2023
SUPPLIER SERVICES

SPS COMMERCE

The Order Central Network

RETAILERS

Over 600 Independent , Specialty and Natural Retailers processing over $1 Billion in retail sales annually


SUPPLIERS

800+ Natural and Specialty Product Vendors with over 15,000 unique brands and 500,000+ active products

SPS COMMERCE

941-227-2105 | nmparmenter@spscommerce.com

What We Do

SPS Commerce has developed an ordering platform that connects retailers needing to order products with suppliers wanting to sell products and receive orders electronically. This platform feeds supplier catalog data, pricing and promotions directly to thousands of independent and natural retailers, making it easy for them to order and stock your products.
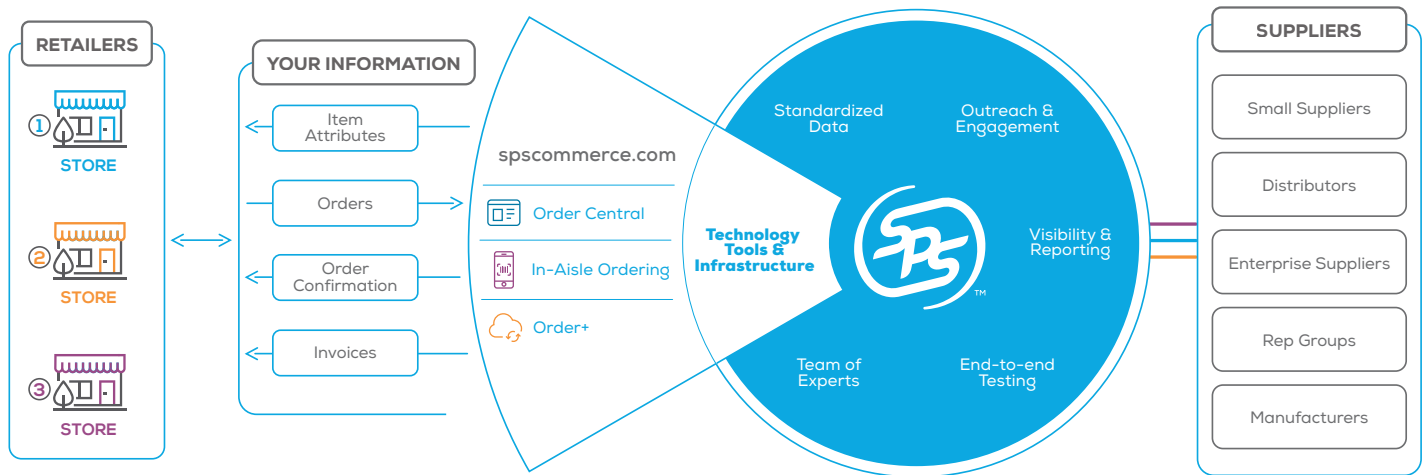
TARGET INDEPENDENT & NATURAL RETAILERS

Our platform is accessed daily by a network of 600+ independent and natural buyers, from large natural chains down to single independent stores.

GENERATE LEADS

Samples, Contests, and Giveaways promoted in our platform can generate new store leads to help you expand product lines.

PROMOTE BRANDS, NEW PRODUCTS & DEALS

Market your brand, new products and deals to our network of retailers creating orders and searching for products every single day.

SIMPLIFY ORDERING FOR RETAILERS

Brands can electronically publish product data, pricing and promotions in real time to retailers in the Order Central platform, resulting in a simple and efficient order processing workflow.

SPS COMMERCE

Trade Marketing Services

With our expansive network of engaged buyers, digital advertising within Order Central gives your brand a comprehensive promotion opportunity to put your products in front of decision-makers, long after your broker or sales rep has left the store.

