

faq

CI Where-to-Buy Service & Implementation

what is a CI Where-to-Buy button/link?

The CI Where-to-Buy button provides a path to purchase in every digital impression, sending consumers directly from your brand site, microsite, ads, emails, and more (see below), to the specific product pages within your retail partners' sites.

how are CI Where-to-Buy buttons different from static links?

In the past, brands were only able to provide shoppers with a static list of retailers or retailers' logos. Where-to-Buy links represent a huge step forward from these links in terms of providing a better customer experience and improved reporting that will result in higher sales.

CI Where-to-Buy Buttons Provide:

intelligent link rendering: When a shopper clicks a Where-to-Buy button, CI checks up-to-date retailer stock levels of that item before returning retailer options, eliminating the frustrations and lost sales associated with directing customer to retailers where the product is not available.

deep links: Customers are linked deep within the retailer's site, to the product page for that item. That provides a better customer experience, and removes the distractions and lost sales involved in seeing competitive offers.

link maintenance: Retailers regularly update links to pages, and CI manages making these changes for you. This prevents would-be customers from receiving broken link notices when trying to buy your products.

visibility/reporting: CI provides full reporting on link interaction and response rates, allowing you to measure ROI on a per-link basis.

where are all of the places a Where-to-Buy button/link can go?

Your options are virtually unlimited, but the following is a starter list of where they can be placed:

Your manufacturer page
Microsites
Email
Facebook
YouTube Videos*

Blogs
Twitter
Display Ads
ExpoTV Reviews*
Chat

Newspapers
Magazines
Direct Mail
Television
Mobile

* premium services

The insights from these display ad campaigns was just incredible.

- Brand Manager,
Baby Care Products



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why are there incremental charges for additional links?

Beyond your brand site implementation, there is only a nominal charge for most new links. Each link is launched, managed and reported on separately, and this small charge is necessary to provide these services.

Some Where-to-Buy links are more involved to deploy and support, and these are noted as Premium Implementations. These require additional CI development and support time, new retailer rule groups, mapping activities, and usually involve coordination with third parties like your agencies, social media sites, and participating retailers. CI personnel is happy to provide pricing for these Premium Implementations upon request.

The cost for CI services was nothing compared to the cost of making customers find - or not find - our products themselves on our retailers' sites.

- VP, Marketing
CE Manufacturer

what kind of reporting do I get?

You (and/or your designees) will be given a login to access real-time reporting whenever you need it, 24/7. CI provides an extensive menu of reporting options that includes impressions, direct clicks, indirect clicks, and more. This reporting goes all the way through to the sale, so includes conversion data by retailer, number of products purchased, the total dollar value of the order, etc.

what am I required to do to implement the service?

Once you notify CI that you would like to go live with the Where-to-Buy service, you will be contacted by your CI Where-to-Buy support team, who will guide you through the implementation. The process is very simple on your end, and will take very little time. The three basic steps for the first implementation are:

1. **collateral exchange** You let us know the SKUs on which you'd like to use Where-to-Buy services, the retailers you would like to have included and the UI(s) that will be involved in the implementation.
2. **build** CI will build the service for you, including sending welcome packages to retailers (if any) that are not already associated with Channel Intelligence.
3. **code delivery/implementation** CI will deliver the necessary code to you and show you how to implement it on your website.

Additional links for other sites, social media, advertising, etc. can be added quickly upon request. Remember that all campaigns are tracked and reported separately, so you will know exactly what is driving sales, and what is not.



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