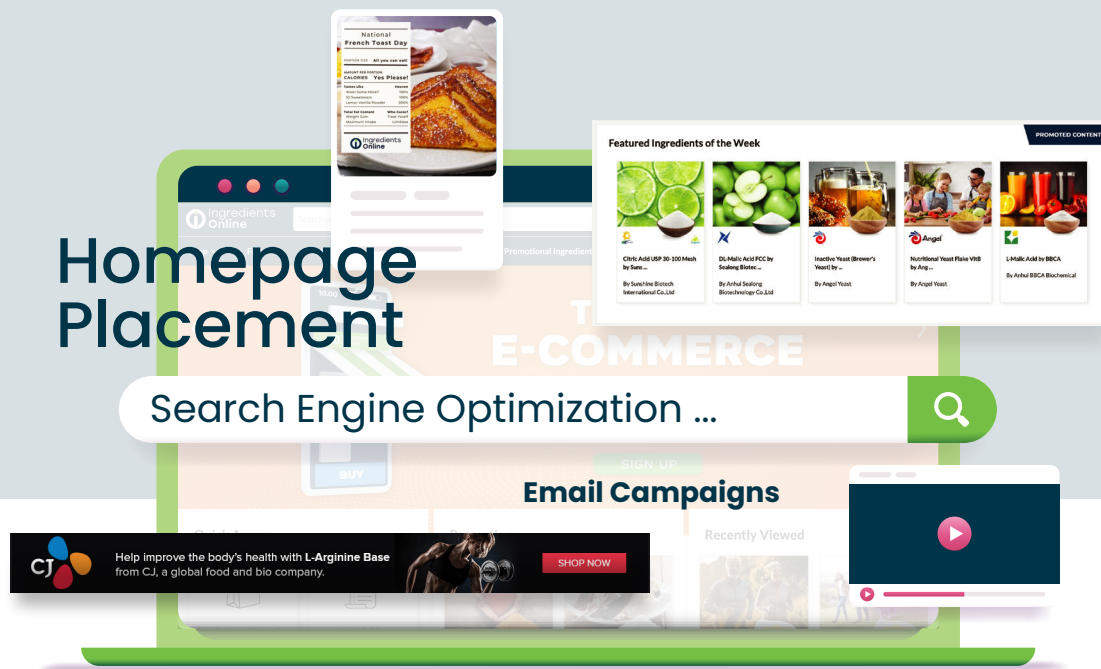


DIGITAL MARKETING OPPORTUNITIES

Expand Your Reach With Proven E-commerce Strategies!

Are you looking to expand your business and reach a wider range of potential buyers? Ingredients Online makes it easy for you to promote your business to thousands of supply-chain members in the dietary supplement, food and beverage, animal nutrition, and personal care industries.



Our advertising platforms provide selling partners like you with the opportunity to increase your sales and drive ROI. With our wide range of marketing services, you can reach buyers in the right place and at the right time to maximize your investment.

Run-of-Site Advertising

Leaderboard Ad

A leaderboard is a website display ad that can be featured at the top of every webpage other than our homepage. This ad can contain anything from a factory spotlight to a products list, or a bit of both! The objective of this ad is to draw attention to your content and generate impressions, helping to maximize traffic to your web pages.

What You'll Get

- A month-long ad campaign for content of your choosing

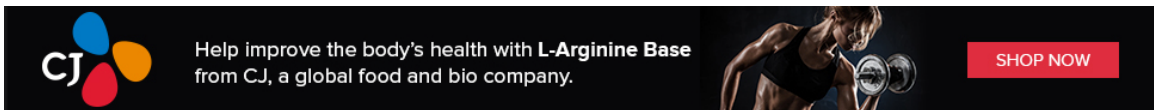
What You'll Get (Cont'd)

24,000 guaranteed impressions (eyes that land on your content).

- Advertisement performance analytics at the end of the month-long campaign.

Specifications

- 970px x 90px.
- Use strong imagery and copy with clear call to action.



