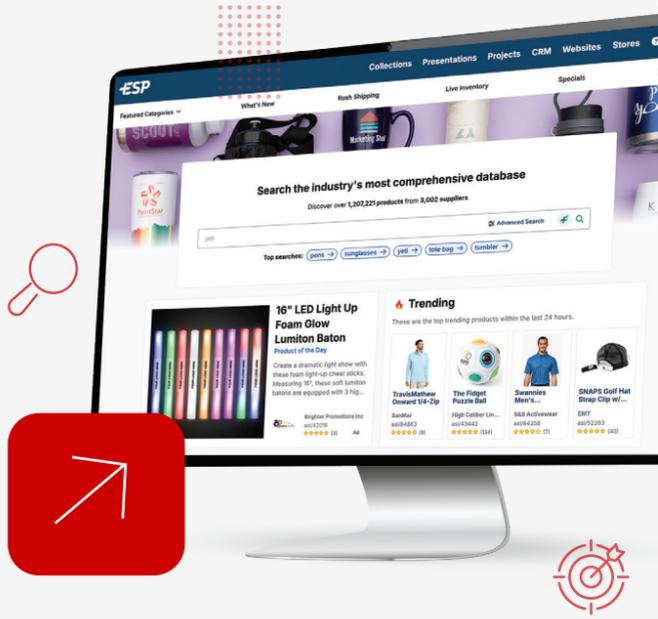




HOW DISTRIBUTORS SEARCH.

What Suppliers Need To Know To Get Found in ESP+



01

DISTRIBUTORS DON'T BROWSE, THEY FILTER

Distributors use ESP+ with intent. They filter and sort results to quickly narrow thousands of products into a short, usable list.

Common filters include:

- Price
- Category
- Production time
- Location
- And so much more

If your product data isn't complete, your products may never appear. Making sure that your products are properly tagged and information is updated and accurate can make all the difference while buyers are searching.

02

FILTERING IMPACTS PLACEMENT

Placement in ESP+ isn't random. Products surface based on how well their data matches distributor search behavior.

Missing attributes = filtered out.

Incomplete data = fewer impressions.

For suppliers, this means placement is earned through relevance. The more complete your product data is, the more opportunities your products have to appear in meaningful searches.

If distributors can't filter your product, they can't choose it.

03

TURN INSIGHT INTO ACTION

Once you understand how distributors search, the path forward becomes clearer.

Many suppliers start with:



Improving product data



Enhancing visibility



Exploring tools that support discovery and placement like Search Result Advertising

Each step builds on the last.

THE TAKEAWAY:

Distributors search with purpose. Suppliers who align with that behavior get found more often.