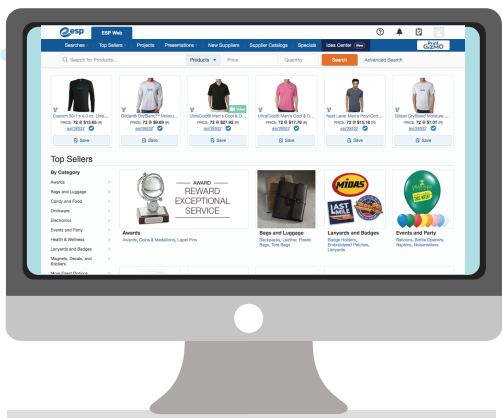


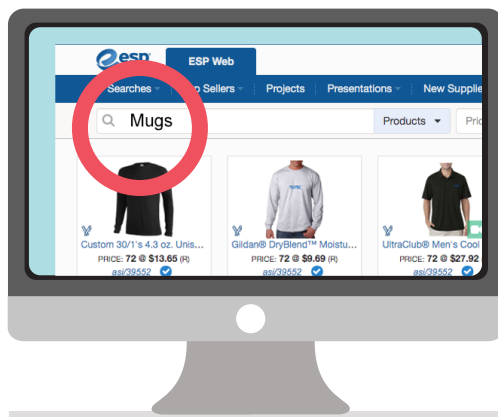
Pay for Placement: How It Works

Pay for Placement (PFP) positions your products right at the top of search results in ESP® so you can capture the attention of distributors.
But how does it work? Follow the journey and see.

1 A distributor goes to ESP, the industry's #1 platform.



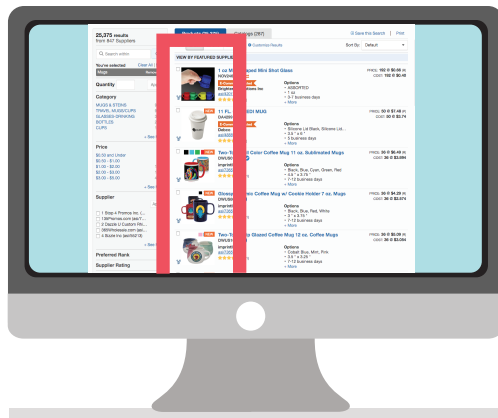
2 They search for mugs in the search bar.



3 On the backend, we map out the most popular keywords and product categories so that you show up in search results.



4 By participating in PFP, your products show up in the top 9 search result positions in that distributor's search.



**Start your climb to the top with Pay for Placement!
Contact your account executive to get started.**