FEATURED DIGITAL AD PACKAGE

Appearing on the Order Central Dashboard, Search page, Promoted Products page and Promotions quick link page, our largest advertising asset is visible to buyers at their most critical points of purchase. Highlight your brand, monthly deals, new products, sample offers, and sales support material with a featured listing. This ad can link to an external URL or to an enhanced search result with featured products. Generate new account leads with a 'contact brand' link. Add up to 5 recommended products to enhance the listing.
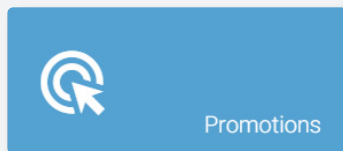
Ad Specs:

- Product name(s)
- Product UPC(s) or URL for External Link*
- Headline Text: 20 characters (including spaces)

- Description Text: 60 characters (including spaces)
- Image of product(s) being featured or link to Video
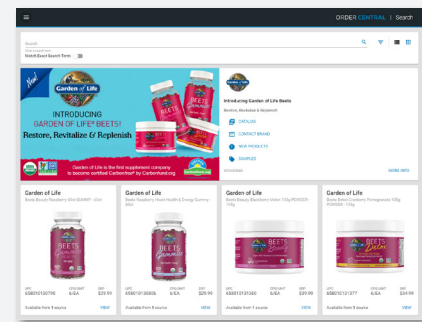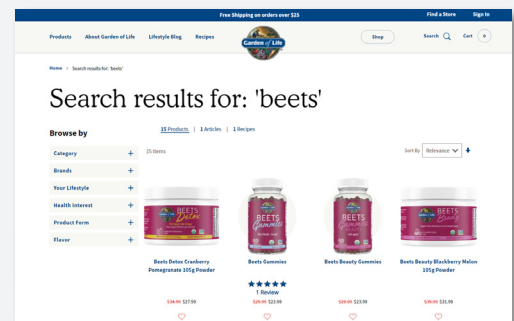 Image size: 705px(w) x 396px(h) @ 72dpi
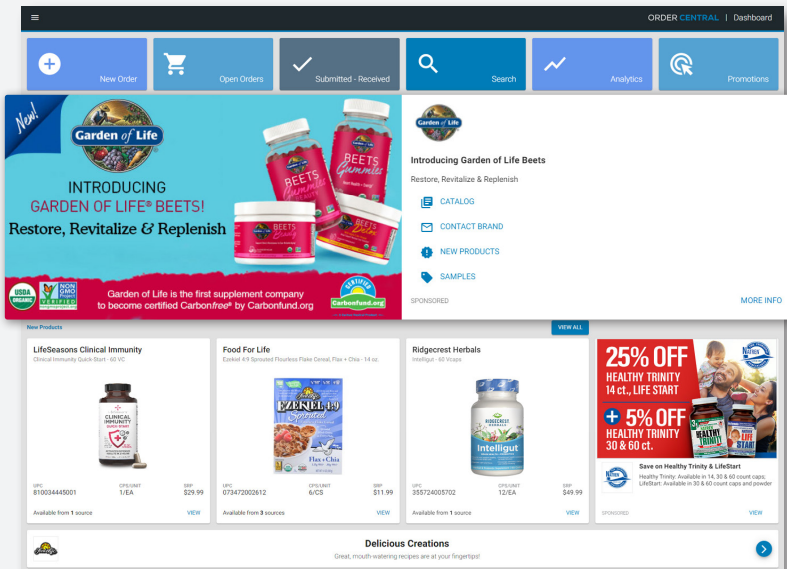
Dashboard View in Order Central

*Featured Digital Ad can be linked to product(s) <u>or</u> web page URL.

View All Promotions from Order Central Dashboard
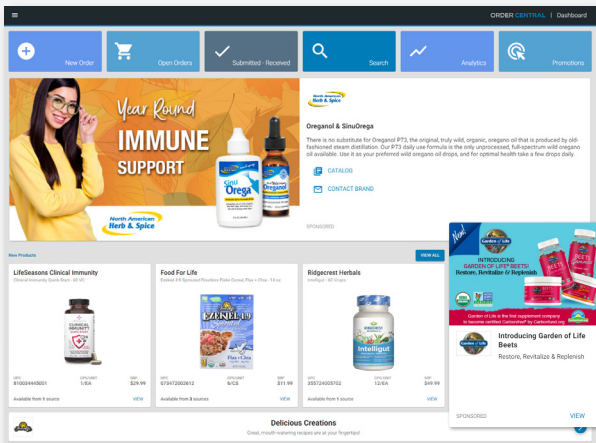

Search Ad view in Order Central


Link to External URL

3

DISPLAY ADS

Order Central dashboard, ordering, view all promotions, and search results pages, our display ads allow brands to impact buyers repeatedly throughout the process of creating, reviewing and submitting orders.

