

Slickdeals' Deal Specialist Funnel



What is the Deal Specialist Funnel?

The Deal Specialist Funnel (DSF) is a self-service portal where partners may submit deals for review and gather feedback from our expert Deal Specialists with the purchase of a monthly subscription plan.

All deals submitted to the DSF are sent to our team of highly knowledgeable Deal Specialists to be reviewed and either approved or rejected. **In working with the Deal Specialist via the DSF, partners are able to increase their chances of reaching the Frontpage by accessing pricing feedback, product insights, proper deal formatting, and deal post optimization.** Campaign reporting is available to inform future promotions and optimize deal strategy.

Upon approval, the deal is posted to the Hot Deals forum on Slickdeals where it can move up to Popular Deals and eventually to the Frontpage if it garners enough traction from our 12 million monthly users.

It's important to note that the Slickdeals community is made up of savvy, high-intent shoppers who engage with deals that offer **quality products at their best available price.**

What is a Deal Specialist?

A Deal Specialist is a highly knowledgeable deal expert who reviews and posts deals to the community on behalf of our partners. When a Deal Specialist vets a deal, they consider the quality of the product, pricing details, and deal information.

What makes a Deal Specialist qualified?

All Deal Specialists complete a rigorous 30-day training program with our top Deal Hunters and Deal Editors in which they learn deal posting strategies and best practices. This includes:

- Conducting pricing and product research
- Selecting deal images, writing deal headlines, and formatting deal information in a strategic manner so that it performs better onsite
- Understanding which products best resonate with Slickdeals users

Benefits of reaching the Slickdeals Frontpage

The Slickdeals Frontpage features the best available deals, vetted and upvoted by our community of savvy shoppers. In reaching the Frontpage, partners can increase brand awareness, build trust within the Slickdeals community, and generate sales.

12K

On average, Frontpage deals receive 12K clicks from the community

\$32K

On average, Frontpage deals generate more than \$32K in sales

1.2M

The Slickdeals Frontpage sees an average of 1.2M pageviews per day

Shilling/Self-Promotion Policy

To maintain the integrity of Slickdeals and the trust of our users, all deals within our community must be organically voted on by our community to be considered legitimate.

Please, No Self-Promotion

Slickdeals Moderators are dedicated to keeping track of all posting, voting, and commenting activities. Partners are not allowed to post deals through alternative email addresses or through regular user accounts. Similarly, any type of self-promotion, voting, and/or commenting on your own deals is a direct violation of our rules.

If you have any questions related to deal posting, we encourage you to email merchants@slickdeals.net.

Fake Reviews and Votes

Any review that is not made in good faith based upon the merit of the deal is considered fake. This includes any review or vote that is solicited, automated, fraudulent, retaliatory or provided for a fee or other compensation.

Please do not solicit or post fake reviews or votes.

- **1st Violation:** Your first violation will result in a warning with request for acknowledgement of our shilling policy.
- **2nd Violation:** Your second violation will result in a temporary suspension of 7 days.
- **3rd Violation:** Your third violation will result in a permanent ban from the Deal Specialist Funnel.

Please note that we do not offer prorated refunds for partners that are banned from the DSF.

Key features within the self-service platform

Easily submit and edit your deal submissions directly within the DSF self-service portal.

The screenshot shows a 'Submit a Deal' form with the following fields and options:

- Deal URL:** A text input field containing 'https://'. Below it, a note says '15 Deal Submissions Remaining'.
- Deal Title:** A text input field with the placeholder 'Deal or Product Name with Price'.
- Price:** A text input field with a '\$' symbol.
- Description:** A rich text editor with a toolbar (bold, italic, underline, strikethrough, link, unlink, bulleted list, numbered list, indent, outdent, quote, code, source) and a text area containing the instruction 'Provide deal details including the Deal URL, store and product information'.
- Category:** A dropdown menu with the option 'Select a Category'.
- Store:** A dropdown menu with the option 'Select a Store'.
- Images:** A dashed box for uploading images with the text 'Upload Your Own Image' and a note 'Maximum of 10 Images'.
- Submit Deal:** A prominent blue button at the bottom.