Homepage Advertisement

Featured Ingredients

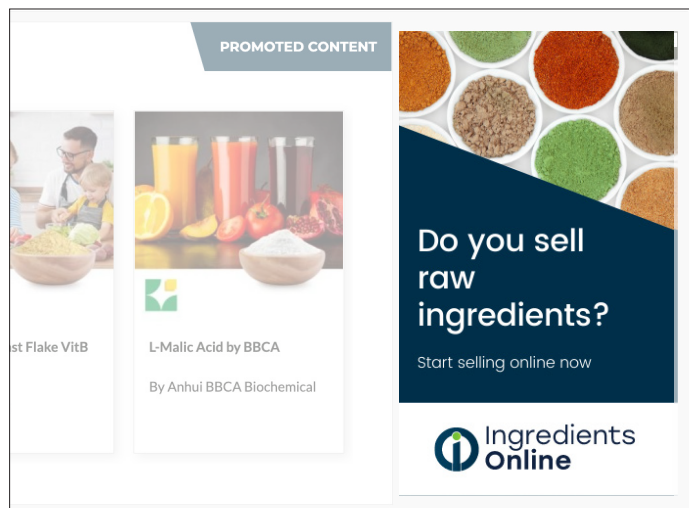
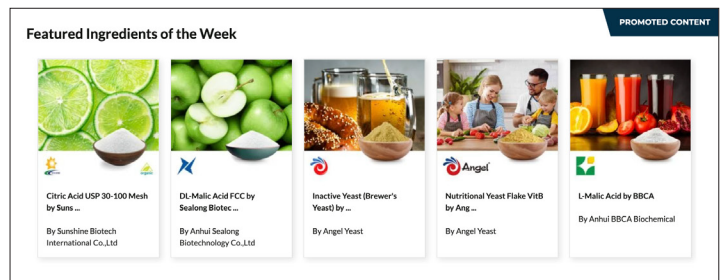
This is a product card that will appear in the Featured Ingredients section of our homepage. The card will contain imagery, your product name, and your factory name.

What You'll Get

- A featured product card on our homepage that includes imagery, product name, factory name, pricing, and availability.
- Page analytics for homepage views and click conversions.

Specifications

- Produced by Ingredients Online.



Mini Skyscraper

This is a display ad that will appear next to the Featured Ingredients section of our homepage. The objective of this section is to draw immediate attention to your content, driving impressions and clicks from daily homepage visitors.

What You'll Get

- A display advertisement featured on our homepage that may contain factory or product messaging and imagery that runs for one month.
- 2,500+ impressions per month.

Specifications

- 248px x 475px.
- Use strong imagery and copy with clear call to action.

Email Advertisement

Prospect Email Campaign

This is a single email blast that will be sent to our list of marketing qualified leads. Prospect emails give our potential buyers that added tug to close on their conversions.

What You'll Get

- One takeover email blast with content of your choosing. This can range from product lists to a factory feature.
- An audience of 20,000+ marketing qualified leads.

Specifications

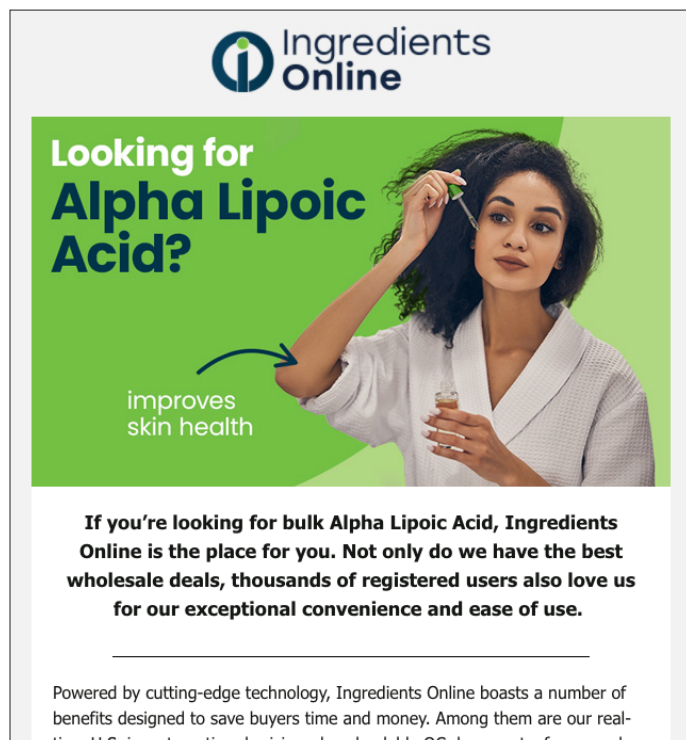
- Hero image, graphics, and copy.
- Products (optional).

Customer Email Campaign

This is a single email blast that will be sent to our list of sales qualified leads (active buyers). Customer emails generate the highest engagement and conversion performance. Consider this option as an aggressive vehicle to stimulate sales.

What You'll Get

- One takeover email blast with content of your choosing. This can range from product lists to a factory feature.



