

Electronic Component Search Engine SupplyFrame Launches Vertical Search Online Advertising Solution for the Electronics Industry

SupplyFrame's vertical search online advertising solution allows the electronics industry to directly target design engineers and procurement specialists.

Pasadena, CA (PRWeb) February 1, 2007 -- SupplyFrame (<http://www.supplyframe.com/>), a leading electronic component search engine, announces the launch of its new vertical search online advertising solution to help electronic component manufacturers and distributors directly influence the design and buying decisions made by over 3 million engineers and buyers.

Revolutionizing online advertising, electronic component search engine SupplyFrame allows advertisers the ability to directly target customers through each phase of the purchase process: evaluation, selection, quotation and purchase. By providing users the opportunity to quickly access product information, receive quotes, compare them and identify the best supplier, SupplyFrame saves time and transforms business efficiency for both suppliers and buyers.

Attempting to stay competitive, B2B companies are increasingly looking to the Internet to meet their marketing objectives. Unlike other advertising networks, SupplyFrame incorporates unique targeting and pricing mechanisms to make online advertising simple, highly targeted and more effective.

The SupplyFrame vertical search online advertising solution includes three core products, one being "Featured Listings" where component manufacturers have the opportunity to display related part content and information in front of engineers as they design products, develop Bill of Materials and solicit quotes. SupplyFrame's "Samples" feature allows component manufacturers and distributors the opportunity to sell samples and small orders. Through "Display Advertising," advertisers have the ability to reach engineers and buyers through a broad range of branding opportunities across the SupplyFrame network including partners, emails and the electronic component search engine itself.

"We are excited to launch this new offering for electronic component manufacturers and distributors," said Steve Flagg, CEO of SupplyFrame. "Our solution moves B2B advertising to the next level by providing advertisers the ability to directly target customers during each phase of the purchase process and match an advertisement directly related to what the customer is doing and what they are looking to accomplish. This gives advertisers more transparency into their marketing spend and drives higher marketing ROI."

Learn more about the top vertical search online advertising solution and all SupplyFrame has to offer (http://www.supplyframe.com/electronic_component_search_engine.shtml).

About SupplyFrame

SupplyFrame gives buyers and engineers a competitive edge with easy access to clear information about millions of electronic components. The SupplyFrame electronic component search engine delivers information and tools to people who rely on up-to-date pricing, availability, sources, trends, and electronic component cross reference. This information, along with easy, powerful tools to quote, analyze and communicate with partners, is available through SupplyFrame at www.supplyframe.com.

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