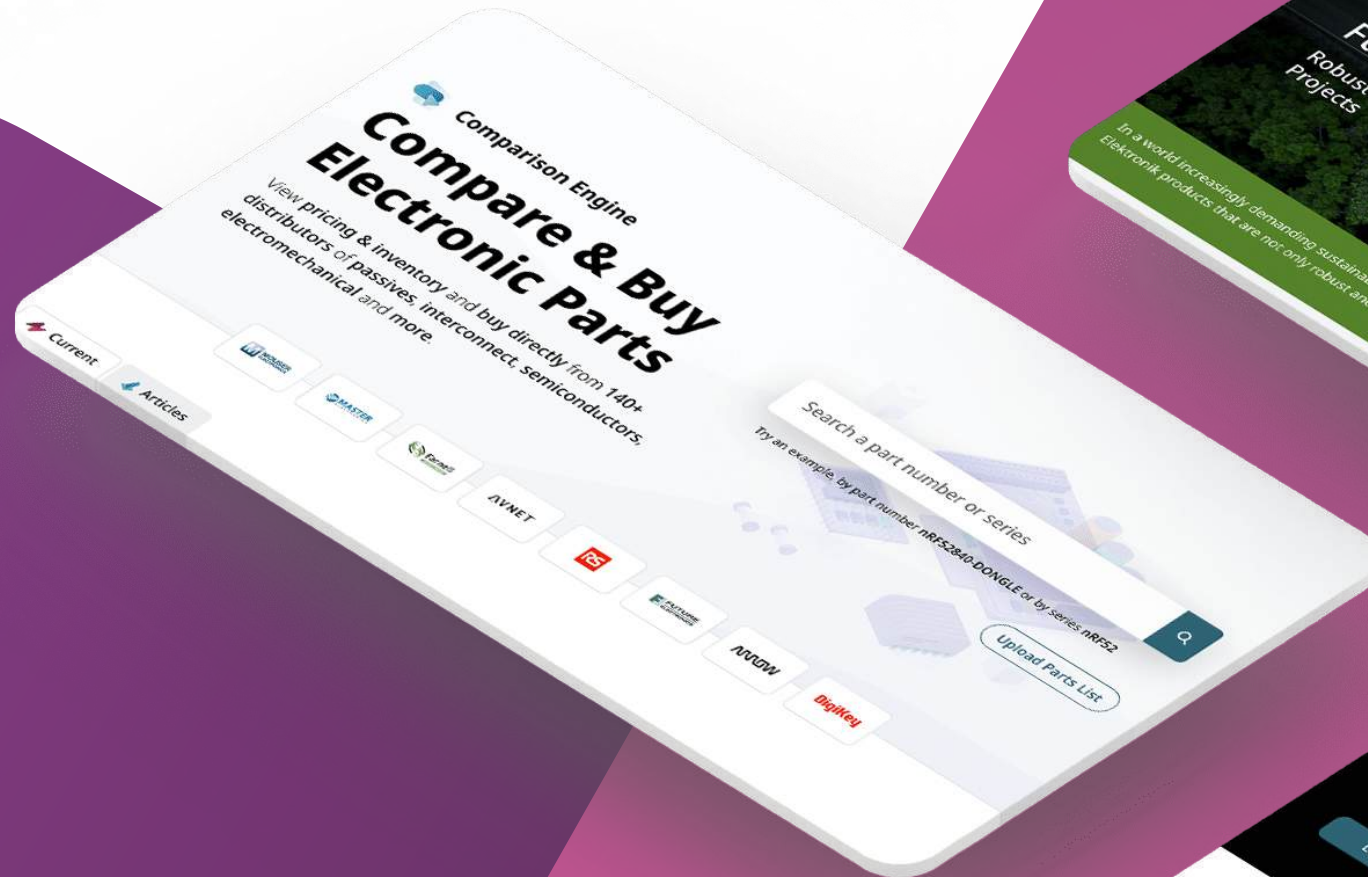


oemsecrets.com

Providing **pricing & inventory data** from global electronic component distributors through our **comparison engine, BoM tool, Part Search API, Stock Finder plugins** and marketing services



