



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



Marketing Pack 2024



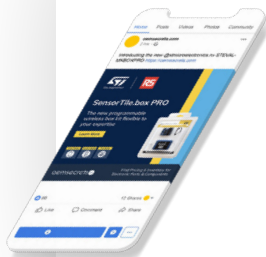
Email Marketing

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



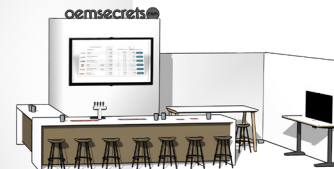
Social Media

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



Comparison Engine

Our comparison engine was built to provide buyers and engineers with up-to-date and accurate pricing & inventory from authorised and independent stocking distributors of electronic parts & components.

By providing clear price break information, local pricing & inventory, filters & controls, and links directly to the distributor product pages, users can quickly find the best distributors for their requirements.

Show All Distributor SKUs				Qty. 1		
Distributor	Stock	Order Pricing	Expand	Total Price	Request Quote	
Distrelec 30230767	4,105 in stock	1 25	£0.0430 £0.0344	£0.04 total	Buy Now	
Mouser Electronics UK 512-1N4148	240,657 in stock	1 10	£0.0800 £0.0460	£0.08 total	Buy Now	
Arrow Electronics P40:2555_13634237 more	932,290 in stock	1 10	£0.0603 £0.0351	£0.06 total	Buy Now	
RS UK 8428002	20,000 in stock	2000 10000	£0.0120 £0.0120	- min. not met	Buy Now	Next Day Delivery
Farnell element14 UK 9843680 more	182,368 in stock	5 10	£0.0937 £0.0467	- min. not met	Buy Now	10% Discount
Digi-Key UK 1N4148FS-ND more	128,028 in stock	1 10	£0.0800 £0.0460	£0.08 total	Buy Now	

Local pricing and inventory for a large range of countries directly from the distributors

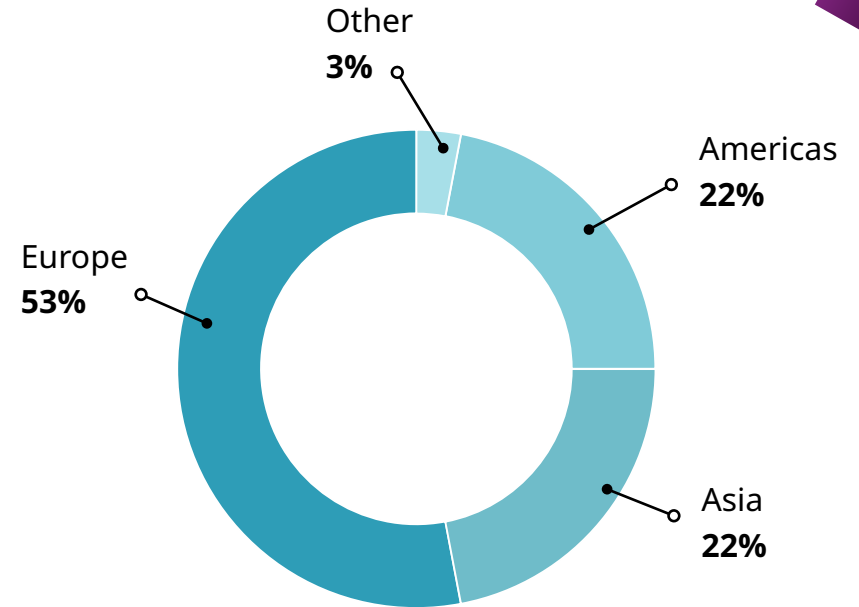
Real-time & daily updated feeds for **accurate pricing & inventory** from distributors of electronic components

Direct links to distributors' product pages for buyers and engineers to **buy through their normal processes**

