

eCommerce Opportunity PAID PRODUCT PLACEMENT

How it Works

LCBO is pleased to offer suppliers a paid product placement opportunity in prime locations throughout the online customer journey.

This is a great way to bring strong visibility to new products and compelling offers, and reach customers already interested in the category.

Placement opportunities are currently available on our top sub-category search pages which typically receive, on average, over **18,600** organic monthly visits.

Products on the first page of results are.....



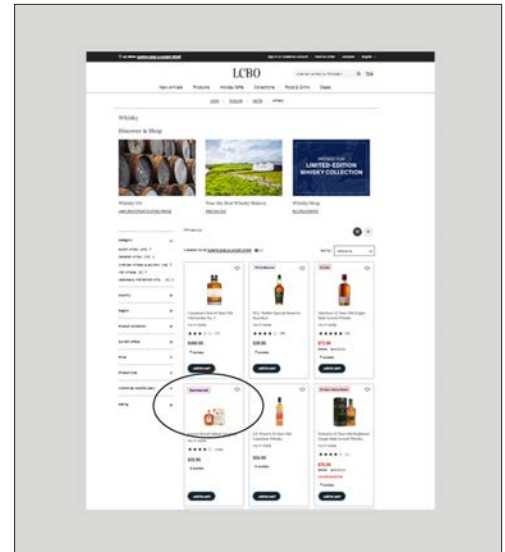
**6.8X more likely
to be clicked**



**2.5X more likely
to be added to cart**

.....than products on the second page

Generally, these top sub-category search pages convert **2x more** customers when compared to the overall site conversion metric. This is true across all e-commerce fulfillment methods (Same Day Pickup and Home Delivery).



Product Placement in the first page of the selected sub-category

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Eligibility Criteria

- New Products
- Aeroplan Offers
- LTO Offers
- Products that support the period thematic (i.e. Lighter Choices in P11 or Local Products in P7)

Page Opportunities

3 paid placement products (with a “Sponsored Product” badge*) will appear in the first page of results on each of the following sub-categories:

Wine

- Red Wine
- White Wine
- Rosé
- Sparkling Wine

Spirits

- Whisky
- Tequila
- Vodka
- Liqueurs

Beer

- Lager
- Ale

RTD

- Coolers & Cocktails
- Seltzers & Sodas

Pilot Program Pricing Information

\$250/Product (per period).

*Vintages products will not include a “Sponsored Product” badge.