

# syndication: comparison shopping engines

Save time and effort while seizing the power and reach of comparison shopping sites like Amazon and Pricegrabber

**Zoovy offers powerful comparison shopping site syndication. More exposure leads to more sales opportunities.**

Boost your sales by syndicating with the web's most dynamic comparison sites. Put your products in front of the largest ready-to-buy shopping audience on the Internet, converting shoppers into buyers.

#### **Be Seen**

- Syndicate to the largest online shopping search engines
- Increase your exposure to major search engines
- Automatically have your products appear in front of millions of ready buyers on PriceGrabber, shopping.com, Shopzilla, NexTag, MySimon, Froogle, Yahoo Shopping and other fast-growing, scalable markets
- GoogleBase and Froogle are currently free. This is quick, easy, completely automated and cost-free exposure for your Zoovy web store.

#### **Use comparison shopping sites to your advantage**

- Comparison shopping is ideal for merchants who offer competitive prices on their products
- Comparison shopping can also help merchants who want to emphasize quality and reliability
- Harness the power of the comparison sites' strong click-to-sale ratio
- Drive traffic directly to your Zoovy web store
- Increase visibility

#### **Customization**

- Open up to a new group of customers by listing on multiple marketplaces
- Send different prices when submitting to other marketplaces by using the Wholesale bundle in conjunction with Zoovy's syndication
- Signing up is easy and it only takes a few moments to configure products for continuous ongoing syndication

Zoovy seamlessly integrates with comparison shopping sites, making it easy to not only be seen by millions of educated buyers, but to quickly complete sales while fostering ongoing customer relationships.

The powerful syndication tools in Zoovy allow you to simplify and automate the process of listing products directly from your Zoovy web store.

Advanced scheduling and pricing rules let you control which products appear where, how much they sell for and how many of them will sell. The whole sales process is tied into your common product database which updates in real-time as products are sold. All sales come through the Zoovy checkout, maintaining all orders and inventory control in one place.