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

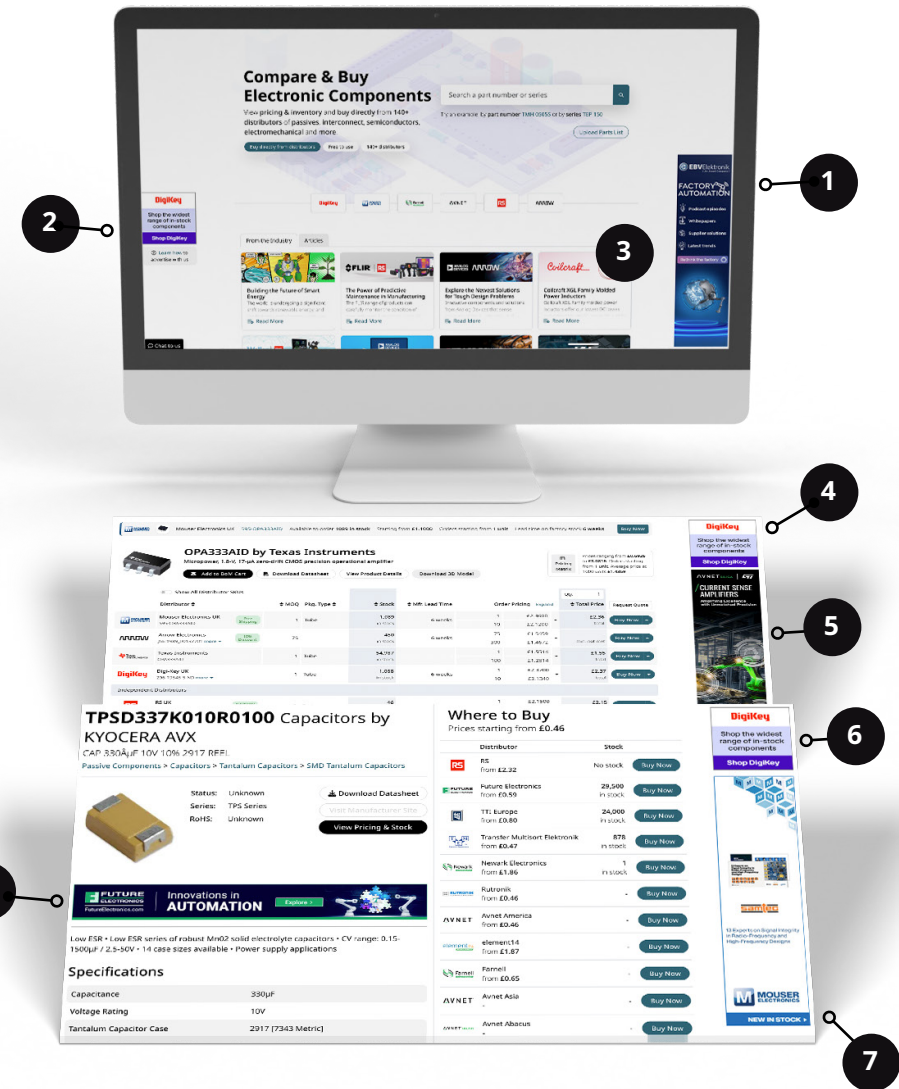


Banner Placement

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

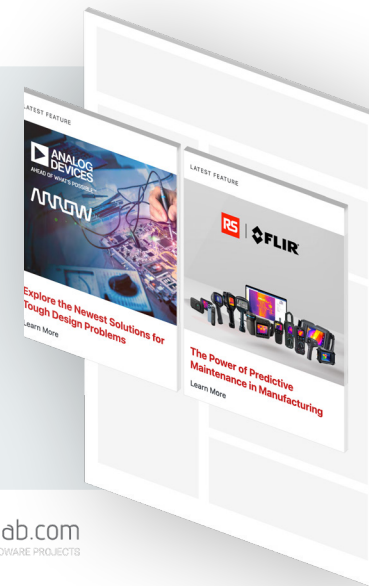


Third Party Partner Adverts

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



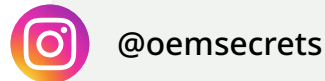
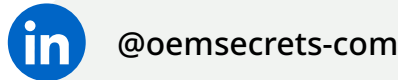
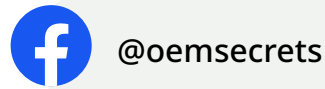
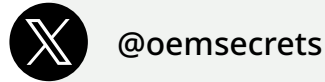
Paid & Organic Social Media