Ad Specs:

- Product name(s)
- Product UPC(s) or URL for External Link*
- Headline Text: 50 characters (including spaces)

- Description Text: 150 characters (including spaces)
- Image of product(s) being featured

  Image size: 450px(w) x 300px(h) @ 72dpi

Display ad on Order Central Dashboard
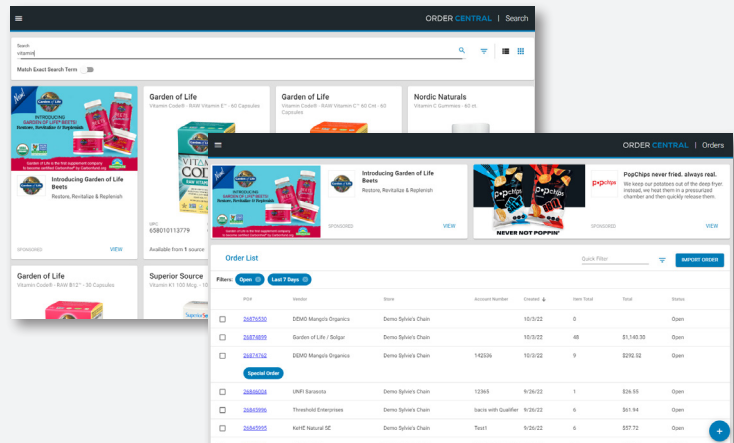
Display ad on Search and Order Page in Order Central

*Display ads can be linked to product(s) <u>or</u> web page URL

RECOMMENDED PRODUCTS

Select up to 5 products to feature on an enhanced display ad listing, or opt for stand-alone recommended product featured on a product search page. Promote your new products and encourage line extensions at point-of-purchase.

Recommended Products

Nutribiotic	Nutribiotic	Nutribiotic	Nutribiotic
Rice Protein, Vanilla - 3 Lb	Rice Protein Packets, Mixed Berry - 12 ea	Rice Protein, Plain - 21 Oz	Rice Protein Packets, Plain - 12 ea
UPC 728177001568	UPC 728177001698	UPC 728177001506	UPC 728177001544
SRP $49.24	SRP $14.99	SRP $26.49	SRP $14.99
Available from 1 source VIEW	Available from 1 source VIEW	Available from 1 source VIEW	Available from 1 source VIEW

4

941-227-2105 | nmparmenter@spscommerce.com

PENCIL ADS

Promote your brand at point-of-purchase with targeted ads on the Order Central Dashboard.

Information to Include:

- Product name(s)
- Product UPC(s) or URL for External Link*
- Headline Text: 20 characters (including spaces)

- Description Text: 60 characters (including spaces)
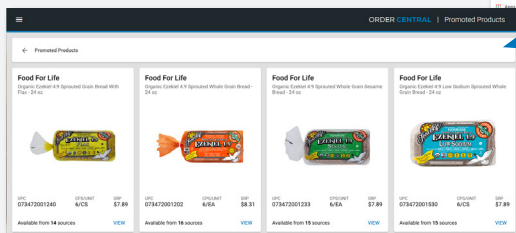- Image of product(s) being featured
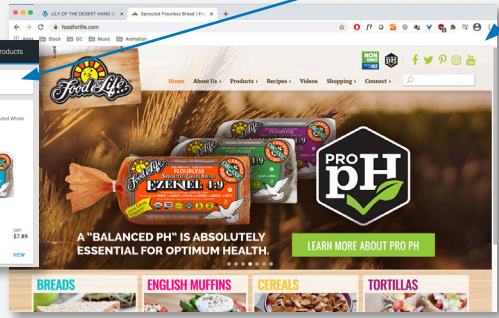

Ezekiel 4:9 Sprouted

Sprouted, Flourless to Maximize Nutrition & Digestibility

*Pencil ads can be linked to search ads, products, or web page

Promoted Products view in Order Central

Link to External URL

In-Aisle Promotions

Order Central's in-aisle application gives brands the opportunity to push their promotions right into the hands of buyers.

