Gordon FOOD SERVICE

GORDON ORDERING SPONSORED SEARCH

Boost your product visibility and dominate search results.

WHAT IS SPONSORED SEARCH?

Sponsored search ads consist of branded banners and/or individual items within the Gordon Ordering platform. Banner ads are designed with a logo, call-to-action, and a picture. Material ads are individual SKUs that are pushed to the top of the search results page. These ads are delivered to customers based on a specific keyword that is searched, and will only show for the keywords they are intended for.

WHERE IS THIS TYPE OF ADVERTISING LOCATED?

Sponsored search banner ads display at the top of the search results page when searching for a keyword and include a list of up to 10 promoted/featured items. Sponsored material ads display as the top items in the product list when searching for a keyword.
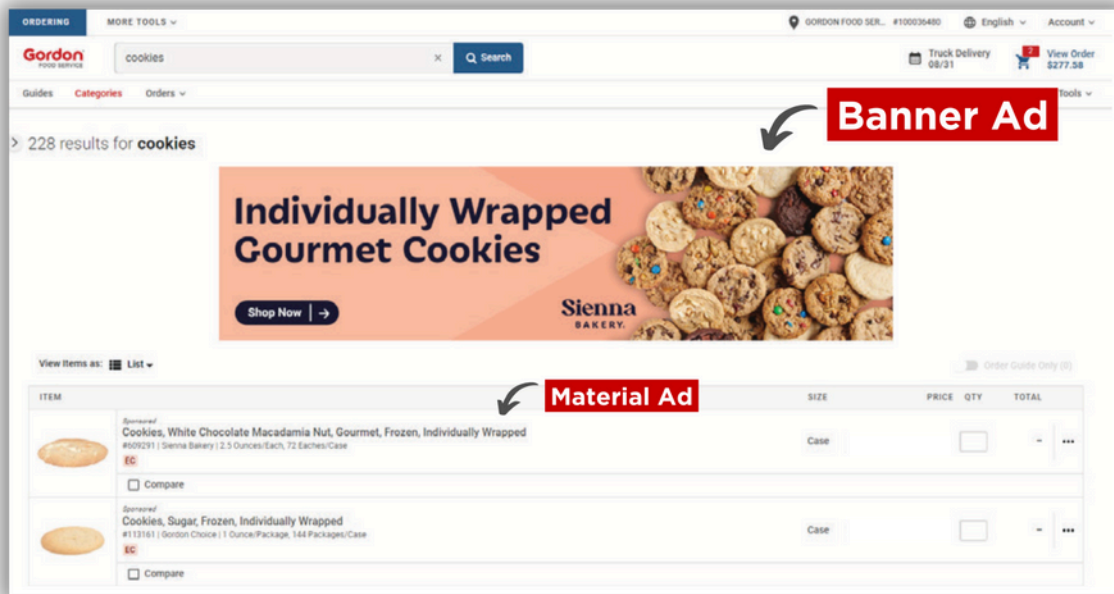
BANNER ADS

- Product SKU Limit: 10
- Ad Lifecycle: 2 months
- Capable of displaying promo code messaging
- Ability to incorporate your own branding & logos

MATERIAL ADS

- Product SKU Limit: 1
- Ad Lifecycle: 1 month
- Boosts your product to the top of Gordon Ordering search results

CAN WE PURCHASE COMPETITIVE KEYWORDS?
There are a variety of ways in which you can choose keywords and tailor your products to them:

FOCUS	**COMPLEMENTARY**	**ALTERNATIVE**
Offer a product that is an exact match to the keyword a customer searches	**Offer a complementary product to the keyword a customer searches**	**Offer an alternative product to the keyword a customer searches**
i.e. customer searches "bacon" and a SKU for sliced bacon appears in the search results	*i.e. customer searches "coffee cup" and a SKU for a coffee lid appears in the search results*	*i.e. customer searches "ice cream" and a SKU for gelato appears in the search results*

CAN WE USE OUR ASSETS AND BRANDING IN THE BANNER ADS?
If you are interested in designing your own advertising assets, they must match the specs and guidelines outlined below. The Gordon Food Service Digital Marketing team reserves the right for final approval. Additionally, we are set up to support the design and creation of the advertising assets internally and can support your needs in that way if you choose.

SPECS AND REQUIREMENTS

- Sponsored items must have all required images and be populated with eCommerce content and images prior to the advertising window
- If all featured products are not stocked nationally, discussion will be needed on item list substitutions
- Sponsored items must be approved by your category contact

BANNER AD SPECS

Desktop - 970 x 250

Tablet - 728 x 90

Mobile - 320 x 50

GENERAL GUIDELINES

- Banner images should be specific and obvious to the search keyword and fall into the focus, complementary, or alternative strategies
  - The product shown in the image should be included within the featured product list
  - Featured item lists for banner should be 10 items or less

- Completed banner ad creative must be a .jpg and be 400 kb or less in size

- Banner ad headlines must follow APA format (all 4-letter words should be capitalized)

Gordon Food Service reserves the right to review and reject final assets not created by our digital marketing team. All final campaign approvals must come from Gordon Food Service. Enhanced eCommerce product content is mandatory before launching a campaign and serves as the final stop along the customer's path to purchase.