



FAQ – Premium and Enhanced Marketing Messages

Program: **Enhanced/Premium Marketing Messages**

Enrollment Outcome: **Upgraded UI treatment for merchant marketing messages**

Merchant Goal: **Increase visibility of marketing messages and promotional content**

What do enhanced/premium treatments look like?

Products Deals Travel

Search for: Find it

related: digital camera, slr camera, nikon digital slr camera, canon camera, nikon d3100, more...

All Categories > Electronics > Digital Cameras > camera
See additional matches in Accessories, Electronics or all categories

Featured Seller

RYTHER CAMERA

Narrow Search Results

By Brand

- Canon (544)
- Nikon (476)
- SONY (389)
- Olympus (270)
- Panasonic (239)
- Pentax (182)
- Kodak (150)
- Fuji (136)
- more >

By Price

- Under \$200
- \$200 - \$450
- \$450 - \$900
- \$900 - \$1,700
- Over \$1,700

By Camera Type

- SLR (649)
- Standard Point and Shoot (517)
- Compact (1045)
- Ultra-Compact (99)

By Megapixels

- Under 3MP (81)
- 3 - 4MP (26)
- 4 - 5MP (16)
- 5 - 6MP (92)
- 6 - 7MP (25)

Found it! Save: Share: Showing 1 - 30 of 10,444 matches, Sorted by **Best Match**

To show Tax and Shipping, enter your ZIP code

Free Shipping EXCLUSIVE! Take 20% off all hats and caps! Coupon code: 123Nextag

Discount EXCLUSIVE! Take 20% off all hats and caps! Coupon code: 123Nextag

Canon EOS Rebel T2i Digital SLR Camera W/ 18-55MM Lens

Save 15% Coupon code: flowers15 ★★★★★ Wiza Rank 100

Compact, Standard Point and Shoot - 14.1MP - 4x Optical Zoom - Built-In, Memory Stick, CompactFlash...

Add to Radar

In stock at **RYTHER CAMERA** **\$1,41.00**
\$25.59 with shipping
No tax
[See Store](#)

Trusted Seller ★★★★★ (842)

Nikon D3100 14.2 Megapixel Camera

★★★★★ Wiza Rank 100

Nikon - SLR - 14.2 megapixel - Standard SD

Add to Radar

In stock at **BUYDIG** **\$490.00**
FREE Shipping
No tax
[See Store](#)

Trusted Seller ★★★★★ (842)

Canon EOS Rebel Digital SLR Camera with EF-S 18-55mm IS Lens

★★★★★ Wiza Rank 96

Best for: Performance, Indoor Use, Vacations, Low Light, Everyday Use Compact, Standard Point and...

Add to Radar

In stock at **Dell** **\$448.00**
\$25.59 with shipping
No tax
[See Store](#)

Trusted Seller ★★★★★ (842)

Canon EOS Rebel T2i Digital SLR Camera W/ 18-55MM Lens

★★★★★ Wiza Rank 92

Best for: Performance, Indoor Use, Vacations, Low Light, Everyday Use Compact, Standard Point and Shoot - 14.1MP - 4x Optical Zoom - Built-In...

Add to Radar

From \$1,412
at 12 Sellers
[Compare price](#)

NO AS
Mac Perf
only \$7

Premium Treatment

→

Enhanced Treatment

→

How do I enroll in this program?

1. Click on “Merchandising and Performance Optimization” link in seller dashboard
2. On “Performance” tab, identify the category, brand, keyword, or product for which you wish to add an enhanced/premium marketing message
3. Click “Bid” to enter program enrollment tool
4. Select “Standard Display”, which will enable bidding for enhanced/premium options and expose message creation section
5. Create message content via dashboard
 - a) Set message duration
 - b) Enter free-text message (up to 60 characters)
 - c) Select message type (promotional message vs. message about your store)
 - d) For promotional messages:
 - i. Specify promotion type (free shipping, discount, etc.)
 - ii. Specify discounts
 - iii. Specify coupon code and exclusivity
 - iv. Specify clickout URL
6. Select “Enhanced Display” and/or “Premium Display” and bid on upgraded treatments
7. Click “Submit Bid” to finalize enrollment

How does bidding work?

- Bidding on enhanced and premium marketing messages is conducted through an auction model
- The merchant with the highest bid will win the upgraded message treatment
- The winning merchant will pay \$0.01 higher than the next highest bidder
- For any given page, Nextag allows one winner for the premium treatment and three winners for the enhanced treatment

How will I be billed?

- You will only pay when consumers click on a listing with an upgraded message treatment
- Your enhanced/premium marketing message costs are added to the baseline rank bid
- You will not pay the standard marketing message cost in addition to the enhanced message cost

Billing example:

\$0.50 (baseline rank bid) + \$0.20 (enhanced MM bid) = \$0.70 total charge for click

What is “promotion type” and how is it used?

- By selecting a promotion type from the drop-down menu, you can specify the type of discount you are offering to customers
- We provide special treatment to highlight the promotion type in the enhanced and premium marketing message (see below)

Promotion type highlighted in banner



To show Tax and Shipping , enter your ZIP code

Nikon D3100 14.2 Megapixel Digital Camera

★★★★★ Wise Rating 100 ▾

Nikon - SLR - 14.2 megapixel - Standard SD

[Add to Radar](#)

\$448

\$73.94 with shipping
No tax

[See store](#)

Free Shipping **EXCLUSIVE! Take 20% off!** [Coupon code: 123Nextag](#)

Need help setting up your account?

sellersupport@nextag.com phone: (650) 645-4700 ext. 3 fax: (650) 341-3779 Follow us on [t](#) [f](#) [v](#)

If I specify a marketing message at a category level and a product level, which one do you display?

- Nextag will display the marketing message that is specified at the most granular level
- In this case, since a product level marketing message is more specific than a category level marketing message, we will display the product level marketing message
- Additionally, you will be billed according to the bid placed at the most granular scope (the product level)

Can I bid on enhanced/premium treatments through the feed?

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

I currently enter my marketing message content through the feed. Can I use the dashboard to bid on enhanced/premium treatment for content entered through my feed?

- Yes, you can continue to enter marketing message content through your feed and bid on enhanced/premium treatment through the dashboard
- Please note that the 60-character limit for enhanced/premium treatment still applies, even if the content is provided through the feed (any content longer than 60 characters will be truncated)
- The content provided in the feed will override any content provided through the dashboard, since the feed is the most granular level of specification

Can I specify more than one marketing message for a given product/category/brand etc.?

- Through the new merchandising tool, you can only specify one marketing message for a given scope
- Within a single marketing message, however, you are allowed to specify multiple promotion types (free shipping, price discount, rebate, etc.)
- We will be adding functionality to save multiple message in the near future

How will my existing marketing messages be affected by this new system?

- Existing marketing messages will remain unchanged
- Our new merchandising tool can be used to retrieve and edit marketing messages entered through the existing bidding tool

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