

Top Ten Reasons to Be a Part of Multichannel Merchant's Online Source Directory:

The Multichannel Merchant Source Directory offers senior-level executives at companies who sell by ecommerce, catalogs and retail easy access to all the leading products, technology and services available searchable by type, geography and name.



1.

Exclusively serves **Direct-to-Customer Merchandiser - from Marketing through Operations**



6.

Going Mobile - Fast - 41.7% are not yet participating in mobile commerce and need help



2.

Influences over **90,000** direct-to-customer e-tailers, retailers, manufacturers and wholesalers each month



7.

Key Digital Marketing Tactics used are Email; SEO; Paid Search; Affiliate Marketing; Social; Mobile; Retargeting; Personalization



3.

94.7% of our audience have **Influence on the Buying Process** for their company



8.

More than Half use Catalogs to drive brand awareness and web traffic, with **42.5%** of B2B and **52.6%** B2C **Planning to Increase Circulation** in the coming year



4.

49.7% plan to **Increase their IT Spend** in the next 12 months; **21.6%** planning to install new systems



9.

Track Key Metrics to determine ROI such as Average Order Value; Lifetime Value; Shopping Cart Abandonment; Conversion Rate; Bounce Rate; New vs Return Customers; Clickthroughs; Web Traffic.



5.

13.6% operate **4+ Merchandise Fulfillment Centers**; **31.4%** have **2+** merchandise fulfillment centers



10.

70% of buyers research & make buying decisions **BEFORE** ever contacting a product or service provider

Where do they do their research?
90,000 turn to Multichannel Merchant each month.

Make it easy for your potential customers to find information and learn about your products and services.

Easy, Integrated Subscription Packages—

Online + Print = 12 Months of Exposure. With Multichannel Merchant you have the ability to showcase your company to thousands of senior-level executives who sell by ecommerce, catalog and retail.

	AVAILABLE PACKAGES	BASIC	GOLD	PLATINUM
	Net Package Price	\$1,995	\$4,995	\$6,895
ONLINE SOURCE DIRECTORY LISTING				
12 month exposure		●	●	●
Company Name		●	●	●
Address		●	●	●
Personalized Contact Info (name, email, phone, social website)		●	●	●
Company Logo		●	●	●
Company Description (100 word max)		●	●	●
Request More Info Button		●	●	●
Number of Categories		1	2	2
ONLINE SOURCE DIRECTORY MICROSITE CUSTOMIZED FOR YOUR COMPANY'S CONTENT + HIGHLIGHTED THROUGHOUT THE DIRECTORY				
12 month exposure			●	●
Featured Content (Gated or Ungated for Lead Gen)			●	●
Video			●	●
Photo Gallery			●	●
Press Releases			●	●
People / Team			●	●
Search Optimized			●	●
24/7 Access to Content & Metrics Dashboard			●	●
Lead Generation Capabilities			●	●
Additional Categories		\$500	\$350	\$350
PRINT EXPOSURE				
Annual Exposure 3" ad in 4 special reports of Multichannel Merchant Marketplace Section		\$2,500	\$2,500	●