

At A Glance

Enhanced listings enable vendors to maximise and manage their listing on WhatMatrix.

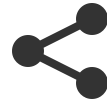
They are the perfect companion for any free product listing, whether you are launching a new product, want to increase awareness for an existing one or want to promote your leadership in a category. Get unique marketing assets for your campaigns, amplify visibility for your product on WhatMatrix and let us promote your product.



Maximize
Product Visibility



Unlock
Marketing Assets



Tailored
Social Media

**Guaranteed
Visibility!**

Guaranteed Visibility



What do visitors see when they open a comparison?

Without Enhanced Analysis:
Products are **randomly** populated!



WITH Enhanced Analysis:
Your product will **always** be shown!

Your Competitor	Your Competitor	Your Competitor
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	Always Your Product!	
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	Your product will always be pre-selected for comparison	

- × Visitors are unlikely to see your product (regardless of rank)
- × Can't specify preferred edition to show

- ✓ Every visitor will see your product!
- ✓ Showcase your preferred edition!
- ✓ Enable unique marketing assets!



Product Portfolio Card



Enabling 'Enhanced Analysis' for your listing activates a range of marketing assets for your campaigns. Showcase your product assets, point visitors to additional product information and generate leads.

These and other benefits are available with the portfolio card:



Visibility for your products and assets!

- Showcase your product with additional video and text content
- Promote product downloads, trials and other assets
- "Compare Now" to open comparison with your product in view

[see live example](#)



Lead Generation & Contact

- Enables quote-requests and contact for product information on WhatMatrix
- Link to lead-generation enabled downloads on your website



Connect & Share

- Get a dedicated URL for your portfolio card, point your prospects to it and include it in campaigns
- Community plaque that is automatically generated and enabled for sharing



Tailored Social Media



Enhanced Analysis listings can be promoted with tailored social media from WhatMatrix to promote the product listing and associated aspects. Activities vary and can be customized but typically include:

- Dedicated Twitter ad campaign from WhatMatrix handle (dedicated budget)
- Promotional blog(s)
- Linked-in updates



Pricing & Contact

	Bronze	Silver	Gold
Product Portfolio Card	x	x	x
Guaranteed Visibility		x	x
Social Media			x

contact us for more information and pricing

[contact](#)

*Monthly pricing; min billing period: 6 months; incl.10k/mo visits guarantee