



Compete
profitably
wherever
consumers
shop.

Mercent enables retailers to reach more buyers.

There's more than one way for consumers to shop online and many channels through which retailers sell. For a merchant, choosing where to 'be seen' is the easy part. Meeting each channel's unique set of technical requirements, channel guidelines, marketing best practices and tools that allow shoppers to find and buy your products when and where they want them is where the real challenge lies.

That's where Mercent excels.

Take advantage of Mercent's expertise and deep industry knowledge.

Excel across shopping channels.

Mercent partners with the most important shopping channels—including Google, PriceGrabber, Amazon and eBay—to market, promote and sell your products with a comprehensive one-time Mercent integration specifically optimized to meet the requirements of each channel.



- **Transactional Marketplaces**—promote products on Amazon, Buy.com, eBay and other marketplaces with industry-leading results.
- **Product Ads**—sell through Shopzilla, NexTag, Google Product Search, Amazon Product Ads and others.
- **Paid Search**—fully optimize campaigns to drive sales and profit for every product SKU and merchandising offer.
- **Affiliate Networks**—syndicate your product catalog to affiliate networks like LinkShare and Commission Junction.
- **Social|Local|Mobile**—syndicate your retail product and merchandising offer data to social, local and mobile channels.
- **Retargeting**—ensure your product offers reappear on popular sites that your customers frequent.

Gain insight and control with Mercent Retail™ SaaS platform.

Built specifically to meet the unique needs of large, name-brand retailers targeting multiple online channels, the Mercent Retail SaaS platform delivers unparalleled product and ad-level insight into each online marketing campaign. Grow eCommerce revenues with our high-performance platform built exclusively to deliver your entire product catalog across the highest performing online channels—and convert more customer sales.

- **Generate greater return** for every dollar of online marketing spend
- **Streamline data feed management** to multiple online channels
- **Take action on detailed insight** into performance analytics to drive more effective marketing campaigns and promotions

Succeed with flexible service options.

Use Mercent's in-house agency, Mercent Performance Services, to manage your online marketing campaigns or have a Mercent Performance Marketing Manager help you optimize your campaigns to meet your business objectives. Either way, Mercent's pay-for-performance pricing ensures that our success depends on yours.

Retailers Get Results with Mercent

"Mercent provides a best-in-class platform for selling through online retail channels." ~Redcats

"Investment in Mercent Retail has been among the best business decisions we've made." ~Cookie's Kids

"Mercent was our vendor of choice based on their exceptional reputation, proven technology and ability to drive meaningful sales and revenue gains." ~UNIONBAY

"Establishing a profitable presence on high growth channels that include top online shopping engines is key to our success. After evaluating various online marketing providers, Mercent offered a 'best-in-class' solution." ~Aéropostale

Gain control. Leverage our knowledge.
Shift your sales into high gear
with Mercent.

Mercent by the Numbers

19,297,103

Total active catalog
SKUs

60,169

Average number of data
feeds sent per day

200+

Mercent Retail channels
supported

289,928,127

Referrals from
product ads

Contact
Mercent Today

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