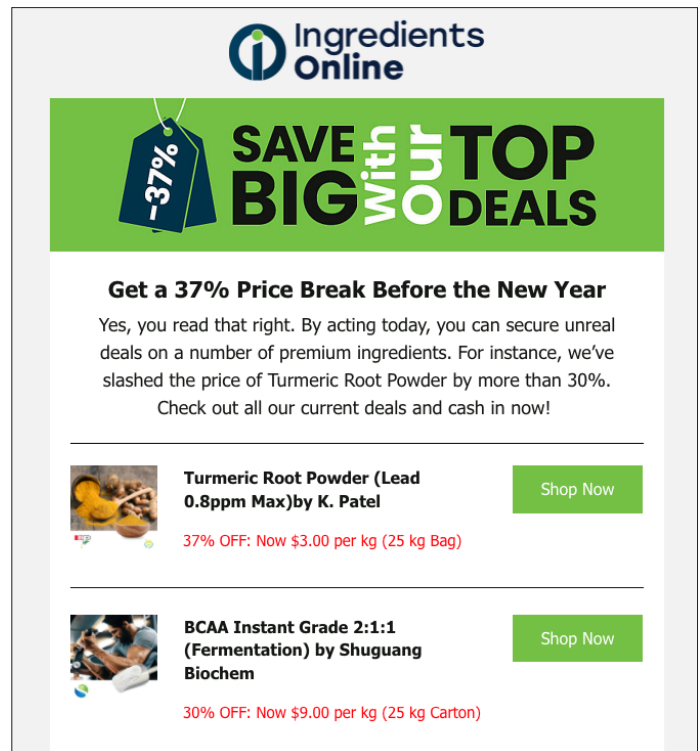
Ingredients Online

Looking for Alpha Lipoic Acid?

improves skin health

If you're looking for bulk Alpha Lipoic Acid, Ingredients Online is the place for you. Not only do we have the best wholesale deals, thousands of registered users also love us for our exceptional convenience and ease of use.

Powered by cutting-edge technology, Ingredients Online boasts a number of benefits designed to save buyers time and money. Among them are our real-time U.S. inventory, tiered pricing, downloadable COC documents, free sample




Ingredients Online


SAVE With OUR TOP BIG DEALS

Get a 37% Price Break Before the New Year

Yes, you read that right. By acting today, you can secure unreal deals on a number of premium ingredients. For instance, we've slashed the price of Turmeric Root Powder by more than 30%. Check out all our current deals and cash in now!

 **Turmeric Root Powder (Lead 0.8ppm Max) by K. Patel** [Shop Now](#)

37% OFF: Now \$3.00 per kg (25 kg Bag)

 **BCAA Instant Grade 2:1:1 (Fermentation) by Shuguang Biochem** [Shop Now](#)

30% OFF: Now \$9.00 per kg (25 kg Carton)

What You'll Get (Cont'd)

- An audience of 5,000+ marketing qualified leads.
- Email campaign analytics including open rates and click-through rates.

Specifications

- Hero image, graphics, and copy.
- Products (optional).

Dynamic Email Campaign

This is an automatic email campaign that will trigger based off cart abandonment, browse abandonment, and price drops. Dynamic campaigns will send individual emails to users that have landed on your webpages. This is a sure-fired and aggressive way to generate revenue.

What You'll Get

- A targeted cart abandonment, browse abandonment, or price drop email sent to users that land on your product pages. This campaign runs for an entire month.
- An audience of 5,000+ active sales qualified leads.
- Email campaign analytics including, number of emails sent, open rates, and click through rates.

Specifications

- Produced by Ingredients Online.

Search Engine Optimization SEO Services

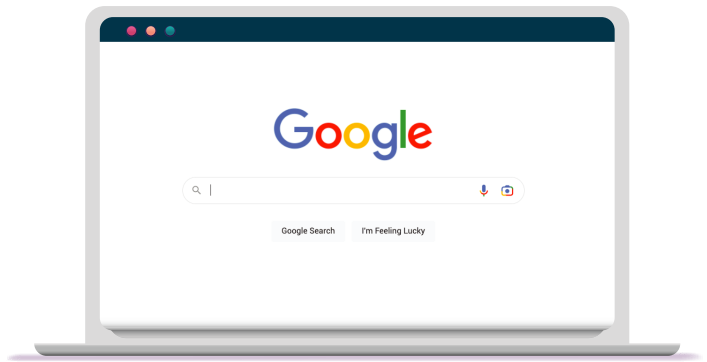
1. Keyword Update: As search engine algorithms constantly evolve and learn from user queries, it is important to update on-page keywords regularly. Our SEO team will constantly update your page with new keywords to optimize traffic.

2. In-linking: Internal linking, or links between pages on a single website, is a core component of how search engines discover and rank a website's content. Our team will build and maintain links between your product pages, factory page, relevant blog posts, and other content landing pages to optimize your authority.

3. Metadata Maintenance: Search engines also crawl a web page's defined metadata fields for information that is relevant to a search query. This is data that is in the "backend" of a website and does not appear on-page. Our team will continuously optimize this data to increase your search authority.