Marketing Pack 2024



Email Marketing

Promote your content to an active audience of buyers and engineers



Display Advertising

Extend your reach to a wider audience through on and off site display banners



Social Media

Grow awareness through paid and organic posts with high-volume impressions



Creative Services

Utilise our design and marketing services for content creation for your campaign



Tradeshows & Events

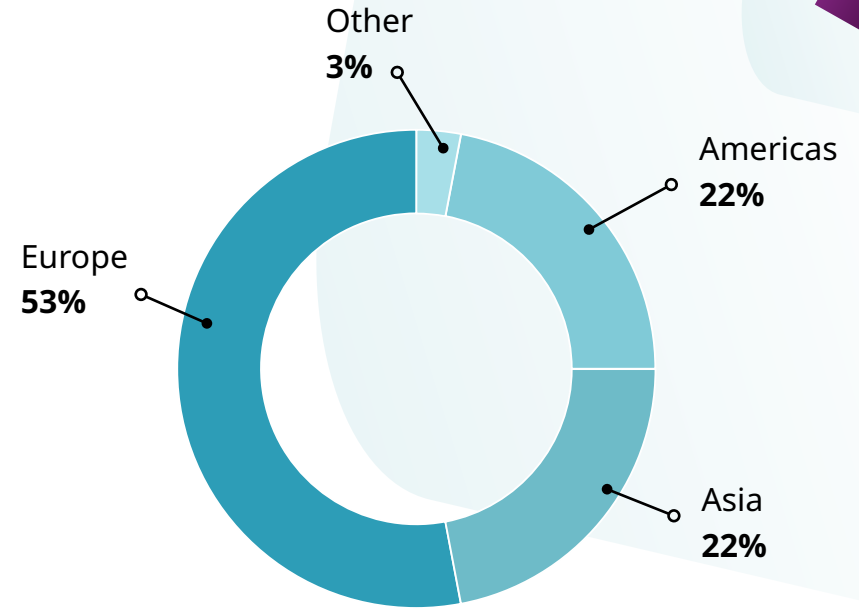
Become a sponsor of upcoming tradeshows for brand visibility, meeting spaces and new leads

Email Marketing

40,000+ Subscribers

Access a rich database of engineers and buyers built from industry tradeshows including Electronica and Embedded World as well as high quality, targeted lead generation campaigns through the site.

Starting from **\$3,000**

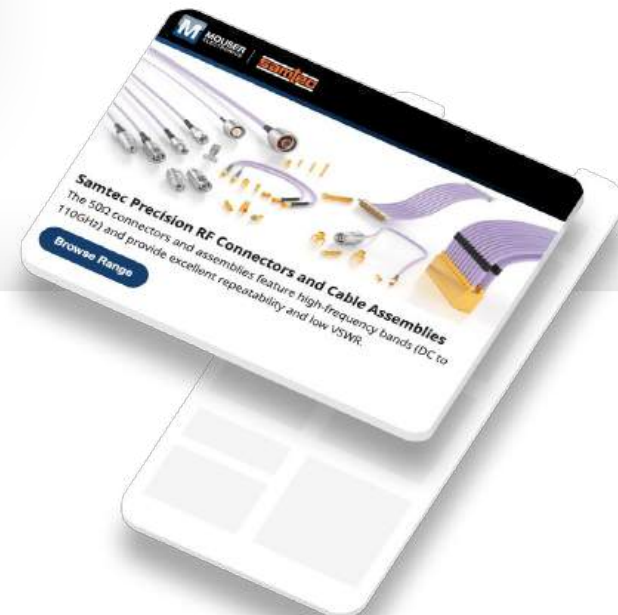


Open Rate
16.58%

CTO Rate
21.80%

Subscribers
40,000+

*2023 averages



Feature a Banner in Our Monthly Newsletter

Promote your products and services with a banner in our monthly newsletter. **Starting from \$750**

Email Marketing

Third Party Extended Reach to 100,000+

We partner with media publications to offer reach to a **diverse audience** with interests in IoT, embedded computers and more.

