

Value Based Pricing FAQ

What is Value Based Pricing (VBP)?

Value Based Pricing is a network management tool that dynamically discounts CPCs based on the quality of traffic from our publisher network.

When was VBP launched?

Shopping.com launched this proprietary tool in October of 2007 and we've been leveraging VBP ever since to sustain merchant cost of sale by monitoring network traffic and dynamically adjusting CPC rates where necessary.

Why is VBP important?

Before VBP, merchants would pay the same price for each click regardless of whether the click resulted in a conversion to sale for merchants. With VBP, we adjust the CPC based on the value of the traffic source.

How will VBP help reduce my overall Cost of Sale while CPC rates are increasing?

The CPC rates we actually charge merchants is typically lower than our rate card as we discount CPCs from traffic sources that perform lower than our average conversion to sale.

How do I know I'm benefiting from VBP?

Compare your average billed CPC as found in the Category Sales Report to the published category rates within the Bidding tab. The difference indicates the VBP savings.