A+ CONTENT MARKETING



Overview

Learn how we can help build your web presence, increase customer confidence in purchasing, and maximize your exposure through A+ Content Services

- I. Product Page Enhancements
- II. Newegg TV / Youtube Instructional Videos
- III. Eggxpert Review Program

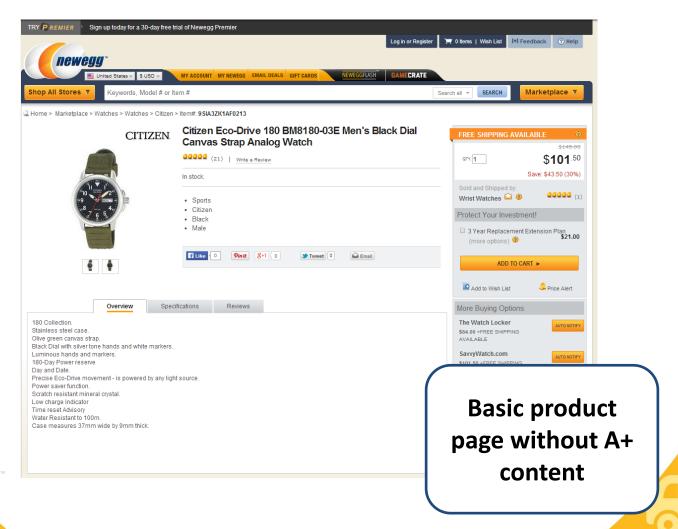


A+ Content Service – Product Page Enhancements

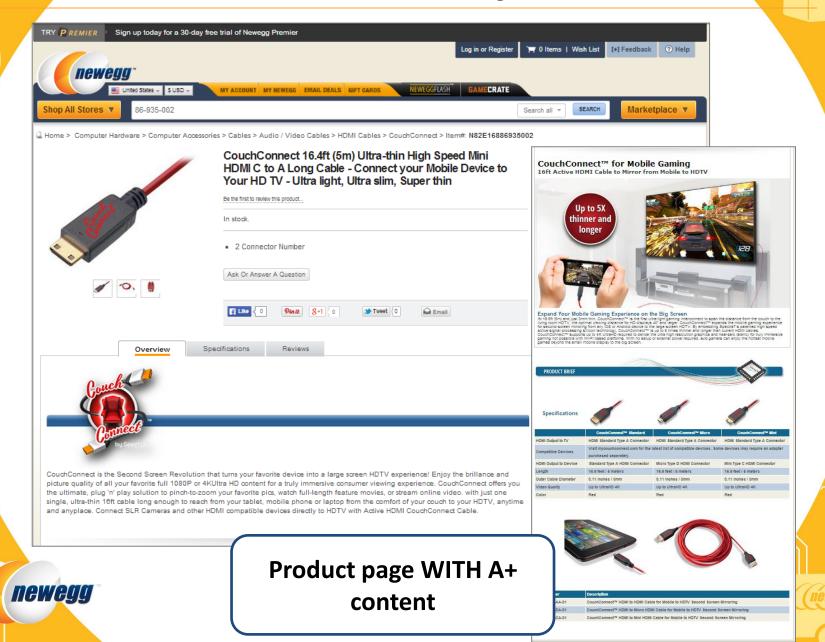
What is A+ Content?

newegg

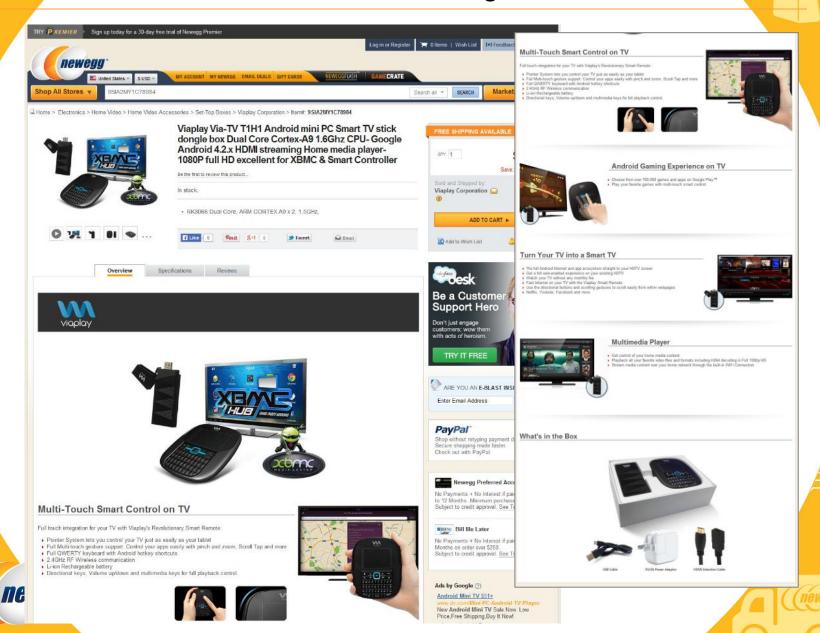
A+ content is an advanced HTML service that incorporates enhanced images, product specifications, and features onto your product page