*H1 2024 averages



Open Rate
9.00%

Click Rate
0.50%

Subscribers
70,000



Open Rate
16.59%

Click Rate
1.12%

Subscribers
25,000



Open Rate
9.50%

Click Rate
0.45%

Subscribers
20,000



On-site Display Advertising

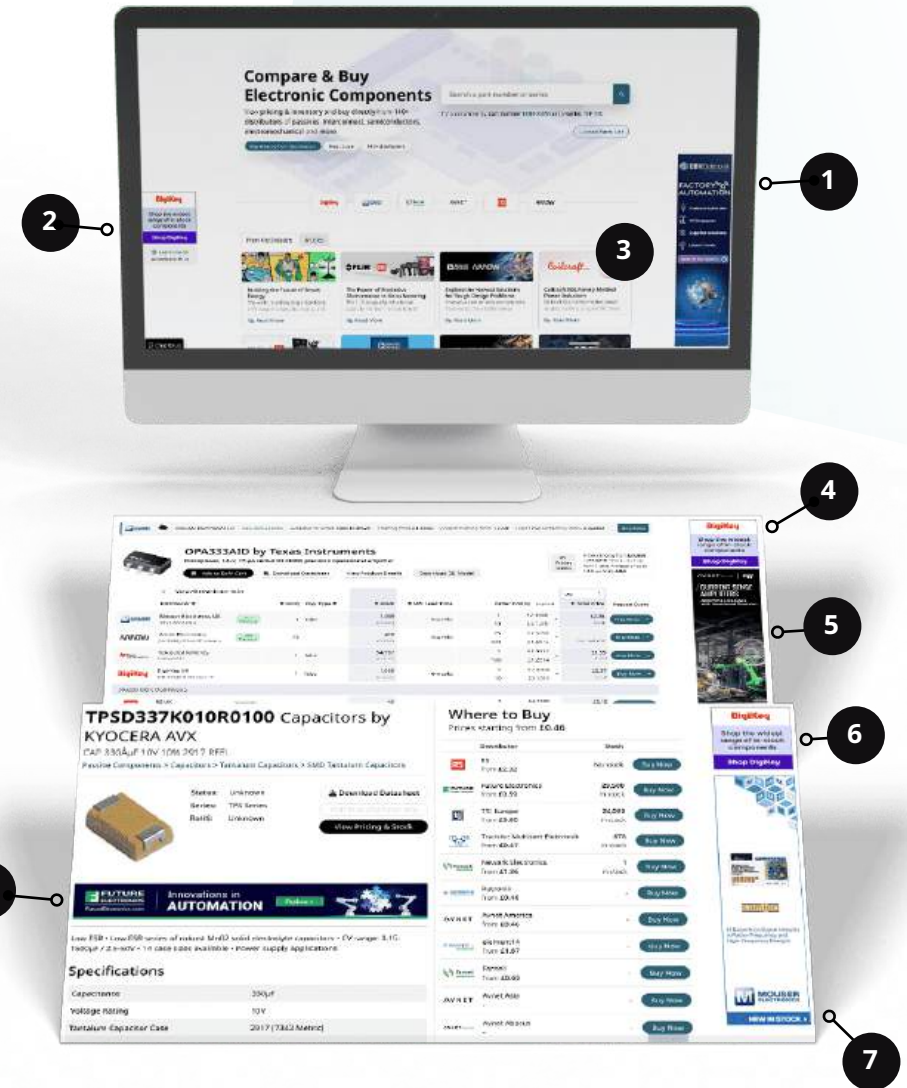
Banner Placement

Reach thousands of buyers & engineers with our static banners across our homepage, articles, compare and part details pages.

Banners will be featured for the duration of the campaign.

