

Mercent Performance is an online marketing account management program for online channel marketing that is customized to meet your needs and delivers on your marketing goals. Experienced Mercent marketing managers work with the Mercent Retail platform to consistently deliver great performance marketing results through comparison shopping sites and online marketplaces.

Results-Oriented Management

During the Mercent Retail integration process, your Mercent Performance marketing team will work closely with you to develop a marketing plan that supports your sales and ROI goals. After you launch on the Mercent Retail platform, the Mercent Performance team manages the day-to-day optimization activities necessary to achieve your retail performance goals, freeing up your internal resources for other marketing activities.

Mercent Performance Deliverables

Planning, Benchmarking and Consulting

- Benchmark past performance to understand key areas for improvement
- Research competition and keywords to identify key levers of campaign performance
- Establish weekly sales and ROI targets and create a detailed marketing plan to achieve those targets

Channel Marketing Set-up and Launch

- Ensure that your product data is well-formed and channel marketing ready
- Establish channel relationships and/or transition channels as needed
- Create initial mapping for all products to each channel category
- Define metrics for including or excluding products from channel feeds based upon performance criteria
- Manage content for comparison shopping engine optimization (CSEO)
- Calculate and apply initial product and category bids
- Pre-launch review feeds, offers, content, bids, and category mappings
- Manage the launch process of publishing your offers across channels

Ongoing Activities

Weekly and quarterly account reviews and ongoing management activities:

- Test and optimize the most effective product assortments for each shopping channel
- Research competitors, track competitive position and merchandising offers
- Perform comparison search engine optimization (CSEO) for content, offer editing, and keywords
- Test and optimize CPC bids for product listings on CPC-based shopping portals
- Precisely map product listings to each shopping channel's unique browse categories
- Synchronize your online channel marketing with your merchandising and promotional calendars
- Manage ad spend



2701 1st Avenue, Suite 500
Seattle, WA 98121
P: 206-832-3924
F: 206-832-3901
www.mercent.com

Contact us today to discover how Mercent Performance can help you
feed *your* online sales.

Sales Inquiries
sales@mercent.com

Press Inquiries
press@mercent.com

Partnership Inquiries
partners@mercent.com

General Inquiries
info@mercent.com