Access deal stats for your deal posts.

The screenshot shows a 'Stats' overlay for a deal post titled 'Torrent Boot' priced at '\$32.00'. The overlay includes a 'See Deal Post' button and the following statistics:

- Views:** 5,004
- Up Votes:** 16
- Comments:** 9
- Outclicks:** 2,176

Receive informed feedback directly from our Deal Specialists.

The screenshot shows a 'Messaging' window with the following content:

- Sender:** Govee: Aura Tabletop Lamp
- Message 1 (from OneDrewThree):** 'I see you posted this product last year around the same time for a lower price (\$44.99). I would recommend matching that or offering a deeper discount to increase your chances of shopper engagement with the deal. Is that something you're able to offer? Let me know if you have any questions.' (Timestamp: August 24, 2022 at 06:00 PM)
- Message 2 (from You):** 'Thank you for the feedback. We can beat last year's price and drop it to \$40.99. Let me know if you think that will perform well with the community.' (Timestamp: August 24, 2022 at 06:01 PM)

Stay organized & updated with the Deals Dashboard

Keep track of how many deal submissions you have left for the month

Easily keep track of which deal submissions require action

View the status of your deal submissions on your dashboard

The screenshot displays the Slickdeals Merchant Account interface. At the top, there are navigation links for Deals, FAQ, Support, and Logout. The main content area is divided into three sections:

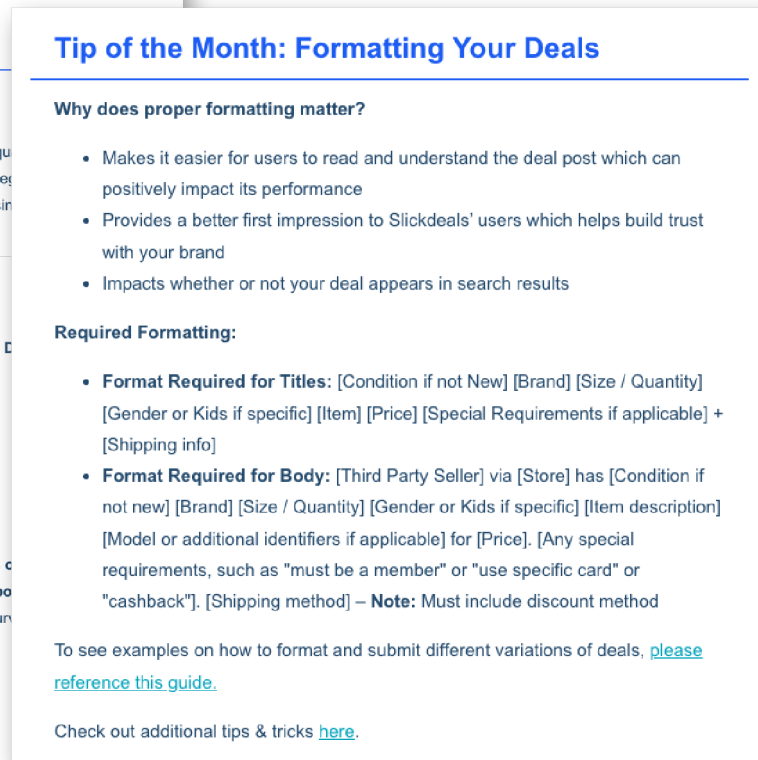
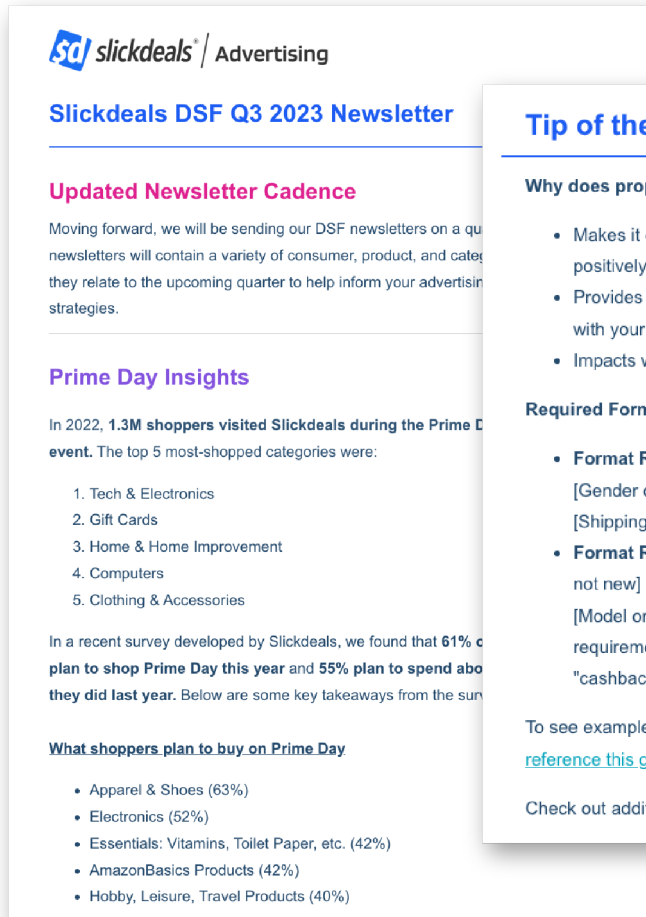
- Dashboard Deals:** Shows 'Remaining Deal Submissions: 12' and a 'Submit a Deal' button.
- Action Required:** A table with columns: Deal, Status, Price, Submitted, Latest Message. It contains one entry for 'Wolverine - 50% Off Select Styles' with a status of 'Action Required'.
- Submission History:** A table with columns: Deal, Status, Price, Submitted, Latest Message. It contains two entries: one 'Submitted' deal for 'Select New Torrent Styles' and one 'Action Required' deal for 'Wolverine - 50% Off Select Styles'.