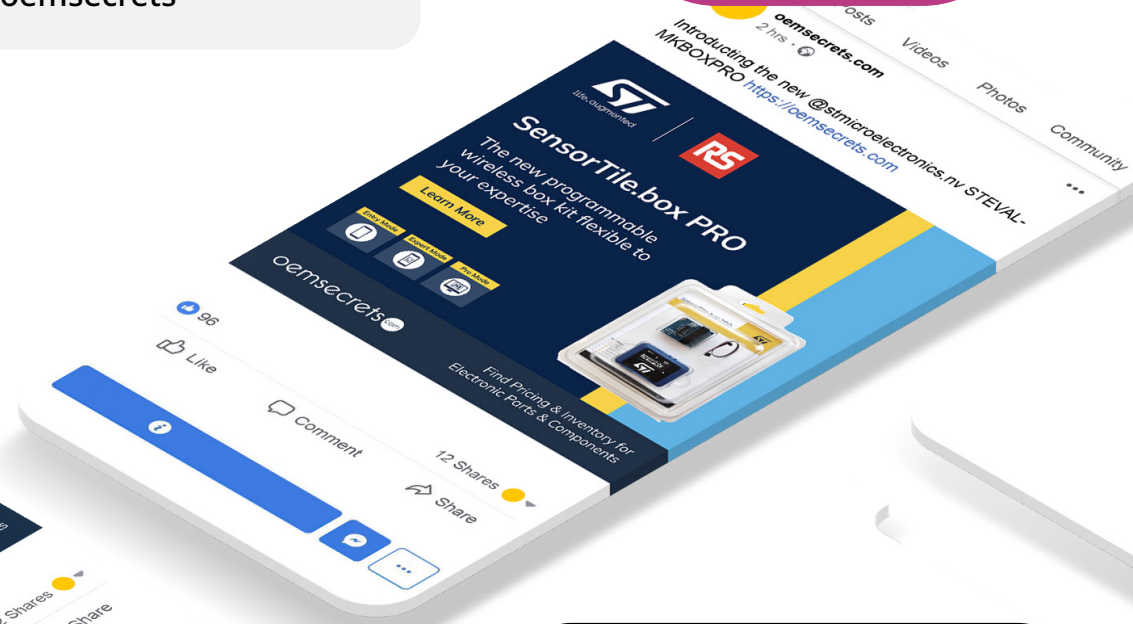
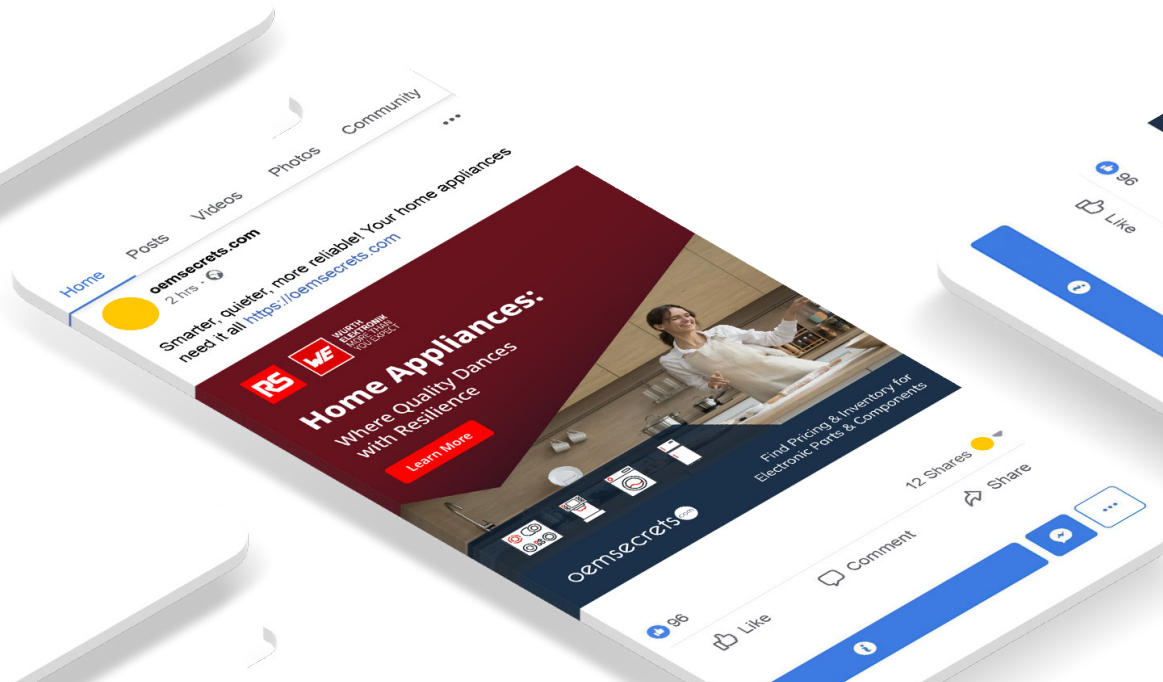
Drive new customers and brand awareness through our social media channels including Facebook, LinkedIn, Instagram and X.