Starting from \$2,000

Location	Type	Impressions	Dimensions
Homepage	1 Skyscraper	30,000+	160 x 600px
	2 Box	30,000+	160 x 160px
	3 Tile	30,000+	300 x 100px & text
Comparison Engine	4 Box	110,000+	160 x 160px
	5 Skyscraper	110,000+	160 x 600px
Product Details	6 Box	50,000+	160 x 160px
	7 Skyscraper	50,000+	160 x 600px
	8 Leaderboard	50,000+	728 x 90px
Articles	Skyscraper	20,000+	160 x 600px
	Box	20,000+	160 x 160px



* Month average from Q2 '24

Off-site Display Advertising



Display Network Adverts

Drive conversions with a highly targeted bespoke audience, promoting your products, brands and offers through Google Display Network and Microsoft Ads.



Typically 250,000+ impressions & 1,500+ clicks

Starting from \$2,000

Third Party Partner Adverts

Raise awareness of your campaign with a banner placement on our partner sites including Components101 & Electronics Lab.

Up to 250,000 impressions

Starting from \$2,000

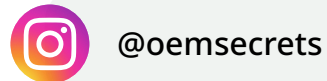
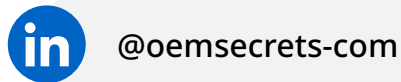
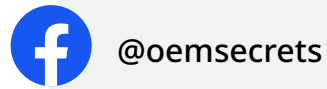


Paid & Organic Social Media

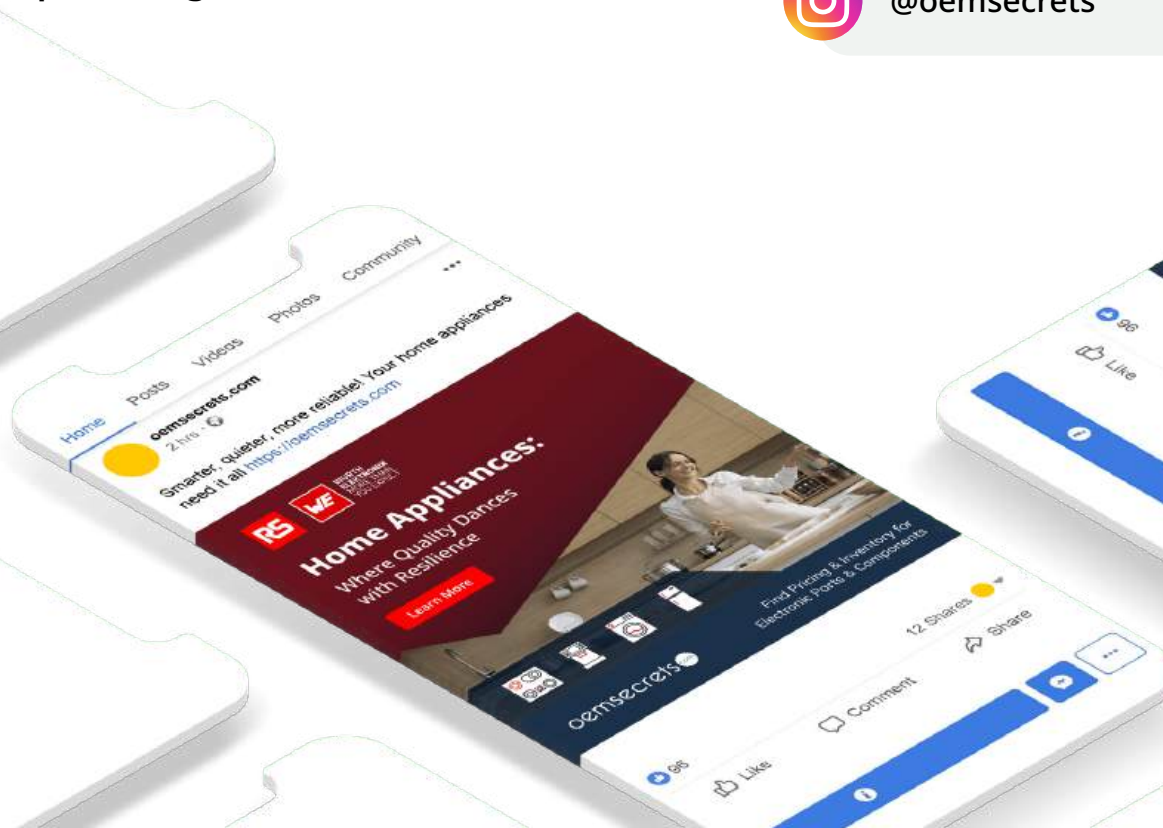
Drive new customers and brand awareness through our social media channels including Facebook, LinkedIn, Instagram and X.