Easily access customer support and submit service tickets for a variety of inquiries

Keep your conversations with Deal Specialists organized for each submission & access them at any time

Get notified via email when you have a new message or when that status of your deal submission changes

Access additional updates, tips, and more via the quarterly DSF newsletter



Receive updates on product features, tips & tricks from the Deals team, exclusive media promotions, consumer insights, and more via the quarterly DSF newsletter.

Deal Submission Review Process

1 Partner Submits a Deal via the Self-Service Portal

Partners can submit deals through the DSF self-service portal. Deals should be vetted by the merchant beforehand to ensure a seamless approval process. The Slickdeals community engages with deals that offer **quality products** at their **best available price**.

2 Deal is Reviewed by a Slickdeals Deal Specialist

Our team of highly knowledgeable Deal Specialists will research and compare your deal with similar deals that have been posted on our site. In some instances, a Deal Specialist may comment or negotiate with you to explore a lower price.

3 Deal is Approved or Rejected

If your deal is rejected, our Deal Specialists will provide feedback, pricing research information, and recommendations on how to better optimize for the Frontpage. If your deal is approved, it will be posted in our Hot Deals forum.

Note: Every deal submission, regardless of whether or not it is approved, will count towards your monthly submission allotment.

Submissions to the DSF do not guarantee a post in the community.

How deals move through the Slickdeals forums

1 HOT DEALS

When a deal is posted, it begins its lifecycle in the Hot Deals forum. This is where the Slickdeals community is able to start voting and commenting on your deal post. If your post receives positive engagement, it will move into the Popular Deals forum.

2 POPULAR DEALS

Deals that make it into the [Popular Deals forum](#) have a better chance of being discovered by users when compared to Hot Deals, which means your deal has a better chance of gaining momentum. If users are positively engaging with your deal, it can gain ranks and eventually move onto the Frontpage.

