



QUIZ

WHICH ASI TOOLS SHOULD YOU **ADD NEXT?**

Make sure you maximize membership and get the most of every sale.



Answer the questions below to find out which ASI® visibility tools can help you grow faster, stand out stronger and drive more sales.

1. How closely do you track your product performance in ESP+?

- A) We actively monitor impressions, clicks and engagement.
- B) We check occasionally but don't analyze trends deeply.
- C) We look at performance only when sales slow down.
- D) We don't regularly review ESP+ performance data.

3. What's your biggest growth goal right now?

- A) Increase product visibility in search.
- B) Drive more direct distributor engagement.
- C) Improve brand credibility and professionalism.
- D) Generate more consistent inbound leads.

5. How are you currently marketing your brand to distributors?

- A) Mostly organic listing exposure.
- B) Occasional email marketing.
- C) Trade shows and word of mouth.
- D) Minimal structured marketing strategy.

2. When distributors search for products in your category, what usually happens?

- A) They find competitors first.
- B) They find us occasionally.
- C) We rely mostly on events for exposure.
- D) We're not sure how often we're discovered.

4. How competitive is your category?

- A) Extremely competitive — imports and look-alikes everywhere.
- B) Competitive — but we believe our products are better.
- C) Moderate — but buyers still overlook us.
- D) Not sure — but growth feels slower than it should.

6. If you could fix ONE pain point tomorrow, what would it be?

- A) Ranking higher in ESP+ search.
- B) Getting in front of more buyers consistently.
- C) Having a stronger digital presence.
- D) Standing out from similar suppliers.

QUIZ

WHICH ASI TOOLS SHOULD YOU ADD NEXT?

SCORING

Question 1:

- A: 2 points
- B: 3 points
- C: 2 points
- D: 1 point

Question 4:

- A: 3 points
- B: 2 points
- C: 2 points
- D: 1 point

Question 2:

- A: 3 points
- B: 2 points
- C: 1 point
- D: 1 point

Question 5:

- A: 3 points
- B: 2 points
- C: 2 points
- D: 1 point

Question 3:

- A: 3 points
- B: 3 points
- C: 2 points
- D: 2 points

Question 6:

- A: 3 points
- B: 3 points
- C: 2 points
- D: 2 points

YOUR RESULTS



15-18 Points: 🚀 You're Ready to Amplify Your Visibility

Your main issue isn't product quality — it's visibility.

Best ASI Add-Ons for You:

- Pay for Placement (boost search rankings)
- Sponsored Product ads
- ESP+ advertising upgrades
- Supplier Stores

These tools help you rank higher, get discovered faster and win in competitive categories.

It's time to invest in visibility that drives sales.

6-9 Points: 🧠 You Need a Stronger Digital Presence

Your brand may be strong, but your digital positioning isn't.

Best ASI Add-Ons for You:

- Professional ESP+ Websites for suppliers
- SEO optimization tools
- Search advertising
- Content marketing support

Distributors can't choose you if they don't trust what they see.

Elevate your digital presence to match your product quality.

10-14 Points: 📊 You Need Consistent Exposure

You're getting some traction — but not enough consistency.

Best ASI Add-Ons for You:

- EmailExpress™ campaigns
- Product Showcase features
- ESP+ Website advertising
- Retargeting / display ads

You don't need more products — you need more eyes on them.

Add strategic exposure to accelerate growth.

0-5 Points: 🔍 You're Leaving Opportunity on the Table

Right now, you're relying mostly on baseline membership benefits.

Your competitors are likely using:

- Pay for Placement • Digital advertising
- Targeted email campaigns • Supplier Stores

The difference between "listed" and "chosen" is visibility.

Let's build a smarter visibility strategy for your brand.