What You'll Get

- A full search engine optimization service pack containing



What You'll Get (Cont'd)

all the service items for SEO.

- A monthly consultation on strategy changes, keyword updates, and other best practice action items.
- A thorough analytics report of traffic growth attributed to Search Engine Optimization.

Specifications

- Produced by Ingredients Online.

Social Media Organic Post Campaign

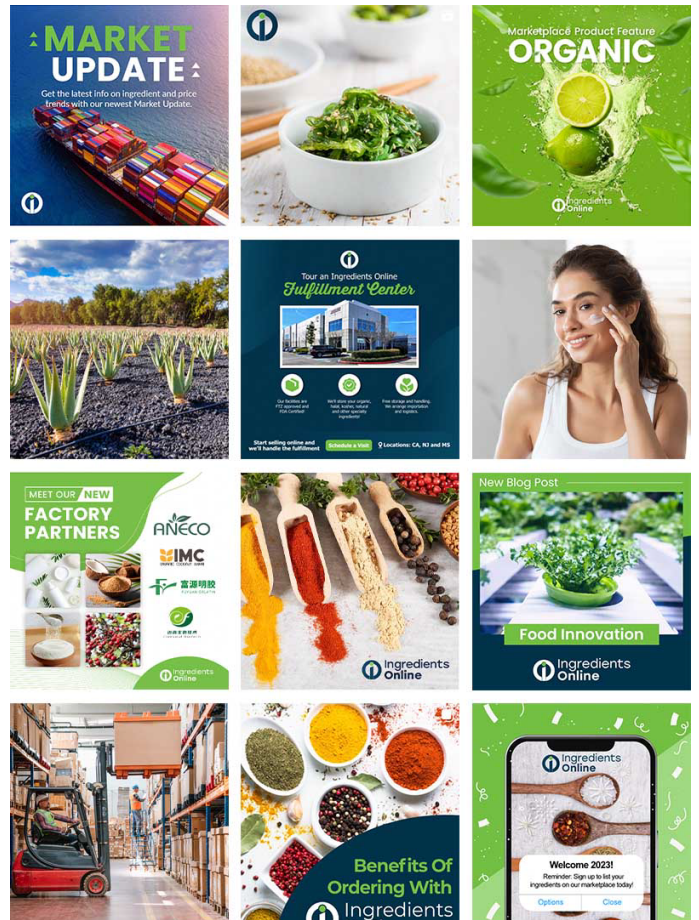
An organic post campaign is a social media post on all four of our social media channels including LinkedIn, Instagram, Facebook, and Twitter. Social media is second to none in building brand awareness.

What You'll Get

- A social media post that may contain anything from product to brand awareness messaging and imagery.

Specifications

- Specifications will be provided upon purchase and are channel-dependent.



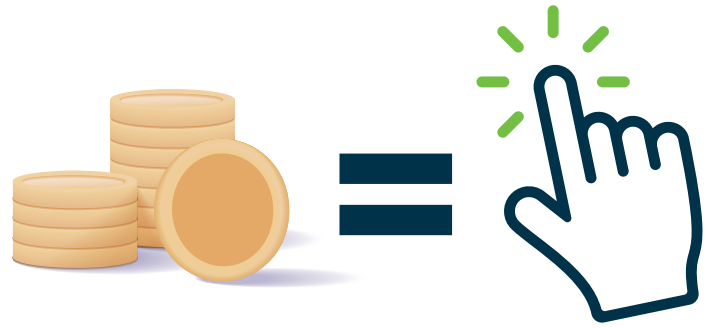
Pay Per Click

PPC Campaigns

- 1. Company PPC Campaign (Branded):** An ad specifically promoting your company. This ad can direct users to your full catalog of products. Runs for one month.
- 2. Product PPC Campaign (Non-branded):** An ad specifically for individual products. This ad can direct to any one of your product pages.
- 3. Display Ad PPC Campaign:** An ad that will appear on other websites. This ad can contain product or catalog messaging. Runs for one month.
- 4. Video Ad PPC Campaign:** A video advertisement that will air on YouTube.

What You'll Get

- Guaranteed traffic expansion via paid clicks.
- Consultation on keywords to use for ads as well as
- Email campaign analytics including open rates and click-through rates.



What You'll Get (Cont'd)

keyword strategy adjustments.

- Campaign analytics including new traffic from campaign, clicks, impressions, and conversion rates.
- Analytics on advertisement performance and click rates to linked content page (image included).

Specifications

- Produced by Ingredients Online based on campaign needs.

Contact

USA & International

Sales and Marketing

IOmarketing@ingredientsonline.com