

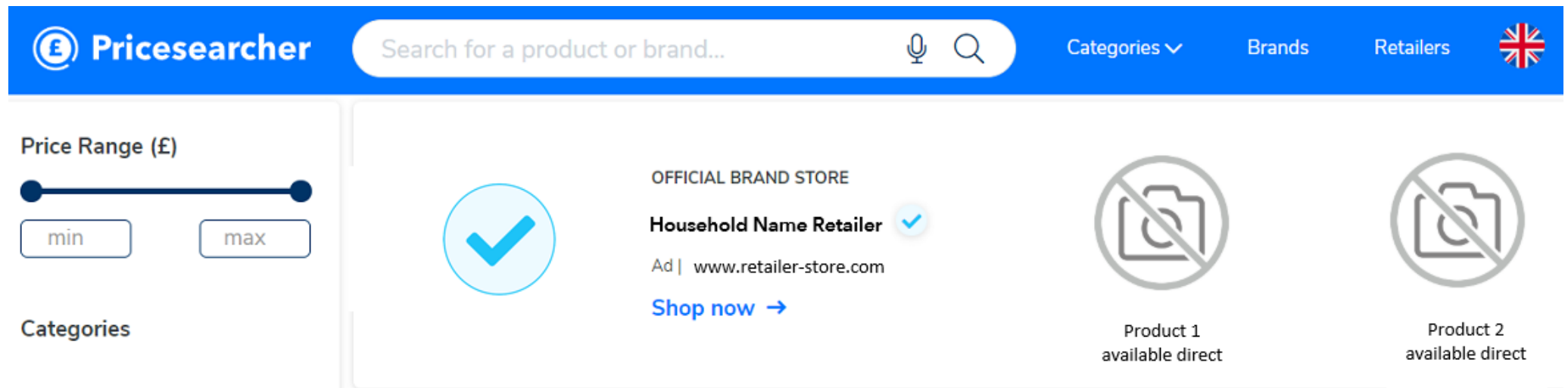
Official Brand Stores- Advertising Case Study

Pricesearcher is the UK's Largest Product Search Engine

We are a consumer facing search engine that shoppers use to discover new products and save time and money when they shop online

Advertising Opportunities for Brands

Millions of searches take place on Pricesearcher and we empower brands to place their official stores in front of consumers at the time of purchase.



The screenshot displays the Pricesearcher website interface. At the top, there is a blue navigation bar with the Pricesearcher logo, a search bar containing the text "Search for a product or brand...", and navigation links for "Categories", "Brands", and "Retailers" with a UK flag icon. Below the navigation bar, the left sidebar features a "Price Range (£)" filter with a slider and "min" and "max" input boxes, and a "Categories" section. The main content area shows a search result for an "OFFICIAL BRAND STORE" for "Household Name Retailer" with a blue checkmark icon, the URL "Ad | www.retailer-store.com", and a "Shop now →" link. To the right, there are two product tiles, "Product 1 available direct" and "Product 2 available direct", each with a camera icon crossed out by a diagonal line, indicating that direct images are not available.

Available Ad Inventory on site

Official Brand Store banner placement on SERPs, First 3x Product tiles and banner placement on Linked Product Page (LPP). Ads triggered on searches featuring the advertising brand and generic searches where the brand appears in organic results.



BETA Case Study Results –

Household name brand with direct online store that also supplies multiple high street and leading pureplay retailers

Launched PriceAds in May 2019

Total Site Click Outs increased up to 212%

Product Click Outs value increased up to 162%

Increased product Click Out value - £36,989 to £96,931

Organic Traffic increased up to 346%

Additional Sales - £2,697*

ROI – 1200%

Contact the team to find out more: advertise@pricesearcher.com

Set up, terms and next steps

- Minimum 30-day insertion order
- Flat Rate – 25p CPC
- Full product feed required
- Alternative UTM tracking accepted if desired
- Go live within 48 hours of insertion order

Visit: www.pricesearcher.com/business

*Estimated overall conversion to sale (CTS) 4.5%