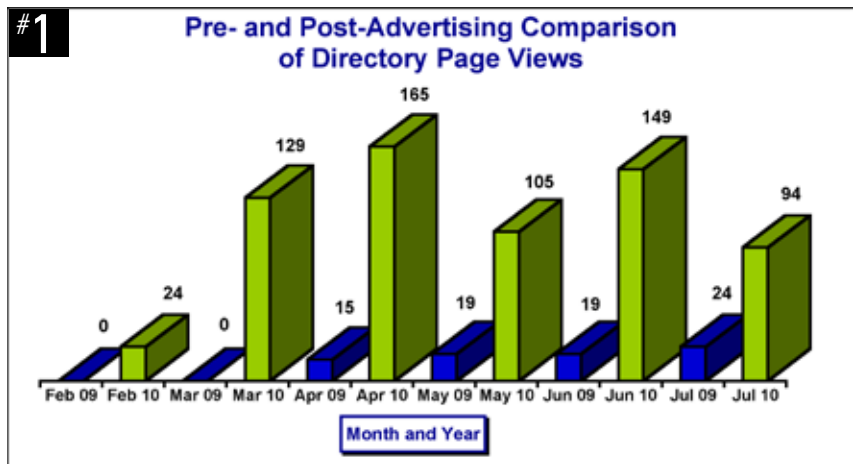


TRA-SER[®] SX

Manufacturer Advertising Case Study

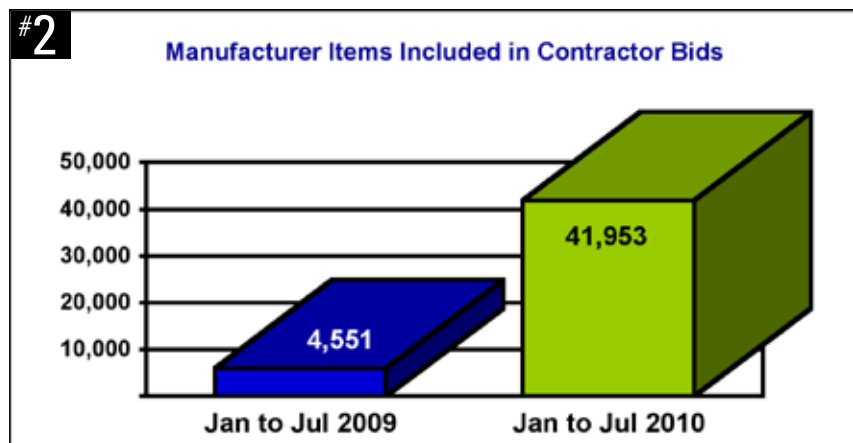
The following is a case study of an actual manufacturer who advertises in **TRA-SER SX**. For several years prior to advertising, the manufacturer's products were listed in the **TRA-SER** database. **Chart #1** indicates the difference between their page views in 2009 (when they did not advertise) and 2010 after they began advertising. As you can see, there was a **significant increase** in their page views from advertising in **TRA-SER SX**, **a huge 765% increase!**



Source: Google Analytics for www.tradeserviceonline.com

Chart #2 shows how the increase in pageviews translated to an actual increase in representation of items in contractor bidding transactions. Over a 7 month period, **Trade Service** tracked how many of the manufacturers' products were used within contractor bids. In 2009, before the manufacturer began advertising, the products appeared in contractor bids 4,551 times, but in 2010, the number jumped to 41,953. This represents **an over 822% increase** in manufacturer items appearing in bids after they began advertising in **TRA-SER SX**!

The bottom line is that you will get more page views and more exposure for your brand by advertising in **TRA-SER SX**. While the results of advertising vary, it is without a doubt a wise investment to put your brand in front of contractors who are, at that very moment, choosing whose product to include in their project. Put your advertising dollars to better use and contact us today about securing your spot in **TRA-SER SX**.



Source: Supplier Xchange transactions from January 2009 to July 2010.