

GORDON ORDERING HOMEPAGE ADS

Meet your customers where they shop.



Gordon Ordering Homepage Ads allow you to reach potential customers while they are actively shopping and making purchase decisions.

WHAT ARE HOMEPAGE ADS?

A Gordon Ordering homepage ad is a **weekly digital ad** that lives on the homepage of our Gordon Ordering eCommerce site. These ads are seen by all Gordon Food Service customers as they log into the site and scroll through the homepage. *Customers with closed order guides do not see these ads.*

HOW ARE HOMEPAGE ADS STRUCTURED?

Each ad contains:

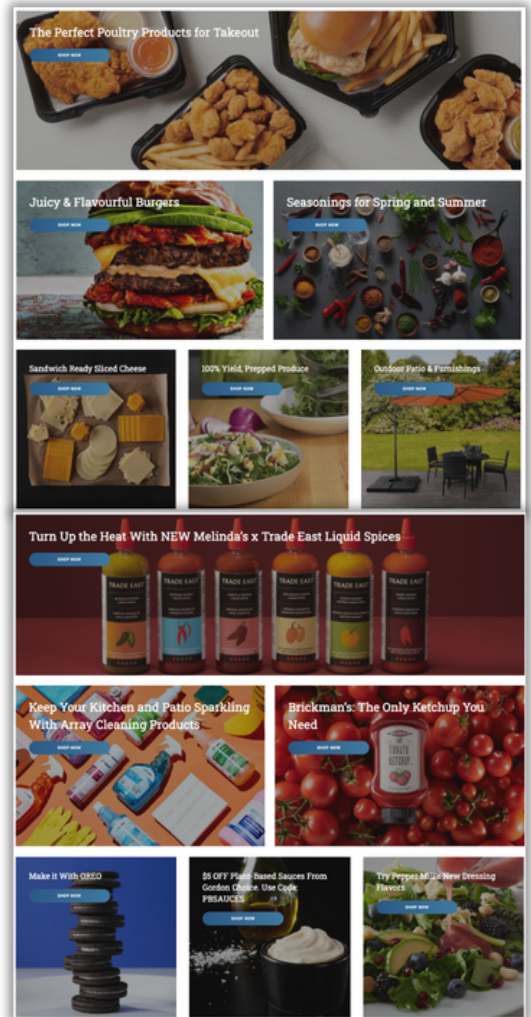
- Beauty image
- HTML short headline
- HTML “Shop Now” CTA

Upon clicking an ad, customers are taken directly to a shoppable product SKU list where they are able to browse, save, and purchase items.

In 2024, on average 135k North American customers viewed Gordon Ordering Homepage Ads every week.

WHAT DO I NEED TO PROVIDE FOR AD CREATION?

- **Focus products (up to 90 SKUs)**
 - Products should be widely available, open to all customers for purchase, stocked, and have both product images and descriptions in Gordon Ordering listing
- **Beauty/lifestyle image**
 - Image should feature product(s) listed in the SKU list. Product labels are OK to be shown, however graphic overlays (such as logos, taglines, callouts, etc) are not allowed. See *right* for examples.



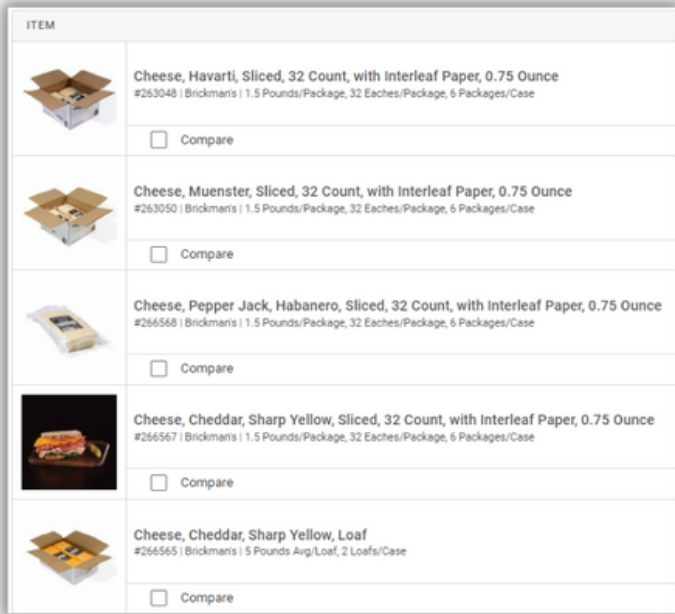
There are 12 ad slots available for purchase. Ad size and pricing varies based on page position.

For more information on ad placement, availability, and specs, contact your digital marketing specialist.

WHAT DO THESE SHOPPABLE PRODUCT LISTS LOOK LIKE?

We currently offer three different options for customers to shop your products within Gordon Ordering. Each option provides a unique customer journey, and should be selected based on product mix and messaging.

Standard SKU List

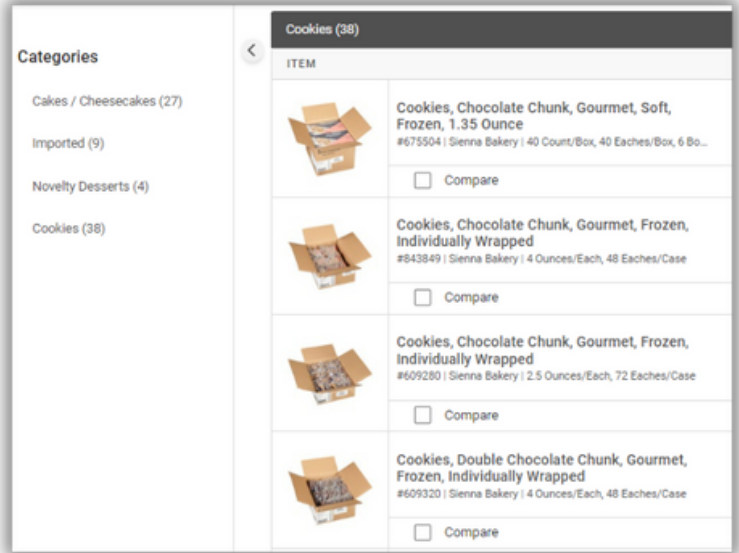


Populates products in a single list

Best for:

- Shorter product lists
- Items that have similar characteristics

Collection



Places products into navigable categories

Best for:

- Longer product lists
- Lists with multiple types of products

Standard Content Page

Sends customers to a new page within Gordon Ordering

Best for:

- Expanding on product benefits
- Featuring additional images and videos of applications
- Segmenting products by value propositions

