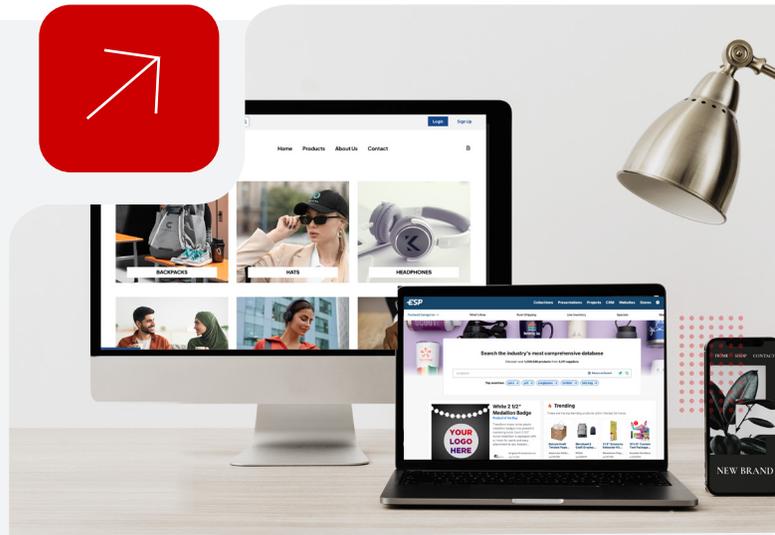




# ESP+ TURNS VISIBILITY INTO GROWTH

Increase visibility. Reach more buyers.  
Grow sales – faster.



As a promo supplier, an easy way to grow in the industry is to leverage the tools you already have access to. This means that the next step for you is making sure buyers actually find and engage with your products.

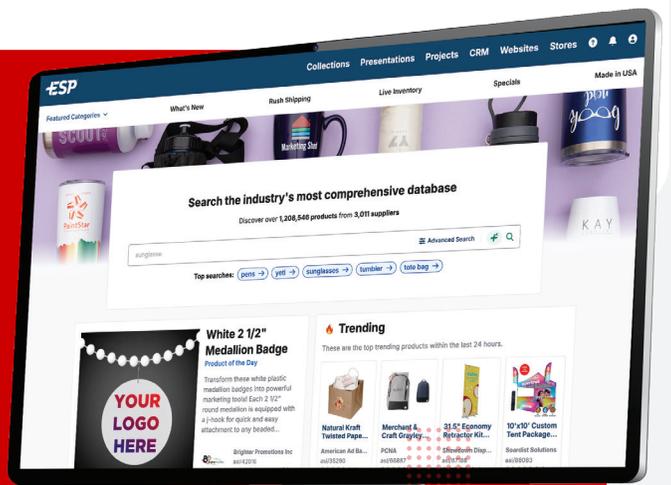
**ESP+ is where promo buyers search, decide on and order products every day.**

## THE CHALLENGE SUPPLIERS FACE

Even strong brands with large catalogs struggle to maximize visibility in a crowded marketplace. Products get buried in search results. Complementary items go undiscovered. **The common issue isn't product quality, it's discoverability.**

### HOW ESP+ SOLVES IT

ESP+ gives suppliers multiple, high-impact ways to increase exposure to key decision points in the buyer journey.



#### Smarter Search Visibility

With SEO-optimized product data, your listings align with how buyers search by category, size, color, price and delivery needs.



#### Premium Placement Where It Counts

Sponsored Content and Related Products place your items front and center, so buyers see your products first.



#### More Ways To Sell More

Related Products surfaces complementary items directly on product detail pages, creating natural upselling and cross-sell opportunities.



#### Reach Beyond the Search

ESP+ Websites extends your reach to 13,500+ distributor e-commerce sites, putting your products in front of end-buyers through trusted distributor storefronts.

## READY TO EXTEND YOUR LEAD?

Explore ESP+ enhancements and see how small changes can drive bigger results.