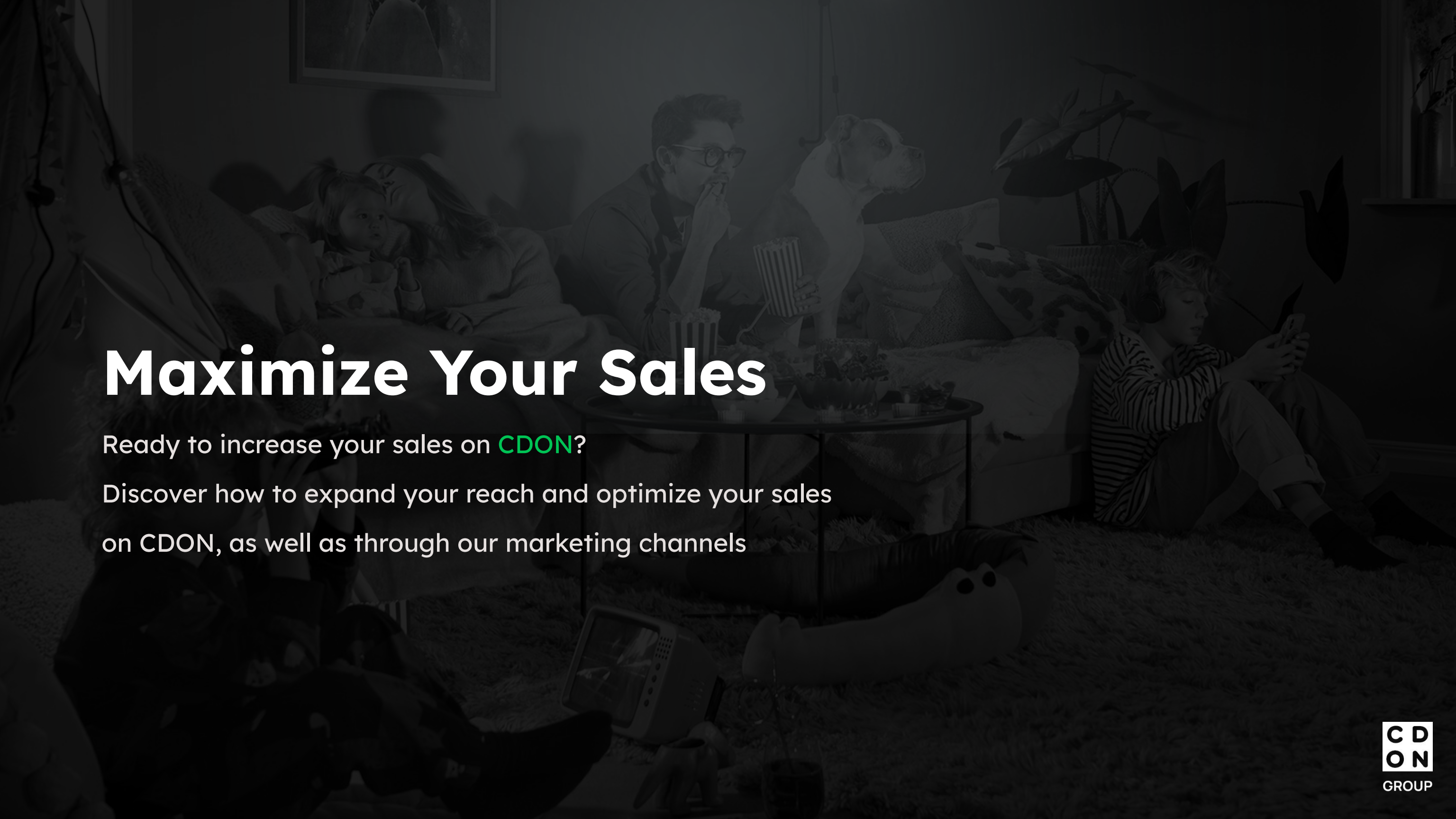


A grayscale photograph of a family in a living room. A woman is lying on a sofa with a baby, a man is sitting next to her eating popcorn, and a young boy is sitting on the floor using a tablet. A dog is sitting on the sofa. A small television is on the floor in the foreground. The image is dark and serves as a background for the text.

Maximize Your Sales

Ready to increase your sales on **CDON**?

Discover how to expand your reach and optimize your sales
on CDON, as well as through our marketing channels

Dynamic Campaign Pages – How They Work

To maximize your chances of being featured, maintain ***competitive pricing***, ensure ***reliable delivery*** performance, and keep all ***product information accurate*** and up to date. These factors directly influence our algorithm selection process

CDON's dynamic campaign pages are intelligent and adapt in real time to showcase the most relevant products. Our advanced algorithm continuously evaluates price competitiveness, popularity, and customer preferences to curate tailored selections that maximize engagement and drive sales.