3 THE FRONTPAGE

The [Slickdeals Frontpage](#) receives an average of 1.2 million page views per day and is the ultimate goal for our DSF partners. Deals on the Frontpage have been vetted and reviewed by the community, which usually means they are trusted brands. The more trust you can establish with the Slickdeals community, the better your deals will continue to perform. Remember, Slickdeals shoppers are savvy.

DSF Store Requirements

Approved Stores & Marketplaces

- Amazon
- eBay
- Walmart
- Target
- Newegg
- Lowes
- Best Buy
- The Home Depot

Amazon Requirements:

- Store must have a minimum of 750 lifetime seller ratings
- Product must have a minimum of 25 Amazon reviews
- Must be in good standing with the Slickdeals community

eBay Requirements:

- Top Rated Plus Store rating with 10K+ rating and 98% positive feedback
- Not Top Rated Plus Store with a 20K+ rating and 98% positive feedback + quantity ≥ 20 available (cannot be smaller availability when posted)

Affiliate Network:

Partners should have a live affiliate program within a major affiliate network, such as Commission Junction, Rakuten, Impact Radius, ShareASale, etc.

DSF Monthly Subscription Plans

Subscriptions are billed monthly (every 30 days) from the initial charge.

Slickdeals offers additional advertising opportunities to supplement your DSF subscription. Please reach out for more information.

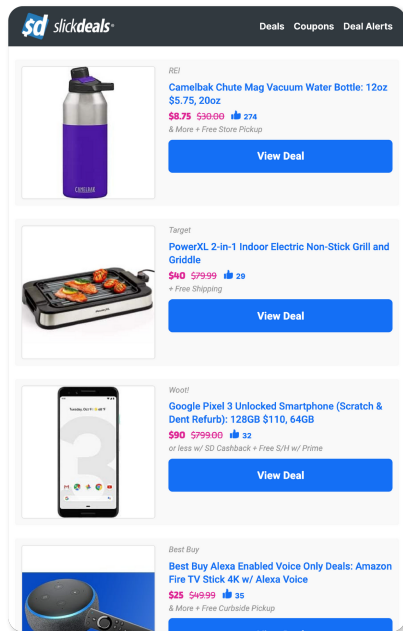
	Bronze	Silver	Gold
Monthly Subscription Rate	\$750	\$1,750	\$2,750
Monthly Submissions*	5	15	30
Account Support	Standard	Premium	First-class
Submission Feedback Time	Within 72 hours	Within 48 hours	Within 24 hours
Stores/marketplaces allotment	1	5	10
Brands allotment	1	5	10
Pricing Feedback	✓	✓	✓
Performance Reporting	Monthly	Upon Request	Upon Request

*Submissions do not guarantee a post in the community, only consideration to be posted. Special conditions apply for discount and store channel approvals.

CONFIDENTIALITY NOTICE: The contents of this page, email message and any other attachments are intended solely for the addressee(s) and may contain confidential and/or privileged information and may be legally protected from disclosure.

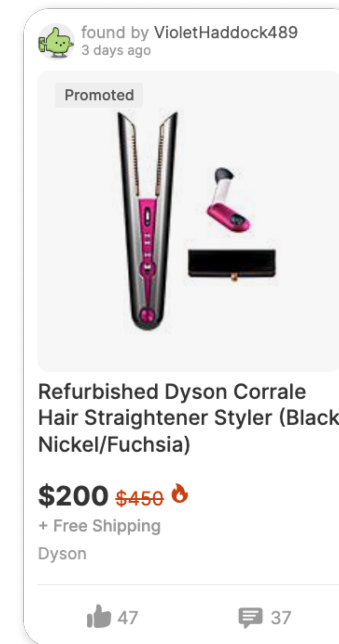
NEW Continued Subscription Incentive Program

Partners who maintain their subscription for the entirety of one quarter can **select one of the complimentary native media placements below** to use in the next quarter.



