

Product Selectors

Finding compatible products for digital devices

- **Hosted** selectors for Memory, Ink & Toner, and Battery & Power product categories
- **Easy** catalog integration and low-maintenance costs
- **Up to date**, complete and accurate product information

OVERVIEW

Product Selectors are aftermarket merchandising solutions that enable resellers to facilitate sales by helping consumers find compatible products for their digital devices. These selectors are hosted solutions powered by DataSource™ and synchronized with the reseller's catalog. Intelligence and logic is layered onto the DataSource foundation to empower shoppers to find and buy the right products. CNET Content Solutions provides three multi-manufacturer product selectors: Memory, Ink & Toner and Battery & Power.

FEATURES

- Complete and accurate cross referenced data
- Updated daily
- Easy drop-down menus
- Model select and keyword searches
- Multi-market

BENEFITS

- **Simplify the purchase process** – Product Selectors guide consumers to make the right compatibility decisions for their digital devices with ease.
- **Facilitate sales** – Automated business logic with basic compatible product categories influence your bottom line through increased accessory and consumable sales.
- **Increase customer satisfaction and reduce product returns** – Providing accurate and compatible product recommendations ensures your customers have a better experience and can reduce product returns.

Product Comparison

	PartnerAccess	PartnerAccess Premium
Search by product line or model	✓	✓
Keyword search	✓	✓
Sorting of search results	✓	✓
Add-to-cart button in search results	✓	✓
Pricing displayed in search results	✓	✓
Real-time pricing and availability		✓
Priority production for missing SKUs in CNET catalog		✓
Interface customization: customer logo, header and footer, etc.		✓

CNET Content Solutions, a division of CBS Interactive, is the world's leading independent source of product information.

With detailed content in 36 markets on over 6 million technology products in 18 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 or +1 (214) 235-0722
Europe +41 21 943 03 55

www.cnetcontentsolutions.com
sales@cnetcontentsolutions.com

CNET Content Solutions, ContentCast, DataSource, ChannelOnline, Intelligent Cross-Sell, and PartnerAccess are trademarks of CBS Interactive Inc. All other company and product names may be trademarks of their respective owners. Copyright © 2012 CBS Interactive Inc. All rights reserved.