Campaigns include organic and paid social posts.

- ✓ Stories, carousels & videos available
- ✓ Graphic design services included



Typically 350,000+ impressions and 3,000+ clicks

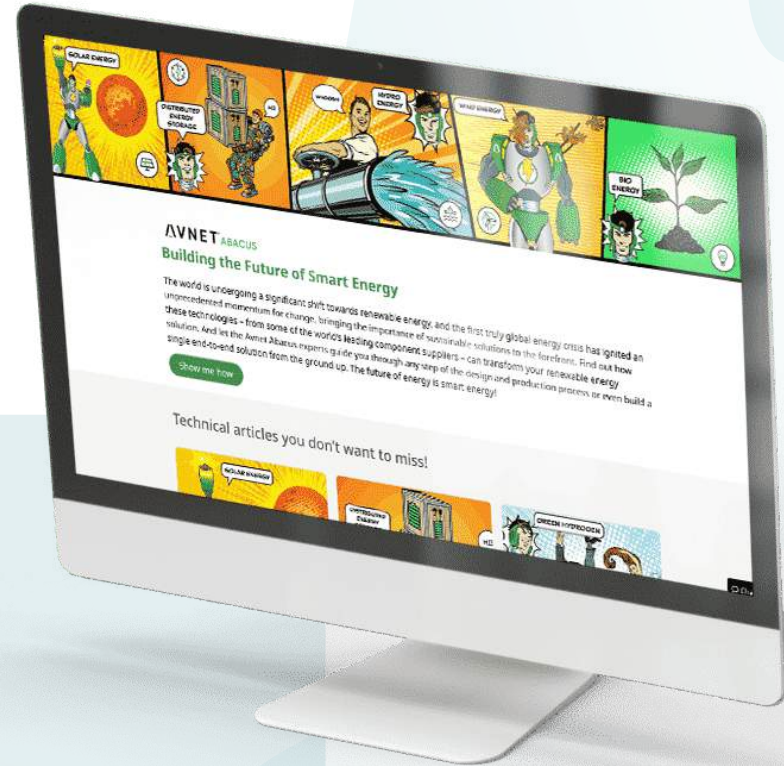


Starting from \$2,000

Creative Services

For each of the marketing channels, we can **create assets for your campaign** including bespoke emails, landing pages and banners.

We work directly with **your campaign manager** to create designs that match your **branding guidelines** and make alterations from your feedback.



Landing Page Creation

Feature your campaign content on a landing page hosted on our “**current**” section. This includes design, image creation, tracking, mobile responsiveness and browser testing.



Email Building

Bespoke email designed, proofed and built to showcase your content with fully email-client tested HTML.



Banner Design

Banners created in different sizes / designs to promote your content across the various platforms.

Marketing Packages

Small / Medium Packages	Basic Light \$1,500 per month	Basic Regular \$3,000 per month	Awareness Light \$4,000 per month	Awareness Regular \$6,500 per month
Newsletter Banner	<input type="radio"/> Select one	<input checked="" type="checkbox"/> Included	<input type="radio"/> Select one	<input type="radio"/> Select one
Organic Social Media Post	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
On-site Banner Placement	<input type="radio"/> Select one	<input checked="" type="checkbox"/> Included	<input type="radio"/> Select one	<input type="radio"/> Select one
Homepage Tile Banner on "Current"	-	-	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Paid Social Media Post	-	-	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Dedicated Email to Our Database	-	-	-	<input checked="" type="checkbox"/> Included
Dedicated Email to Third Party Databases	-	-	-	-
Display Network Ads	-	-	-	-
Third Party Banner Placement	-	-	-	-

