

Mercent Retail

On-demand Channel Marketing Platform



Mercent Retail makes it easy for brand-savvy retailers to increase revenues and profits through ecommerce channels. Built specifically to meet the unique needs of online multi-channel retailers, the Mercent Retail on-demand platform allows you to:

- Streamline your data feed management to comparison shopping engines and transactional marketplaces
- Gain detailed insight into your performance
- Control and quickly optimize your channel campaigns
- Generate greater return for every dollar of your online marketing spend

Get Connected	Get Insight	Get Optimized
Promote products on multiple channels with a single integration that works seamlessly with your ecommerce systems.	View customized dashboards and detailed reports on key retail metrics such as sales, conversion rates, ad spend, and per-product profitability.	Maximize impact with less time and effort through automated assortment, content, and category management tools.

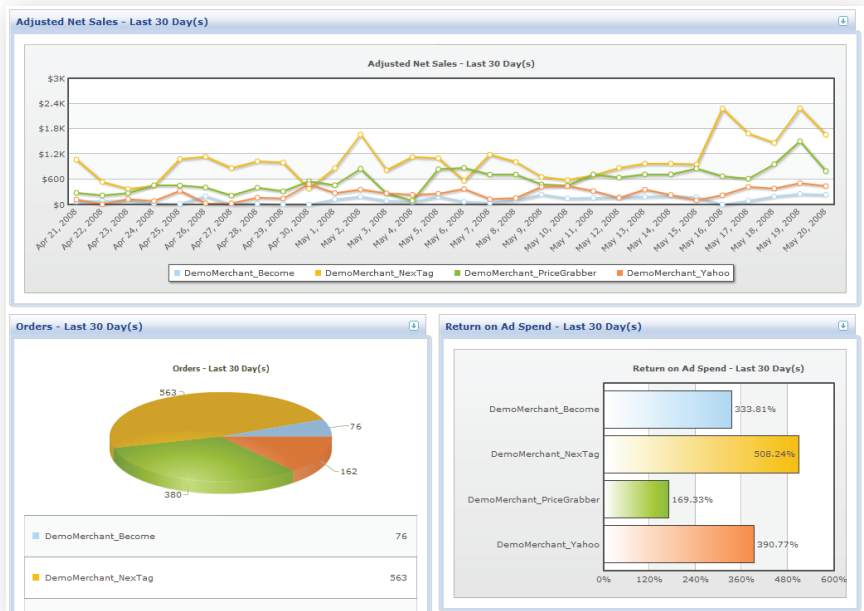
Mercent Retail Applications

Mercent Retail Shopping – Promote your products on comparison shopping engines (CSEs) like Shopzilla, NexTag, and Google Product Search, and affiliate networks like LinkShare and Commission Junction.

Mercent Retail Marketplace – Promote your products on transactional online retail marketplaces like Amazon.com, Buy.com and SHOP.COM.

Mercent Retail Paid Inclusion – Promote your products through organic search results on Yahoo! Search, AltaVista, and more.

Channel marketing management services are also available from the **Mercent Performance** services team.



The account dashboard in Mercent Retail provides a customized snapshot of your channel marketing performance.

Mercent supports more than 50 comparison shopping engines and online marketplaces, including:

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|---------------------|--------------------------------|-----------------|-----------------|
| Amazon.com | FindGift.com | NexTag | Shopping.com |
| Amazon Product Ads | Gifts.com | Performics | Shopzilla |
| Become.com | Google Product Search | Pricegrabber | Smarter |
| Buy.com | LinkShare | PriceRunner.com | SortPrice |
| CNET Shopper | Microsoft Live Search cashback | Pronto.com | TheFind.com |
| Commission Junction | MSN Shopping | SHOP.COM | Yahoo! Shopping |

Mercent Retail Features

Data Feed Management

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|-----------------------|---|
| Data Feed Syndication | <ul style="list-style-type: none">• Send product data feeds to more than 50 online channels with a single integration• Set up new channel feeds quickly and easily |
| Activity Logs | <ul style="list-style-type: none">• Monitor and verify data transactions exchanged between your systems and the online channels |
| Email Alerts | <ul style="list-style-type: none">• Enable automatic email notifications based on feed conditions and changes in order volume or product catalog size |

Performance Reports and Analytics

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|---------------------------|--|
| Account Dashboard | <ul style="list-style-type: none">• Customize graphs and charts to track your most important business metrics• View campaign performance over time with trend analysis charts• View high-level summary and granular performance charts and graphs |
| Advanced Custom Reporting | <ul style="list-style-type: none">• Create customized reports to gain insight into performance• Generate reports by channel or across channels• Drill down to view performance by category, individual product SKU published ad and more• View performance against a wide range of marketing, financial, and web-traffic metrics• Select date and trending options |

Marketing Campaign Optimization

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| Product Catalog Management | <ul style="list-style-type: none">• Browse entire product catalog, view details on specific products and search for products based on a variety of content, operational, and performance criteria• Quickly identify and update products and ads with greatest potential for performance improvement through content optimization |
| Content Rules | <ul style="list-style-type: none">• Dynamically edit product listing content to for one, many, or all products• Apply content rules to products on one, many, or all channels• Schedule rules to automatically add and remove promotional language based on your merchandising calendar |
| Channel Category Mapping Tools | <ul style="list-style-type: none">• Quickly and easily map your product categories to the best-matched category on each channel• Product-level channel category mapping: override the category level mapping to select a category for an individual product on each channel |
| Amazon Classification Tool (Marketplace only) | <ul style="list-style-type: none">• Drive revenue by accurately mapping your categories to Amazon.com's classification structure, ensuring your products are listed in the highest-performing Amazon Browse Nodes |
| Product Filters | <ul style="list-style-type: none">• Set custom performance criteria to automatically include or exclude products in your channel feeds• Create filters based on any combination of criteria including keywords, pricing, categories, product cost/profitability, inventory conditions, product conditions, performance metrics, inclusion/exclusions of specific SKUs• Apply different filters to different channels or the same filter to multiple channels• Create segments within product catalog on which to apply specific content rules |
| Product Bid Manager | <ul style="list-style-type: none">• Quickly identify and update products and ads with greatest potential for performance improvement through bid optimization• Define CPC and CPA bids by product for any channel supporting product-level bidding |



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Discover how Mercent can feed *your* online sales!
Contact us today to learn more about Mercent Retail.

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