

Connexity CPC Listings Pricing Update

Connexity is pleased to announce that based on your feedback we will offer an additional way to bid in our CPC Listings platform. Since the PriceGrabber acquisition earlier this year we have been working to build a system incorporating the best features from each platform. To bring more flexibility to bidding you can now place bids below the \$4 rate.

What are the important changes?

- New Target CPC Bid option allows bids in any amount from \$0.05 and \$1.25.
- New minimum bid is \$.05. Bids from \$0.01-\$0.04 will be charged at \$.05 and \$0 bids will increase to your Subcategory or Single Rate bid amount.
- Single Rate Smart Pricing will not change

What are Target CPC Bids?

With Target CPCs, merchants can place bids in any amount between \$0.05 and \$1.25. Our Smart Pricing system adjusts rates for individual clicks by traffic quality with the goal of achieving an overall average CPC close to the target bid entered.

The maximum charge for an individual click will never exceed 30% more than the Targeted Bid entered. Individual clicks may be charged at an amount lower than the Targeted CPC entered. Outside the holiday season your overall average CPC should be close to your Targeted Bid.

Keep in mind a higher bid will better your chances to produce a higher volume of leads. With Target CPCs you can bid with confidence knowing that your offer CPC will never increase more than 30%.

What are Single Rate Bids?

Single Rate Smart Pricing gives you the greatest exposure to inventory throughout the Connexity network. With Single Rate bids you set a maximum bid of \$4 or more and our Smart Pricing system chooses the appropriate CPC based on the quality of the lead. Single Rate bids are maximum bids and you can never be charged more than the actual bid entered. Similar to Target CPCs the amount paid will be adjusted based on traffic quality and could be as low as \$.01 resulting in a materially lower average CPC. In many cases a Single Rate bid will result in a lower charged CPC than a Targeted Bid.

Detailed Click and Cost Information

Single Rate Bid	Clicks	Actual Average CPC
\$4.00	200	\$.50
	500	\$.10
	67	\$.75
Total	767	\$.26

What are Subcategory Bids and why are they important?

Subcategory Bids provide pricing coverage for all offers in that subcategory where you have not entered a product bid or that have a \$0 bid in the feed. Subcategory Bids can only be placed in the Merchant Interface. We strongly recommend that you login to your Business Services account and enter a bid for all Subcategories where you list products.

Can I continue to bid at \$0.00 or \$0.01?

No - the minimum bid is now \$0.05. Offers set at a \$0 bid or with no bid will be assigned your Subcategory Bid or the Single Rate of \$4 if no Subcategory Bid has been entered. If you do not wish to drive full traffic you must place a Target CPC Bid at the subcategory or product level. Items bid between \$.01 and \$.04 in your data feed will be assigned the minimum bid of \$0.05.

Do I have to use the same pricing structure for all offers?

No, you'll be able to determine which pricing structure to use on an offer-by-offer basis and at the Subcategory or Product level. You can use Single Rate CPCs for some offers, and Target CPCs for others.

When should I use Single Rate Bids?

Your bid amount will determine your placement and exposure. To ensure the highest traffic volume on our combined Connexity and PriceGrabber network we recommend that merchants use our Single Rate Smart Pricing. Products with a bid of \$4 or more are guaranteed to receive more exposure than products with Targeted Bids. The actual CPCs charged for Single Rate bids could be less than a Targeted Bid and will produce more lead volume. Single Rate gives us the flexibility in pricing to distribute your offers throughout our entire combined network. We limit exposure for products with Target CPC bids so they may be a better option for products that do not produce conversions.

Bid Value	Subcategory CPC	Billable CPC Rate
\$0.00 / No feed bid	Not entered	\$4.00 - Single Rate
\$0.00 / No feed bid	\$0.10 - Target CPC	\$0.10 - Target CPC
\$0.01 - \$0.04 / Feed Bid	Not Relevant	\$0.05 - Minimum Target CPC
\$1.26 - \$3.99 / Feed Bid	Not Relevant	\$4.00 - Single Rate

Please Note: To allow time to update all feeds and bids we will have a grace period during which bids outside of these ranges can be adjusted

How can I control / adjust pricing?

You can adjust pricing either through the Connexity Merchant Interface (<https://account.connexity.com>) or through your data feed. You will be able to set bids at the product level as well as for all Subcategories. Subcategory bids will only apply when your offer does not have a product bid.

Bids in your data feed will take precedence over bids set up in the Connexity Merchant Interface if an offer has a bid in both places.

Can I still use PriceGrabber's Rule-Based Bidding?

Not exactly. The Connexity bidding interface offers equivalent options for absolute bidding.

Pricegrabber	Connexity
Taxonomy Rule Bid	Subcategory Bid
Product Rule Bid	Product Bid

Automatic Brand and Price Rule Bids will no longer be supported. Connexity's Bidding Tool price filters and search feature can be used with Quick Fill Bidding to place bids at the price or brand level.

The PriceGrabber relative bidding option will no longer be supported. For products where you used Relative Bidding, consider placing a Target CPC bid.

How will my volume be impacted?

Click volume correlates to your CPC bid. Single Rate bidding provides the flexibility needed to fully maximize your exposure across our network while still ensuring your CPCs will match the quality of the lead. The volume of clicks delivered to offers with Target CPCs will be determined by the bid amount.

Will there be a holiday rate increase?

Connexity's Smart Pricing system eliminates the need for a specific rate card increase. Your Target CPC and Single Rate bids will increase in seasonal categories based on higher conversions but cost of sale and ROAS should improve.