Marketing Packages



Medium / Large Packages	Awareness Plus \$8,000 per month	Lead Gen Standard \$8,500 per month	Conversion Standard \$10,000 per month	Conversion Plus \$14,000 per month
Newsletter Banner	<input checked="" type="checkbox"/> Included	<input type="checkbox"/> Select one	<input type="checkbox"/> Select one	<input checked="" type="checkbox"/> Included
Organic Social Media Post	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
On-site Banner Placement	<input checked="" type="checkbox"/> Included	<input type="checkbox"/> Select one	<input type="checkbox"/> Select one	<input checked="" type="checkbox"/> Included
Homepage Tile Banner on "Current"	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Paid Social Media Post	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Dedicated Email to Our Database	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Dedicated Email to Third Party Databases	-	<input checked="" type="checkbox"/> Included	-	<input checked="" type="checkbox"/> Included
Display Network Ads	-	-	<input checked="" type="checkbox"/> Included	<input checked="" type="checkbox"/> Included
Third Party Banner Placement	-	-	-	<input checked="" type="checkbox"/> Included

Tradeshows & Events

Join us as sponsor or exhibitor partner at industry leading exhibitions such as **Embedded World, Electronica, Hardware Pioneers, PCIM** and more.

A wide range of packages are available to **fit all budgets**, from brand awareness with bar / screen sponsorship to lead generation and full meeting / demo areas.

Ask for a pricing proposal

Meeting Space Sponsorship

We offer dedicated private meeting spaces with screens, bespoke wall graphics, merchandising. A location close to the bar means highly visible graphics and high footfall.

Lead Generation

Sponsor the stand to access the leads from our bar and stand promotions. Scans of tradeshow visitors are covered by the tradeshow's GDPR and privacy policies.

Typically 3,000+ Leads



Tradeshows & Events

Bar, Party & Display Sponsorship

Display your message / products in a high footfall area of the stand. Ideal for promoting your brand and product awareness.



Handouts & Giveaways

Get your message / products into the hands of tradeshow visitors. Our stand team offer these to all passing footfall.



All packages include pre and post-show marketing activities **including email banners, banners on our dedicated event landing pages, social media and more.**

CSE Advertising

Search and Cross Reference Banners

Target user searches to advertise your products, brand and services with a banner above or below each result table.

This can include promoting discounts, targeting specific manufacturer part numbers to show a suggested part, highlighting a listing or displaying brand / service awareness banners.

Customisable design

from \$2,250



Distributor	Stock	Order Pricing	Expand	Request Quote
Distrelec 30230767	4,105 In stock	1 25	£0.0430 £0.0344	Buy Now
Mouser Electronics UK 512-11A148	240,657 In stock	1 10	£0.0800 £0.0460	Buy Now
Arrow Electronics P40:2555_13634237 more ▾	932,290 In stock	1 10	£0.0603 £0.0351	Buy Now
RS UK 8428002	Next Day Delivery 20,000 In stock	2000 10000	£0.0120 £0.0120	Buy Now
Farnell element14 UK 9843680 more ▾	10% Discount 182,368 In stock	5 10	£0.0937 £0.0467	Buy Now
Digi-Key UK 11A148FS-ND more ▾	128,028 In stock	1 10	£0.0800 £0.0460	Buy Now

Sponsored Positioning

Position your products to display higher in the results tables for maximum visibility.

from \$5,000

Feed Promotions

Display an offer, discount or promotion beside your result in the comparison engine as a badge with a pop up display

