



FIND • COMPARE • CHOOSE

## BASIC FUNCTIONALITY

[illegible]

## PRODUCT CATALOGUE

## WHEN YOUR PRODUCT MEETS THE CUSTOMER

## 01 NEED RECOGNITION

At the beginning of the process there is always a need that customer must recognize and be aware of.



Before one can choose a new system, requirements must be set. The more detailed the better. Starting with target application, thinking about most trusted brands and finishing with other people opinions.

Armed with requirements, customer will proceed to market analysis and comparing of available products. To goal at this point is to choose potentially useful systems to meet the needs and narrow them to few most interesting ones. This is the place where your product needs to get when the selection and comparison is happening to be considered by a potential customer. **What if your system could jump into comparison of products from its segment? Well now I can.**



Promotion and product placement efforts are aimed at **getting customer attention when he is at 02 and 03 stage of decision making process**. At that stage potential customer is choosing the final few products that will be taken into final consideration at a sales point. If you think that your product has a shot when compared with competition, we can arrange it.

If you decide to promote your product status to sponsored, it will be included at comparison page when direct competition, from the same category is compared. **This way, when our user is comparing products from a given category, your sponsored products from the same category will be shown next to them.**

## Comparison

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Name	K12	M 112-500 NDP AK	EXO-12
Main parameters			
Manufacturer	QSC	POL-AUDIO	Electro Voice
Category	Full range 12"	Full range 12" Active 12"	Full range 12" Monitor 12"
Type	Full range, active 12"	Full range, active, 12" monitor	Full range 12", Wedge 12"
Frequency range	48 Hz - 20000 Hz	20 Hz - 20000 Hz	55 Hz - 20000 Hz
SPL (1W/1m)		97.5 dB	
SPL max(dB)	131 dB	132 dB	131 dB
Dispersion	75°	90x90	90x60
AES power		500 W	350 W
RMS power	1000 W		
Max power	2000 W		1400 W

This way, our user, still compares **only products from the category that he or she is interested in** and the promotion is not annoying. Additionally you, know that you products will be promoted to people that are interested in its category.

## WHAT CAN WE HELP YOU WITH

### ■ SPONSORED PRODUCT STATUS

Product sponsored status means it will be shown when our user is comparing other products from the same category (e.g Full range 12", Self Powered 12") .

### ■ QUARTERLY REPORT ON SEARCH AND COMPARISON

Every industry has its trends in sales of particular segments. This can be easily researched by a sales team. But what is particularly important for any marketing efforts is know when to promote and to know this you need to know when the customer is starting to search and compare products. We can provide you with quarterly reports on search and compare trends with most popular products. This way you can aim your production and promotional efforts more accurately.

### ■ SALE POINT LINK

Some customers already know which product they will buy. In this situation, there is nothing better than direct link to sales point map or an internet shop link.

Prices will depend on the package you choose and period you are interested in.

To receive indyvidual offer, please contact us at:

**COOPERATION@SOUND4PRO.COM**