



# TOP 5 WAYS ASI MEMBERSHIP BOOSTS VISIBILITY

ASI® helps suppliers get **discovered**, **compared** and **chosen** by the buyers who matter most.



01

ESP+

## BE SEEN EVERY DAY: SHOWCASE YOUR PRODUCTS ON ESP+

The industry's **#1 sourcing platform**.

- **2.5 million product searches** per month, from highly active buyers.
- Trusted by thousands of buyers daily for **real sourcing**.

**Big Benefit**

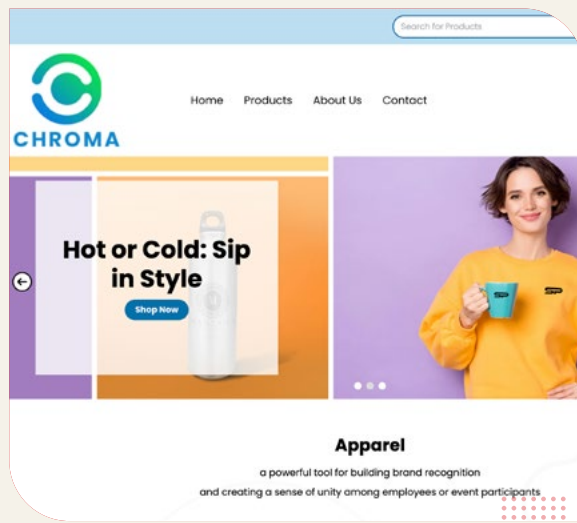
More visibility → more interest → more opportunities to win business.

02

Supplier ESP Websites™

## ELEVATE YOUR ONLINE PRESENCE: SUPPLIER ESP WEBSITES

A professional, branded site with zero maintenance.



Automatically syncs from ESP+. No manual updates, ever.



Pricing, colors and availability updates show in real time.



Choose from simple templates to premium custom designs.

**Big Benefit**

Look credible and established while making it easy for buyers to browse.

03

Pay for Placement

## PREMIUM VISIBILITY WHEN IT MATTERS: PAY FOR PLACEMENT ADVERTISING

Show up at the exact moment buyers are making decisions.

- Prime real estate that drives more **clicks, saves and adds** to presentations.
- Stand out in competitive categories with **higher visibility** than standard listings.

**Big Benefit**

Get in front of distributors when they're ready to buy.

04

SEO Optimization

## DOMINATE SEARCH IN ESP+: ENHANCED SEO FOR PRODUCT LISTINGS

Be discovered more often, even in crowded categories.



- **SEO-optimized product descriptions** boost ranking and relevancy.
- Increase views, engagement and product saves with **stronger visibility**.

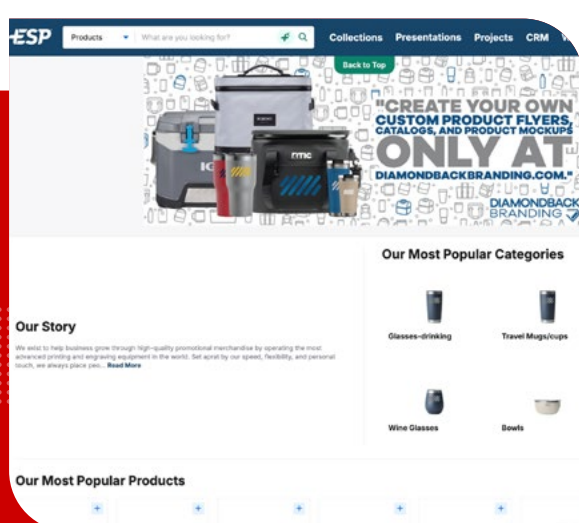
**Big Benefit**

Better search placement = better chances of being selected.

05

Supplier Stores

## PRESENT YOUR BRAND LIKE A MARKET LEADER: SUPPLIER STORES



A visually rich, elevated version of your Supplier Detail page.



Add logos, banners, product collections, flyers, videos and catalogs.



Organize your products in an easy-to-browse format buyers love.

**Big Benefit**

Make your brand look established and unforgettable.

ESP+

SEO

## THE TAKEAWAY: ASI HELPS SUPPLIERS GET SEEN AND DRIVE SALES

Whether you're looking for **ESP+ visibility**, **SEO**, **professional websites** or **advertising tools**, ASI gives suppliers everything needed to **stand out**, **earn credibility** and **reach more buyers**.