Hover tooltip available

from \$1,250

Traffic

Statistics from Q2 '24

240,000+

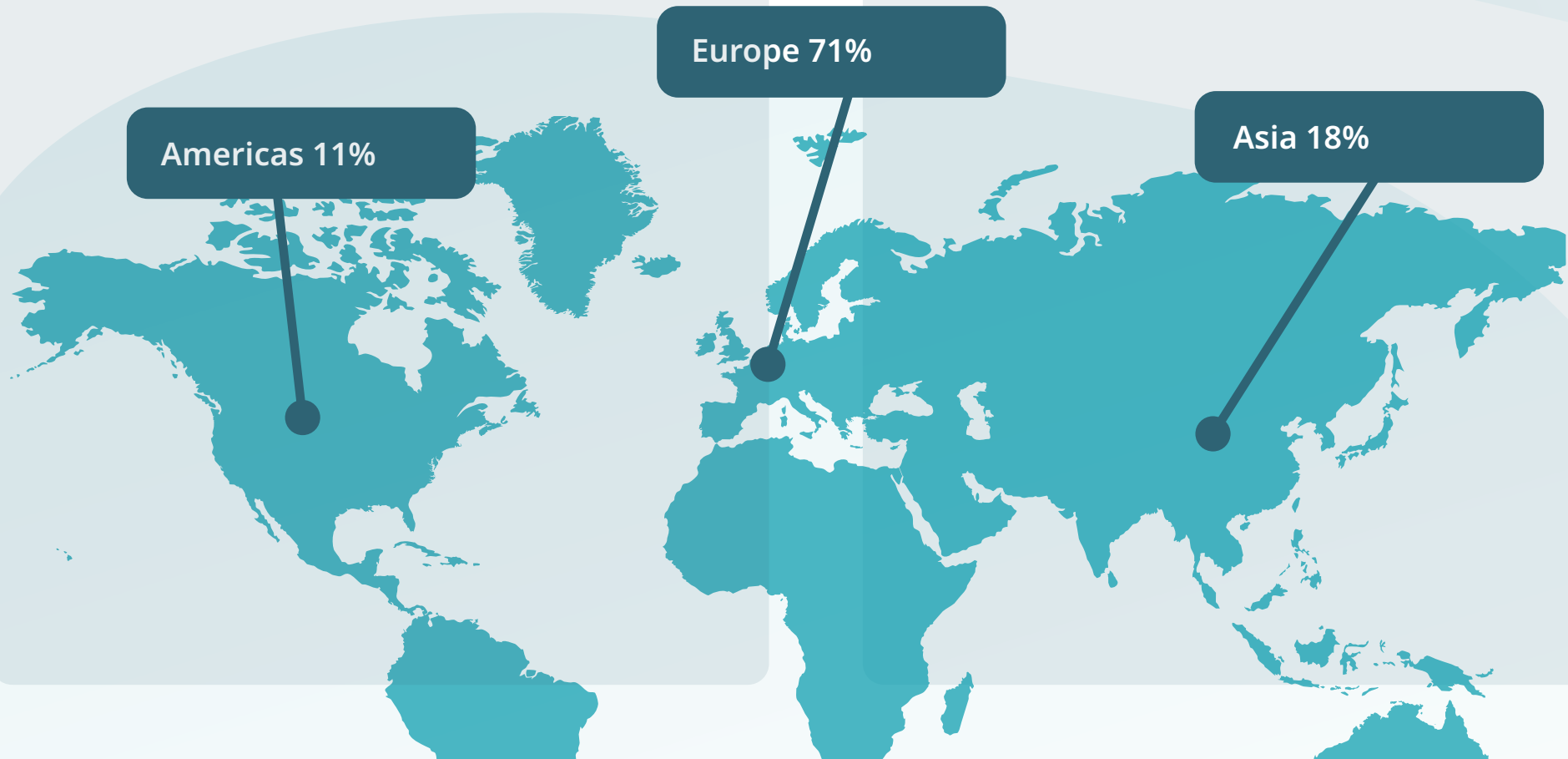
`Buy Now`
referral clicks

Q2 delivery of clicks to
our distributor's product
pages and RFQ links
through our platform

19,000,000+

Part number
searches

Amount of part number
searches made using
our platform in Q2



Contact Us



Sam Cowley

Founder

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Bio

Sam founded oemsecrets.com as part of a university project in 2010, and has since developed the business to become an integral platform for buyers & engineers.



Audrey Delga

Head of Marketing

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+44 1904 929 007

Bio

Audrey joined the oemsecrets.com team from Farnell where she managed supplier marketing for 8+ years. She brings expertise in delivering marketing campaigns and building relationships.

General Enquiries

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