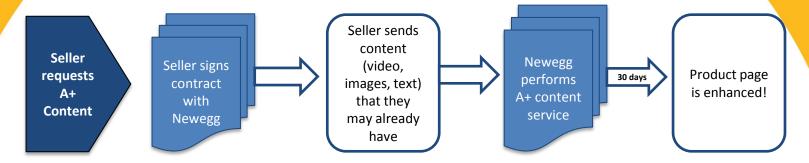
A+ Content Service – Product Page Enhancements



A+ Content Service - Product Page Enhancements



A+ Content Service – Product Page Enhancements



Our A+ content service also includes content enhancements:

- Product title enhancement (for keyword search optimization)
- Spelling/grammar check
- Duplicate image removal
- Mis-categorization corrections
- Up to 5 property detail additions (when product UPC is available)

\$60 per SKU *bulk discount pricing available

Seller can provide images and text in any format.



Example:



Newegg TV / Youtube Videos



What's Available

- Product Tours / Tutorials
- Overviews
- Giveaways
- Deal Shout-outs

Newegg TV by the Numbers

- Over 338K subscribers
- Over 77 million views
- Over 8 networks to broadcast on

Benefits

- Enhance product search opportunities
- Increase customer confidence in buying





Newegg TV / Youtube Videos









Sample Demo Reel:

https://www.youtube.com/watch?v=IM3-k8avQg8

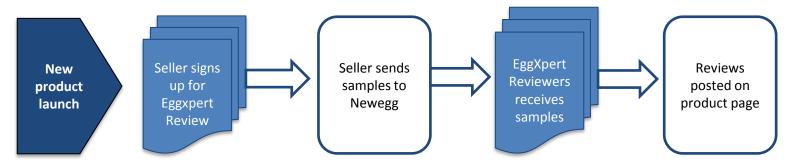




Eggxpert Review Program

How It Works

- Seller has new product (s) launch, lists SKU on Newegg
- Seller signs up for the Eggxpert Review Program
- Seller provides free product samples to Eggxpert reviewers through Newegg
- Sellers receives advanced feedback on products within 30 days



EggXpert Reviewers

- Community of select customers invited by Newegg
- Product enthusiasts with a vetted history of great product views
- Reviewers are from a wide range of demographics

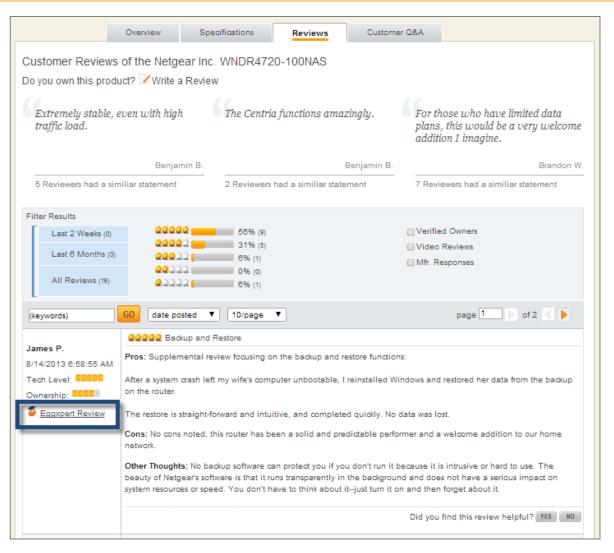
Item	Price
1 SKU	\$3,000
Unlimited SKU's for 1	
year	\$30,000







Eggxpert Review Program



Example:



http://www.newegg.com/Product/Product.aspx?Item=N82E16822178321&Tpk=22-178-321