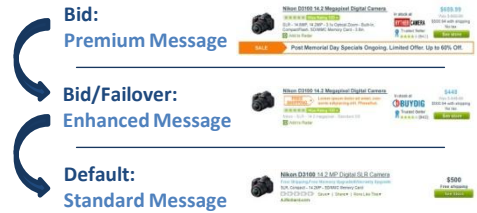
Premium & Enhanced Messaging

These new messaging options will increase your visibility. You can specify a marketing message of up to 60 characters.*

Premium Marketing (1 per page) - Points to the 'EXCLUSIVE! Take 20% off all hats and caps!' banner.

Enhanced Marketing (3 per page) - Points to the 'EXCLUSIVE! Take 20% off all hats and caps!' banners below the product listings.

Marketing Message Hierarchy:



Top Placement

Bid on top listings by category, brand, product and/or keyword. You'll be guaranteed one of the top five positions.

Top Placement - Points to the top listing for 'Apple 32GB iPod touch (Current Model) with Accessory Kit'.

Brand/Keyword Targeting

Now you can improve rank and visibility by brand and/or keyword.

The screenshot shows a search for "kenneth cole mens boots" on the Nextag website. The search results are sorted by "Best Match" and show five product listings. A blue arrow points from a callout box to the top listing.

Product Name	Price	Shipping
Kenneth Cole REACTION Men's Top Smooth Boots (Black)	\$88.50	Free shipping
Kenneth Cole Reaction Note Book	\$118.00	Free shipping
Kenneth Cole New York Men's Open Your Mind Boot Black, 11.5 M US	\$59.40	Free shipping
Kenneth Cole New York Open your mind Boots	\$119.99	Free shipping
Kenneth Cole New York Counter Point Dress Boots	\$158.00	Free shipping

Bidding on top placement guarantees one of the top five spots!

About Nextag

Founded in 1999, Nextag is the ultimate forecast-driven marketing platform, offering a robust toolset for managing ROI and the widest range of merchandising options per SKU.

With a total reach of over 40 million consumers per month (500+ million/year), our clients enjoy multiple channels of customer exposure, including mobile, Facebook, all major search ecosystems, retargeting, paid and natural search.

We offer one of the world's largest catalogs, a commitment to giving you the tools you need to maximize ROI, and a proven track record in customer service and satisfaction.

*Standard Messaging remains unchanged New York - 60 characters of free text by default (100 characters on mouse-over)