



ESP Supplier Store FAQs

Jennifer M - 2022-12-07 - ESP Web

What is an ESP Supplier Store?

An ESP Supplier Store is an enhanced supplier detail page in ESP®, where all of your information is aggregated in one place for easy viewing.

What is included in a Supplier Store?

- Most popular, recently updated and added products
- Catalogs and Flyers
- Banner ad and logo
- About Us & Contact Information
- Ratings & Specials
- Product & About Us Video

What are the advantages of having a Supplier Store in ESP?

Supplier Stores help you stand out while highlighting your brand's story at the same time. A Supplier Store holds all of your company's information in one convenient location, giving each distributor an in-depth look into your brand and enhancing their experience.

Is it maintenance-free for suppliers?

Yes, as soon as your information is updated in ESP, it automatically updates your Supplier Store.

How can I drive traffic to my Supplier Store?

ASI offers many advertising options in ESP provide great opportunities to drive traffic to your page. By guaranteeing your products appear on the home page and high in search results, distributors will be more likely to visit your store and purchase your products.

What happens if my company does not have a certain section on the page?

If your company does not have a certain section, the sections on the page shift up.

How do I make my Supplier Store a home run?

Make sure all of your information in ESP is up to date. Videos also help you get the most out of your Supplier Store — tell your brand's story with an 'About Us' video and give distributors a complete look at your items with product videos. Need assistance in the video department? We can help!

For more information on ESP Supplier Stores, visit asiadvertising.com/esp.