

# ContentCast™

Manufacturer product content syndicated through the channel

- Seamlessly deliver rich product information and marketing assets that help websites sell more
- Receive real-time performance metrics on active content and campaigns
- Reduce the amount of time and resources needed to update product content in your partner community
- Generate more qualified leads for your partners
- Protect brand integrity and ensure consistent messaging

## OVERVIEW

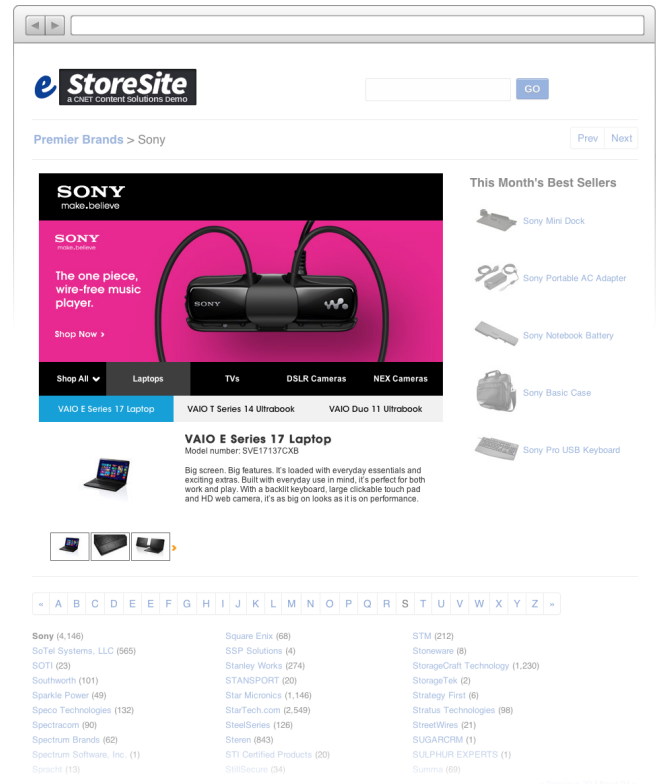
Businesses face the challenge of trying to distribute up-to-date, co-branded marketing materials to their partner community. Without this material, partners don't have the collateral and web assets that empower them to maximize product sales. But with content syndication, it is possible for manufacturers to deliver this content easily and in a timely fashion.

CNET Content Solutions provides content syndication through its ContentCast™ platform. ContentCast™ provides syndication to website product pages, online campaigns, brand pages and co-branded marketing collateral. ContentCast™ provides a comprehensive solution including creative assistance, asset organization, syndication, partner onboarding and rich analytics. This end-to-end model provides businesses with the ability to see and interact with the channel like never before.

## HOW DOES IT WORK?

ContentCast™ utilizes the content assets that manufacturers already have. These assets may include rich imagery, video, interactive demos, marketing copy, spec sheets and other assets prepared by the manufacturer. This content is packaged for easy web distribution and consumption, then mapped to the product identifiers that partners use on their websites.

ContentCast™ is buoyed by CNET Content Solution's background in organizing and distributing product data. Our flagship product DataSource™ is a comprehensive product database with over six million IT, CE and Office SKUs, serving 36 markets and 18 languages. This foundation of knowledge and data allows ContentCast™ to accurately map rich content to the correct products based on specific product part numbers, product models or even based on product attributes. CNET content can also be used to enhance the syndication offering.



**One line of code. Simple. Done.**

## INLINE CONTENT

Inline Content is manufacturer content displayed right on a partner's product page, without the need to click on anything or navigate anywhere else (no pop-ups). In this way, Inline Content guarantees 100% visitor engagement. Inline Content may be as simple as a blurb of text describing the product, or as rich and attractive as a full spread of marketing copy with supporting imagery and videos, photo galleries, datasheets, and more.

## EXPLORE PRODUCT

With Explore Product, manufacturer-generated product content is delivered through a pop-up window right on the partner's product page. Consumers receive a rich product tour, including features, reviews, image gallery, and more.

## LOGO SERVICE

Manufacturers can display their logo directly on their partner's product pages. When the consumer moves the cursor over the logo, a fly-out window opens that encourages the consumer to add products to their cart. Logos have significantly higher interaction rates than banners.

## BRAND SHOWCASE

With Brand Showcase embedded right into a partner's website, the manufacturer's brand is showcased within the site. The showcase window allows a partner to highlight the manufacturer's products available within their catalog, and even allows for purchasing right from the showcase window.

## CUSTOM MANUFACTURER CAMPAIGNS

ContentCast™ offers manufacturers the ability to customize marketing campaigns and syndicate those campaigns across all channel partner sites utilizing a single line of code.

## BENEFITS

- Sell more products with better product content
- Reach more end users with the confidence of a consistent message across channels
- Optimize channel deployment and dramatically reduce time to market
- Out-market your competition by aligning your online channel presence
- Strengthen your partner community
- Reduce time spent on updating product information on websites
- Increase scalability of marketing assets and campaign reach across the channel
- Track which online marketing activities impact traffic, leads, and sales from both a high level and a partner-by-partner basis

CNET Content Solutions is the world's leading independent source of product information.

With detailed content in 34 markets on over 12 million technology products in 23 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, and Tech Data.

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