



## 1 ● WHAT ARE THE ADVANTAGES OF PRIORITY LISTING ON OUR WEBSITES?

### Pricesavvy.co.uk

Pricesavvy.co.uk is one of the highest calibre shopping directories on the English speaking market. The site's original design presents each merchant along with their three most popular products, as well as providing access to their entire product catalogue

#### The advantages of Priority Listing

- your sites, products and services will take precedence in site directory and product search results
- your logo will be displayed along with your site name at all times
- you will be able to include your special offers in our promotional areas

Pricesavvy.co.uk and Pricesavvy.ie have European sister sites: Shopwahl.de, Shopwahl.at, Shopwahl.lu (German), Mercamania.es (Spanish), Webmarchand.com (French), Pagineprezzi.it (Italian), Koopkeus.nl, Koopkeus.be (Dutch), and Polish (Webkupiec.pl)

### Antag.co.uk and Antag.ie

Antag.co.uk is a product search engine, which conveniently classes search results by popularity and relevance.

#### The advantages of Priority Listing

- your sites, products and services will take precedence in site directory and product search results
- your logo will be displayed alongside your shop description and products.

Antag.co.uk and Antag.ie have European sister sites: LeGuide.net (French), antag.de, antag.at, antag.lu, antag.ch (German), antag.es (Spanish), antag.it (Italian), nl.antag.com (Dutch), and antag.pl (Polish).

### LeGuide.com

If you have a French site, you will have the added advantage of appearing on LeGuide.com, a complete online shopping portal: a price comparison engine as well as an online shopping directory. Sites are verified and selected according to criteria such as security, ergonomics and product choice. The site also sends regular promotional newsletters to its subscribers and offers a special mediation service and consumer forum.

#### The advantages of Priority Listing

- your sites, products and services will take precedence in site directory and product search results
- your logo will be displayed along with your site name at all times
- your products will be listed in the price comparison engines
- you will be able to include your special offers in our promotional areas and in our newsletters
- your site will be reviewed and scored by our editorial team
- certain subscribers will be able to look at your products from their mobile phone

### Partners and site networks

LeGuide.com S.A. has developed partnerships with major web portals and well known site networks.

#### The advantages of Priority Listing

- your site will be listed on the shopping areas of our partner sites.
- you will be able to post your special offers on the shopping areas our partner sites.

### Promotional areas

With Priority Listing, you will be able to send us special offers via your Shop Account. Our editorial team reviews them and selects the best ones for listing on our sites.

#### The advantages of Priority Listing

- you will be able to post special offers on our home pages and on any other relevant pages.



## Newsletters (French sites only)

We send out weekly and special newsletters to our subscribers. Our editorial team will select the best special offers for our newsletters.

### The advantages of Priority Listing :

- You can submit special offers for our newsletters: due to the limited space available, only the best offers will be selected by our editorial team.

### Sending dedicated newsletters:

- You can send a newsletter to all of our subscribers, completely dedicated to your site. Our team will be responsible for the graphic design, mailing, validation and proofreading. You will pay the reservation fee for the newsletter and the charge for a minimum number of clicks. The exact charges will be confirmed when you request your special newsletter.

## Site Development

When we launch a new site or make a new partnership, we automatically include Priority Listed sites and catalogues.

## 2 ● HOW IS SITE INFORMATION TRANSMITTED ?

### Site information page

This page contains all the relevant information about your site, including contact details, customer service information, payment methods and delivery information. This page will be displayed when Internet users search for your shop or your products on LeGuide.com S.A. sites.

You can update your site information in your Shop Account at <http://merchant.pricessavvy.co.uk>. Our editorial team must approve changes made to the paragraph describing your site, all other changes will appear online immediately.

### Your product/service catalogue

To list your products/services, you will need to provide us with a product feed in a standard format (.xml, .csv, .txt).

You will find a template and more technical information concerning product feeds at:

<http://merchant.pricessavvy.co.uk/LGExtranet/content.php?id=91&lang=en>

You will be responsible for creating, providing access to and updating your product feed. LeGuide.com S.A. will reintegrate your updated feed on a regular basis and list your products in the appropriate categories.

### Special offers

Priority listed sites can submit special offers via their Shop Account. After validation, the best ones are selected for our sites and newsletters. We will give you advance notice of any special newsletters so that you can submit appropriate special offers. All special offers must show the following:

- the country or countries where the offer applies
- a .gif image illustrating the offer. (55x55 pixels)
- the dates the offer will be valid for
- the original price and the sale price or the percent markdown
- the URL leading to the offer

*N.b. LeGuide.com reserves the right to modify or delete special offers at any time.*

### Product reviews (French sites only)

Customer product reviews can be published on our sites. Please consult the merchant area of our site for more information at :

<http://merchant.pricessavvy.co.uk/>.



### 3 ● HOW CAN YOU ACCESS YOUR STATISTICS AND BILLS ?

#### Checking your statistics

You can access your click statistics within your shop account, which can be found at : <http://merchant.pricessavvy.co.uk/>. If you forget your password, you can request a new one at the same address. You will see the number of clicks you received from each of our sites. It is also possible to download the statistics as an Excel file.

#### Checking your bills

Bills from the past 12 months can be viewed and downloaded in PDF format from your shop account. We will send an email to your billing contact (as designated in your shop account) each month when your bill is available online.

### 4 ● HOW ARE YOUR CLICKS CALCULATED ?

#### Click counting

Our software registers the clicks directed to your site and subtracts the following:

- clicks made by LeGuide.com S.A. employees
- clicks made by spiders and robots
- clicks made by the same shopper, less than a minute after the first on the same link
- multiple clicks made by a single shopper during one minute towards the same site during the same product search
- clicks made on our partnership sponsored links, advertising banners, and dedicated newsletters that are covered by separate contracts
- clicks made on special offers that are no longer valid.

The above clicks are not included in our statistics, and you will not be billed for them.

#### Data transparency

A company independent of LeGuide.com S.A. administers the files where LeGuide.com S.A. click information is stored. We may read the documents, but can in no way modify them.

You may ask an independent information technology expert, designated by you and approved by LeGuide.com S.A., to audit your data from the past twelve months. Your expert, sworn to professional secrecy, will be under written obligation not to communicate any information concerning other companies to you. To carry out such an audit we must agree on a date. The audit will take place at your cost, in our headquarters.

#### Site access

Technical problems for which you are not responsible may render your webpages inaccessible. Should your shop remain unavailable over a long period of time, notify us by telephone, and we will remove it from our site(s) at the latest on the next working day after having received confirmation from you by email. Clicks will be counted and charged for until the shop is taken off our sites.