

ContentCast™

Manufacturer product content syndicated through the channel

- Rich manufacturer product information and marketing assets delivered seamlessly to your website
- Real-time content and campaign updates directly from the manufacturer
- Reduce the amount of time and resources needed to update product content
- All at **NO COST** to you!

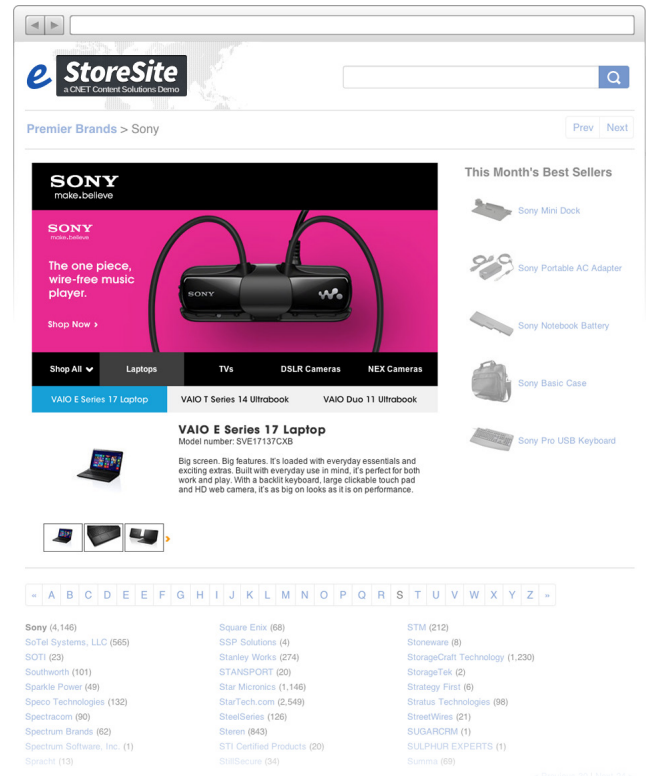
OVERVIEW

Online shoppers seek valid and comprehensive product information along with a strong brand experience to give them confidence and assurance to make a buying decision.

ContentCast™, CNET's content syndication platform, offers an easy-to-implement solution (one snippet of Javascript code) that provides retailers with a complete product and manufacturer brand experience, maximizing assets supplied by manufacturers such as video, Flash, HTML, graphics, marketing copy and more. Now retailers can maximize manufacturer-provided content, for FREE, by utilizing ContentCast™.

BENEFITS

- **Sell more products** with better product content
- **Receive up-to-date manufacturer product content** easily and simply, utilizing a single line of code within your site
- **Keep consumers interested** in your online catalog with the most current product information directly from the manufacturer
- **Reduce the amount of resources needed** to manage website content
- **Access the most current** manufacturer campaigns and marketing materials
- **Establish your site** as one of the most current for product information and reviews
- **Reduce marketing costs**
- Embedding the ContentCast™ code on your site takes only minutes and is **FREE of charge!**



One line of code. Simple. Done.

PRODUCT PAGES

Give your customers a rich purchasing experience. Utilize CNET's technical knowledge on each product in your catalog, along with product-specific reviews, galleries, and campaigns and promotions directly from the manufacturer.

- **Inline Content**
Manufacturer content displayed inline on a product page. No need to click on anything or navigate anywhere else. Inline Content guarantees 100% visitor engagement.
- **Logo Service**
The logo of compatible product manufacturers displayed directly together with the product and an expandable hover window that syndicates manufacturer content.
- **Explore Product**
A button displayed on the product page that when clicked reveals rich manufacturer-generated product content.

MANUFACTURER CAMPAIGNS

Access manufacturer product campaigns by grabbing one line of code and embedding it directly onto your website wherever you want the campaign displayed. When manufacturers update the campaign content, the information displayed on your website updates immediately, reducing the amount of resources necessary to continually update product content and messaging.

BRAND SHOWCASE

Display a manufacturer brand showcase, highlighting specific manufacturer products available within your catalog, and even enabling purchasing right from the showcase window.

SOCIAL MEDIA

The simple line of code delivered through ContentCast™ allows you to embed rich manufacturer product content directly onto your social sites, allowing you to reach the ever-growing market of social-media-savvy consumers.

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.

AMERICAS/ ASIA PACIFIC
+ 1.877.276.5560 toll-free

EUROPE
+ 41.21.943.03.55

www.cnetcontentsolutions.com
CCSales@CBSi.com

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