

Program: **Top Placement**

Enrollment Outcome: **Guaranteed position in top 5 search results**

Merchant Goal: **Increase visibility of product listings**

## How does top placement work?

- If you win a top placement bid, your listings will be propelled into one of the first five spots in the search results page
- You can place a bid for top placement for any given product, category, brand, or keyword

The screenshot shows a search for 'ipod' on Nextag. The top five results are highlighted in green, indicating top placement. The products listed are:

- Apple 32GB iPod touch (Current Model) with Accessory Kit - \$334
- Apple iPod touch 32 GB (3rd Generation) - Black - \$260 to \$277
- Apple iPod Touch 32GB (2nd Generation) - \$380
- Apple iPod touch 32 GB (1st Generation) OLD MODEL - \$597
- Case Crown Apple iPod touch 32 GB (3rd Generation) Carrying CaseCrown Padded Compa... - \$12

Other results include silicone skins for \$7. The interface includes navigation tabs (Products, Deals, Travel, Degrees), a search bar, and various filters on the left side.

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

## 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 enroll in the top placement program
3. Click “Bid” to enter program enrollment tool
4. Select “Top Placement”, which will enable bidding for program
5. Enter bid amount above minimum required CPC
6. Click “Submit Bid” to finalize enrollment

## How does bidding work?

- Bidding on top placement is conducted through an auction model
- The merchant with the highest bid will win the top placement position
- The winning merchant will pay \$0.01 higher than the next highest bidder
- For any given page, Nextag allows one winner for top placement

## Is there a required minimum bid for top placement?

- Yes, there are minimum bids for top placement
- These minimum bids vary, depending on the category
- You will be required to be at or above the minimum bid to qualify for the top placement program

## How will I be billed for top placement?

- You will only pay when consumers click on a listing that has been boosted as a result of the top placement program
- Your top placement costs are added to the baseline rank bid

### *Billing example:*

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

## What spot does top placement get me?

- Top placement guarantees you one of the first five spots in the search results page

## What if my product is already listed in the top 5 spots?

- If your product is already ranked in the top 5 results, we will not charge you for your top placement bid
- You will only be charged if your product is boosted as a result of the top placement program

## Can I bid on top placement through the feed?

- Currently, you can only bid on top placement 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