If you want it ... Choiceit.com

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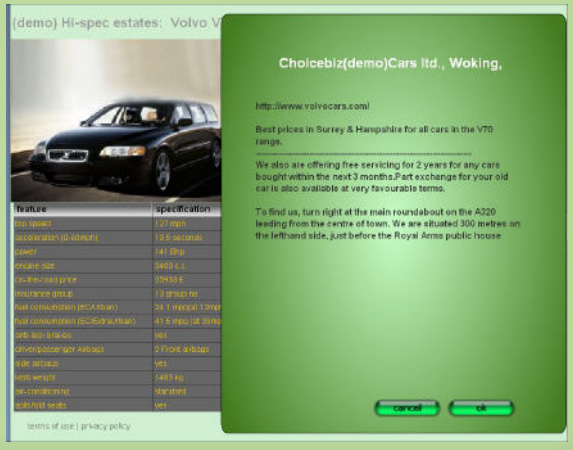
ChoiceIT for Retailers

How ChoiceIT works . . .

- Shoppers choose a product category of interest, & then apply their constraints and preferences.
- Any non-qualifying product thumbnail photos fall away, leaving a personalised shortlist of products.
- Clicking any thumbnail reveals a full product specification with a larger photo, & a button titled ("where can I buy this"), which when pressed displays a list of signed-up retailers for the product, along with their price and location (can include nationwide)

- When selected, your promotional text is displayed, before redirection to your website's product page



Advantages

- Retailers receive only hot prospects from ChoiceIT as they've already short-listed your product

- Shoppers can confidently close the sale, following in-depth comparisons using their particular requirements (in an easy and enjoyable way)
- Switch to other products in the category during the year, with no further charges - (takes account of current sales trends & stock positions)
- We're flexible & can include any currently unlisted products within our existing categories for you
- Update your details & pricing anytime online
- Shoppers can view a large scrollable promotional block of text for you & your product
- Irrespective of shopper shortlisting, your website link is additionally advertised and accessible from the "useful links" menu
- Special rates available for dealerships

How are we different?

- In-depth (as well as simple) comparisons
- Not price-driven – shoppers appreciate that
- Market research feedback 2nd to none
- Unbiased and impartial

Sign-up with us

- Being among the first retailers you get to receive a larger proportion of the redirections
- Special introductory rate of only £49 p.a. (or free if your supplier is part of a ChoiceIT dealership agreement)

We don't use pay-per-click

- recent legal cases have exposed the fraudulent use where clicks are improperly generated by competitors to damage, or by sites to unfairly maximise revenue
- with an agreement, you know the full cost over the year, and can budget accordingly
- ... and our rates are cheaper for you than pay-per-click.

Note: Screen-shots represent test data - not actual values