NEW PRODUCT SHOWCASE

Help retail buyers discover new products in Order Central. With rich product data, this offering provides buyers with the detail they need to make new product stocking decisions.
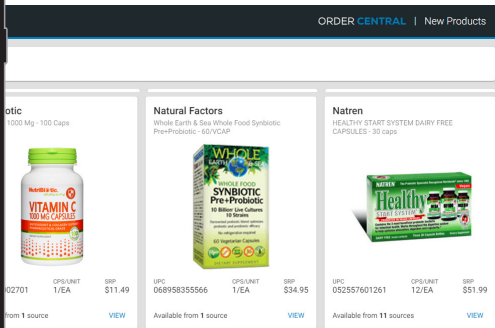

New Product Showcase

Key Features:

- Highlights New Products at top of Order Central dashboard and in new product section of in-aisle application.
- Enhanced listing in-aisle allows buyers to request more information.
- "View All" Feature allows the buyer an opportunity to review each product, detailed information, and add to an order.
- Interactive Alerts in-aisle for responsive promotion.

SPS COMMERCE

941-227-2105 | nmparmenter@spscommerce.com
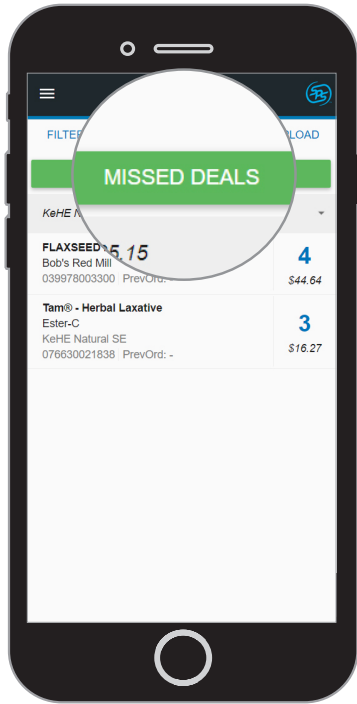
MISSED DEALS FEATURE

Help retail buyers find your deals right in the aisle. Buyers can easily view which deals they haven't yet taken advantage of and quickly add them to their order.
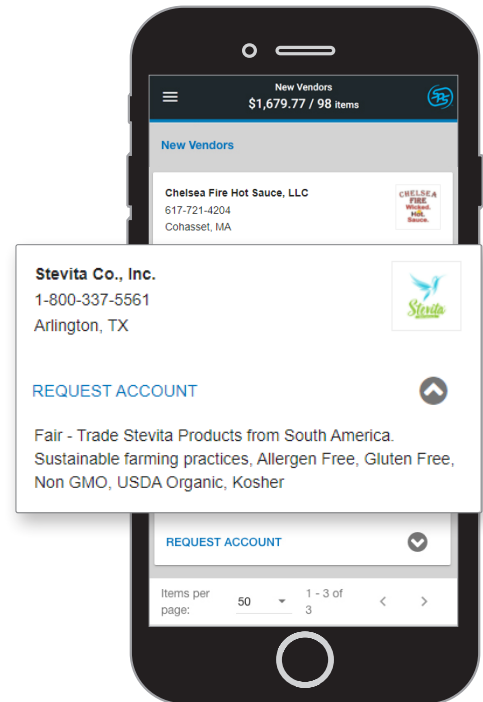
Includes:

- Alert in Review Page Prior to Order Submission
- Product and Promotion Details Visible In-Aisle
- Increase Promotion Participation

NEW VENDOR PROMOTION

Get discovered by our network of retail buyers. Retailers can easily view new vendors right in the aisle, accessing vendor information and requesting new account setup.

Includes:

- Quick Tap Account Request for New Accounts
- Your Brand Contact Information at Their Fingertips

Email Marketing Services

CO-SPONSORED EMAILS

Monthly co-sponsored emails are sent to buyers, featuring specific themes or showcasing featured products. These campaigns encourage buyers to include featured products in their upcoming store promotions.