Daily Newsletter Inclusion

Daily Newsletter sends are a great way to promote a deal, sale, or promotion. Partners can link to a live deal thread on Slickdeals or directly to an external page.



Featured Deal

Deals that have a +3 deal score or above are eligible to be promoted on the Frontpage to extend their exposure and drive additional sales.

Comped media may not run during peak shopping events like Prime Day, Black Friday, Cyber Monday, etc.

A man and a woman are sitting at a wooden desk in an office, high-fiving each other. The man is on the left, wearing a light blue shirt and a striped tie, and the woman is on the right, wearing a dark blazer. They are both smiling and looking at each other. The desk has a laptop, a glass of water, and some papers. In the background, there is a brick wall and a whiteboard with some charts and diagrams.

**Let's work
together.**

merchants@slickdeals.net

APPENDIX

About Slickdeals



What is Slickdeals?

Founded in 1999, Slickdeals is the leading community-powered shopping platform

Drove \$1.58B gross merchandise value in 2022

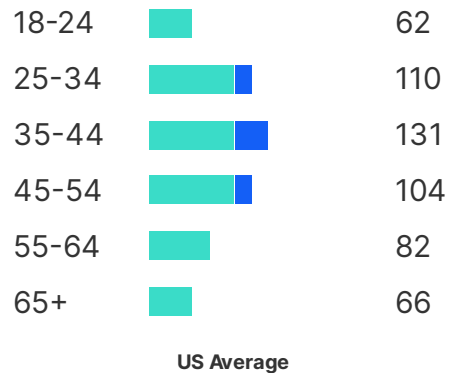
12M+ Monthly Users

- **1.2B+ visits**
- **84% direct traffic**
- **485M outclicks to merchants**
- **556K weekly active mobile shoppers**
- **>4.9M monthly user votes & comments**

Transaction-ready Audience

Our high-value audience spans a wide array of areas. Grown organically over the past 20 years, the Slickdeals audience is highly educated with a high household income, placing them within the coveted demographics marketers want.

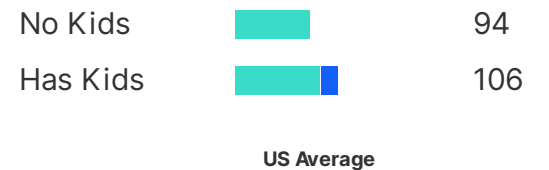
Age Sweet Spot



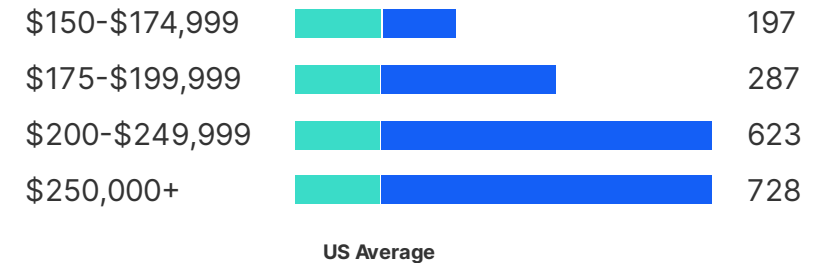
Highly Educated



Household Shoppers



High Household Income



40.4% of Slickdeals shoppers have a HHI of \$250,000+

Source: Quantcast 2023 reporting, Experian Data

Index represents how a given metric compares to an average, such as the average US Internet user. Index of 200 equals 2x makeup relative to average US Internet user.

Driving Product & Brand Discovery

Integral to the shopping journey, Slickdeals connects high-value shoppers with new products and brands.

Because of our highly engaged community, we excel in the research and consideration phases of the shopping journey and are able to propel users through the purchase funnel faster than our competitors.

85%

Regularly find new products when browsing Slickdeals

91%

Buy items they weren't originally searching for

95%

Visit Slickdeals before making any online purchase

99%

Use ratings and votes when making purchase decisions

Source: 2019 Internal Slickdeals Audience Survey