

Program: **Brand Bidding**

Enrollment Outcome: **Improved rank and treatment for your brands**

Merchant Goal: **Increase visibility for your brands**

How does brand bidding work?

- Select a brand that is relevant to your catalog (e.g. Bob's Shoe Emporium may choose "Kenneth Cole")
- You can enroll in the following merchandising programs for that brand:
 - Rank bidding
 - Standard, enhanced, and premium marketing messages
 - Top placement program
- Your products that match this brand will reflect the programs enrolled for that brand

The screenshot shows a search for 'kenneth cole mens boots' on the Nextag website. The search results are displayed in a grid format. On the left, there are filters for 'By Brand', 'By Price', 'By Shoe Style', 'By Sales & Deals', 'By Shoe Type', and 'By Material'. A blue arrow points from the 'By Brand' filter to the product listings. The product listings include:

- Kenneth Cole REACTION Men's Top Smooth Boots (Black)**: \$88.50, Free shipping, Zappos.com.
- Kenneth Cole REACTION Men's Hunt-In-Man Boots (Black)**: \$62.10, 6pm.com.
- Kenneth Cole New York Men's Open Your Mind Boot, Black, 11.5 M US**: \$59.40, Free shipping, Amazon.
- Kenneth Cole New York Open your mind Boots**: \$119.99, Free shipping, Piperlime.
- Kenneth Cole New York Counter Point Dress Boots**: \$158.00, Free shipping, Piperlime.

On the right side of the screenshot, there is a Starbucks advertisement with the text: 'YOU'LL LOVE IT OR WE'LL REPLACE IT WITH A BAG OF STARBUCKS COFFEE'. Below the ad is a 'REPLAY' button.

Bidding on rank for the brand "Kenneth Cole" would improve the positioning for products matching this brand

How do I enroll in this program?

1. Click on “Merchandising and Performance Optimization” link in seller dashboard
2. On “Performance” tab, click on “By Brand” view
3. Click “Bid” to enter program enrollment tool
4. Select merchandising program
5. Enter bid amount above minimum required CPC
6. Click “Submit Bid” to finalize enrollment

Is there a required minimum bid for brand bidding?

- For brand rank boosts, there is no minimum required CPC
- For brand top placement and marketing messages, there are minimum required CPCs

How does bidding work for a brand rank boost?

- The brand boost will be added on top of the baseline rank bid
- When determining your product's rank on our website, our system will consider the aggregate bid for that product (baseline + boost)

How will I be billed for a brand rank boost?

- You will pay an incremental fee when consumers click on a listing that has been boosted as a result of a brand rank bid
- You will be charged the aggregate bid amount for that product (baseline + boost)

Billing example:

$\$0.50$ (baseline rank bid) + $\$0.10$ (brand rank boost) = $\$0.60$ total charge for click

Can I bid on brands through the feed?

- Currently, you can only bid on brands through the dashboard
- We will be building functionality to allow bidding through the feed in the near future

When will you be removing the old bidding system?

- For your convenience, we will be leaving the current bidding system in place until the end of Q4 2011
- We will begin a process of migrating all functionality to our new bidding tool in Q1 2012