Is Your Feed Hurting Your Bottom Line?

Our innovative ROI Optimizer automatically boosts your top-performing products and demotes the ones that are costing you. If you're interested in saving money, add Nextag's ROI Optimizer to your account today! Just grab the code and instructions can be found on your merchant dashboard

Concerned about sales? Nextag's ROI Optimizer only demotes low converting products that receive tons of clicks, but very few sales. (Everyone loves to look at a 7-foot Tyrannosaurus Rex Statue, but who's going to buy one?) With our ROI Optimizer, we remove the "novelty" factor from your feeds to increase conversion and improve your COS.


All of the Benefits Without The Risk!

The manual ROI optimizer only improves the ranking of your high performing products to improve your overall COS, but doesn't demote products that hurt your COS target.

ROI Optimizer Rewards Top Converting Products

The goal of Nextag's ROI Optimizer is to help keep your Cost of Sale target. We understand every click counts – our tool works with your inventory control system to ensure visitors convert once they land on your website.

To maintain your cost of sale target, we raise the rank of products that are converting well, and lower the rank of less converting products. The result is *more* qualified leads that have an increased likelihood of converting based on historical conversion data from the product.
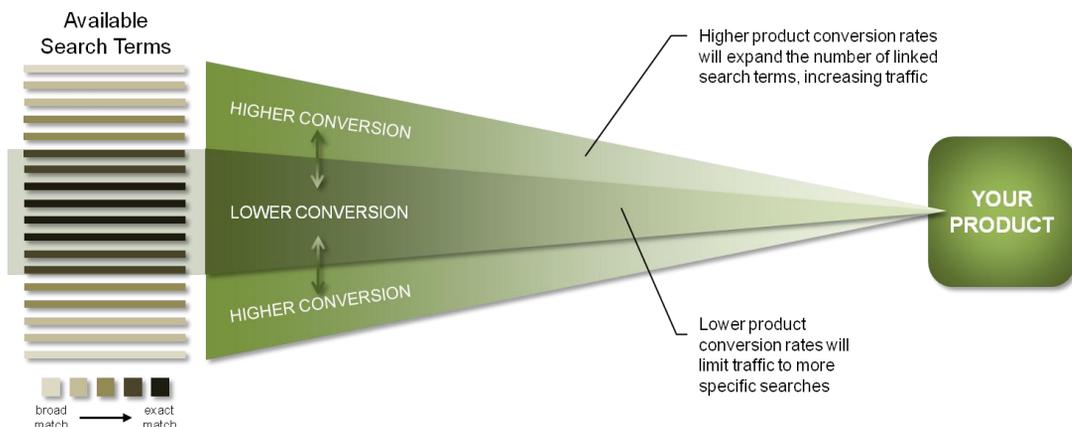
How it Works

Nextag provides HTML code for you to add to your sales confirmation page. This is the page your buyers reach after they have completed a purchase on your site. When a buyer reaches this page, the HTML code you placed will automatically send the necessary information back to Nextag. This information enables us to track which of your sales were generated by Nextag leads. Grab the code (and detailed instructions!) right from the "Implement ROI Optimizer" link on your merchant dashboard.

The code you add is completely invisible to the users and will not affect your checkout process. Once the code has been added, the new information can be viewed from all of the following dashboard links:

Manage Bids by Product
Manage Bids by Category
View Clicks by Date
View Sales from Nextag

Installing the code

There are three versions of Javascript code you can place on your confirmation page:

Standard (Recommended) — For sellers who know how to add order-specific variables into the code. The two variables that will be tracked are Revenue and Order ID.

Lite — For sellers who only wish to **copy and paste** code. However, we will display limited information in your reports. The cost of the sale will be estimated based on your price listed on Nextag for the product clicked on.

Advanced — For sellers who are familiar with web technology and know how to obtain information about each individual product in an order. This version can display the most details about orders in your reports.

The Optimizer also features Google Checkout™ and Yahoo!® Store integration.

The "Implement ROI Optimizer" section on your dashboard features a complete set of detailed instructions on how to install the ROI Optimizer.
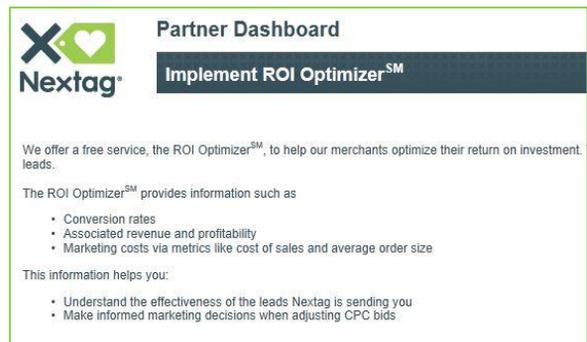
Partner Dashboard

Implement ROI Optimizer^SM

We offer a free service, the ROI Optimizer^SM, to help our merchants optimize their return on investment. leads.

The ROI Optimizer^SM provides information such as

- Conversion rates
- Associated revenue and profitability
- Marketing costs via metrics like cost of sales and average order size

This information helps you:

- Understand the effectiveness of the leads Nextag is sending you
- Make informed marketing decisions when adjusting CPC bids