- **Over 1,800 Independent Natural Retailer Buyer emails**

- **Industry standard read rate - 4%. Our read rate 8-17%.**

- **Link to catalog, website, videos and more**

- **Themed, co-sponsored and Expo emails available**

Brand Spotlight emails

SPS COMMERCE

941-227-2105 | nmparmenter@spscommerce.com

MO14629 ©2022 SPS Commerce

Advertising Reports

We process close to over $2 Billion in wholesale orders each year, giving us a substantial amount of data on retailer purchasing activity. Our data provides insights into how your brand and promotions are performing in a range of independent and natural stores across the US.

ADVERTISING REPORTS

Our advertisers get access to valuable product and promotion data. These are just a few of the reports available.
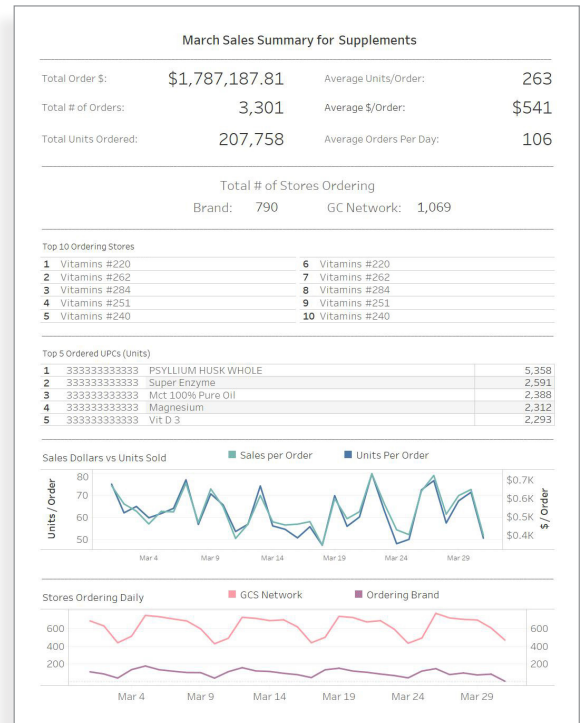
Monthly Sales Summary

Provides a brief overview of all sales through our system monthly. Includes top retailers, top UPCs ordered and more.

New Store Order Report

View retailers that have ordered your product for the first time through our system during the ad month. Also, view their subsequent orders over advertising campaign length.

Gap Report

See which retailers are ordering from you but not ordering your top selling products. Follow up to close the gaps and expand your product set.

Monthly Sales Summary

New Stores Report

Gap Report

SPS COMMERCE

Sales Genius

WHAT IS SALES GENIUS?

Sales Genius is a web-based software tool developed for brokers and manufacturer sales reps in the natural product industry. It saves companies time by streamlining order writing, collecting pre-orders, managing vendor data, and producing sales performance reports.

Key Benefits

- Reduce time creating and submitting orders
- Increase order accuracy
- Faster order turnaround at retail
- Clear visibility into promotions, product status and new products
- Quick access to brand catalog information
- Automated reporting for clients and internal uses

- Access platform anywhere
- Capture and report on product demand
- Reduce admin labor spent managing promotional data
- Support green business practices
- Decreased time required to manage vendor data

What Can Sales Genius do for Your Company?

SAVE TIME, SAVE MONEY, SAVE LABOR and FOCUS on GROWTH! Sales Genius was built specifically for reps in the natural product industry. It was designed to help brokers and manufacturer sales teams spend less time manually writing orders, managing and tracking various spreadsheets, sending and following up on orders, and creating vendor reports. Orders written with Sales Genius saves a minimum of 20 minutes per order versus traditional manual ordering methods. If a sales rep writes at minimum 2 orders per week, they can save over 34 hours per year — a whole work week for each rep writing orders! What could your reps do with that time? Call on more stores, spend time focused on selling in additional products, and more!

ORDER DETAILS

Store purchase orders captured online saves time!

SPS COMMERCE

941-227-2105 | nmparmenter@spscommerce.com

SPS COMMERCE

To learn more about our services, contact
one of our supplier sales representatives.