Enhanced Visibility

High-performing products receive premium placement and additional exposure across our platform, increasing your reach to potential customers



Optimized Results

Strategic product highlighting drives higher engagement rates and conversion, maximizing your sales potential through data-driven selection



Customer Satisfaction

Tailored product selections create seamless shopping experiences, leading to increased customer loyalty and repeat purchases

Getting Featured in CDON's Newsletters

Dynamic Selection Process

The majority of newsletter and email automations placements are automatically determined using the same intelligent criteria as our campaign pages. This ensures consistent quality and relevance across all our marketing channels

→ Competitive Pricing Strategy

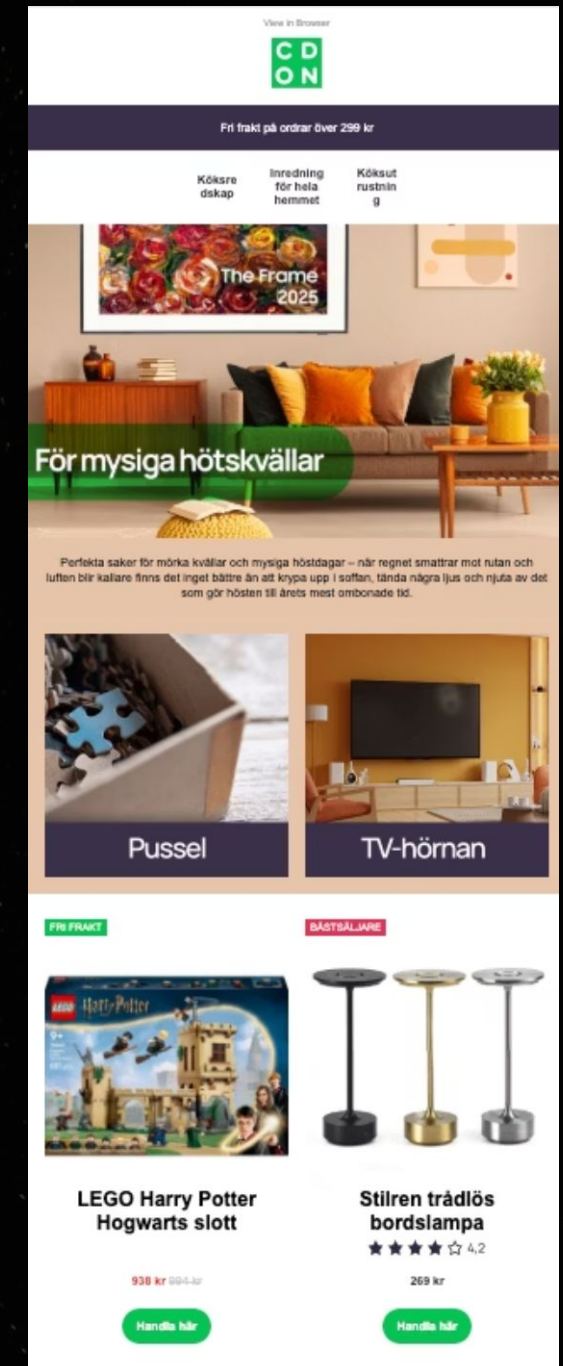
Products with market-leading prices receive priority consideration for newsletter inclusion. See our analytics tool in Merchant Center for more information [here](#).

→ Reliable Delivery Performance

Consistent shipping times and fulfillment reliability boost your selection probability. We measure delivery performance via your missing rate. Target is maximum 2%, click [here](#) to see your score.

→ Accurate Product Information

Complete, up-to-date product details ensure better customer experience and higher conversion rates. For our Product Description Page guidelines click [here](#).



Performance Marketing Campaign Requirements

Success in CDON's performance marketing campaigns requires strategic preparation and attention to details. Our marketing channels reach millions of potential customers, making proper setup crucial for maximizing your product visibility and sales potential



Valid EAN/GTIN Required

Every product must have a legitimate European Article Number for proper identification and tracking across all marketing channels



Strategic Pricing

Set competitive prices from the initial upload. Price changes after launch can impact algorithm rankings and campaign inclusion



Immediate Activation

Activate products immediately upon upload to ensure they're considered for current and upcoming marketing campaigns



Conversion-Optimized Content

High-quality images, detailed specifications, and compelling product descriptions drive better performance in paid campaigns