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

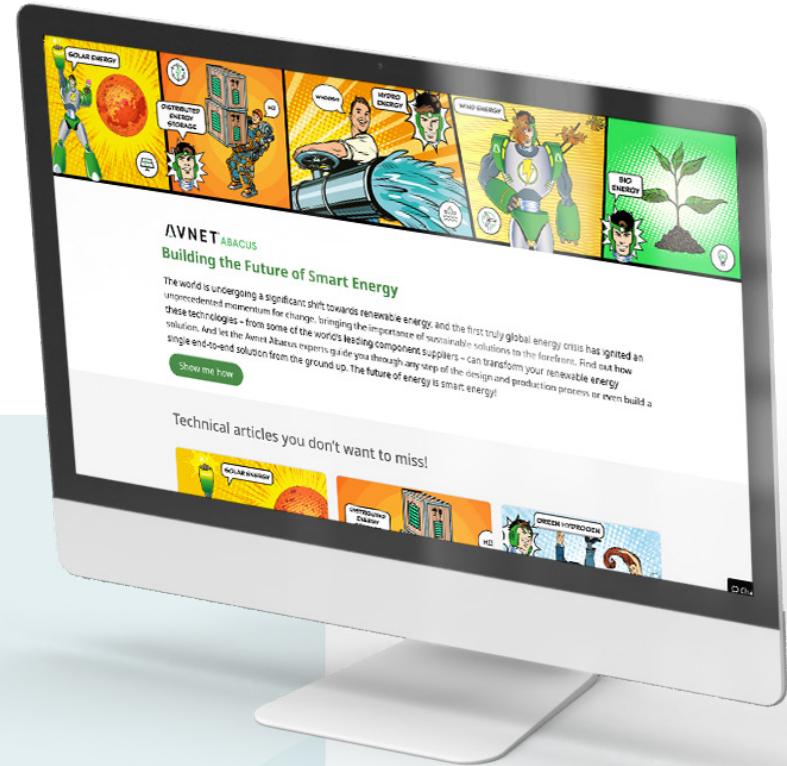
Creative Services

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	-
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	-
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 type="radio"/> Select one	<input type="radio"/> Select one	<input type="radio"/> 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 type="radio"/> Select one	<input type="radio"/> Select one	<input type="radio"/> 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	-	<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







Product Listing

Display your authorised and in-stock independent product lines across our platforms including our comparison engine, BoM tool, Part Search API and Stock Finder plugins.

Specialise in sourcing? Collect leads from our users looking for low stock / obsolete parts. **Starting from \$750.**

Starting from **\$2,250** per year

- ✓ Upload to our FTP
- ✓ Attach in an email
- ✓ Send via API

Distributor		Stock	Order Pricing	Expand	Request Quote
 Distrelec 30230767		4,105 in stock	1 25	£0.0430 £0.0344	Buy Now
 Mouser Electronics UK 512-1N4148		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 1N4148FS-ND more		128,028 in stock	1 10	£0.0800 £0.0460	Buy Now

Advertise your **brand, stock levels, pricing at different volumes and product information** such as packaging or manufacturer lead times.

Clearly display your available products with a link directly to your **product or RFQ page**

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

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

Search results table showing distributor listings with various promotional banners overlaid.

Distributor	Stock	Order Pricing	Expand	Request Quote
DISTRELEC Distrelec 30230767	4,105 in stock	1 25	£0.0430 £0.0344	Buy Now
MOUSER ELECTRONICS Mouser Electronics UK 512-1N4148	240,657 in stock	1 10	£0.0800 £0.0460	Buy Now
ARROW Arrow Electronics P40:2555_13634237 more	932,290 in stock	1 10	£0.0603 £0.0351	Buy Now
RS RS UK 8428002	20,000 in stock	2000 10000	£0.0120 £0.0120	Buy Now
FARNELL Farnell element14 UK 9843680 more	182,368 in stock	5 10	£0.0937 £0.0467	Buy Now
DIGIKEY Digi-Key UK 1N4148FS-ND more	128,028 in stock	1 10	£0.0800 £0.0460	Buy Now



Stock Finder Plugin

Distributor inventory data on your website

Work with our web team to integrate our inventory & pricing data in to your site with a plugin or by working with your development teams to provide data

- ✓ Use JavaScript, an iframe or the Part Search API
- ✓ Documentation for easy setup
- ✓ Free concepts available for presentations
- ✓ Liase with our team on functionality and design

Request a Concept



...and many more

Tradeshows & Events



Join us as a 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 free 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

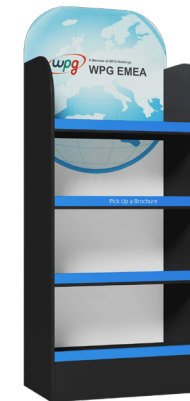


Tradeshows & Events



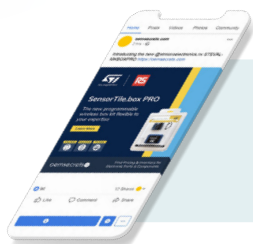
Bar, Party & Display Sponsorship

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.**

Reach & Performance

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

8.56%

Click to
conversion rate

Click to conversion
rate for a partnering
distributor in April '24

Europe 71%

Americas 11%

Asia 18%





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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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.

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