

# Free vs Enhanced Listings

Revfluent offers the ability to maximize revenue for Best of the Best contests with Enhanced Listing options. Use our preloaded, best practices or customize the features you offer free to all nominees or keep exclusive for paying advertisers.

## Nomination Creation

Approved nominees receive a dedicated listing in your contest. Only enhanced listings will receive the features you choose as premium (identified by a star).

## Nominees Want to Win

Every nomination in your Best of is a warm sales lead. Businesses want to be crowned king of their nominated categories. Motivated businesses will even pay for an edge. Keeping valuable features exclusive helps Sales Reps close more deals and revenue.

Our best practices for enhanced vs free listings come preloaded, adding utility for all nominees while driving sales.

Enable or disable optional features for standard (non-enhanced) nominations. Disabling a standard feature will mean it's only available for enhanced nominations.

### Nomination Popup: Logo

Enable/Disable displaying standard nominations' logos.

### Nomination Popup: "About Us"

Enable/Disable displaying standard nominations' "About Us" blocks.

### Full Address

Enable/Disable displaying standard nominations' full addresses. The full address will still be visible when nominations are clicked, unless Map & "Get Directions" are also disabled.

### Nomination Popup: Map & "Get Directions"

Enable/Disable displaying standard nominations' "Location" blocks (which include a map and "Get Directions" link).

### Phone

Enable/Disable displaying standard nominations' phone numbers.

### Website(s)

Enable/Disable displaying standard nominations' websites, including their media links.

### Friends2Follow

Enable/Disable displaying standard nominations' Friends2Follow widgets, i.e. if the nominee has Friends2Follow widgets selected.

### Nomination Popup: "Our Other Nominations"

Enable/Disable displaying standard nominations' "Our Other Nominations" blocks (which show vote buttons for the nominee's other nominations).

### Nomination Popup: "Share QR Code"

Enable/Disable displaying QR Codes as a sharing option. QR Codes direct users to the nomination's personal voting popup.

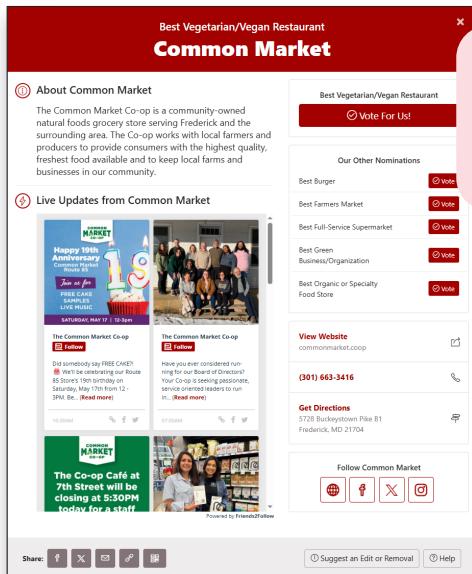
## Valuable Features:

**Priority:** Enhanced nominees appear above regular nominees at the top of their category

**Showcase All Nominations:** Allows readers to easily vote for a nominee in every category they are in from their dedicated page

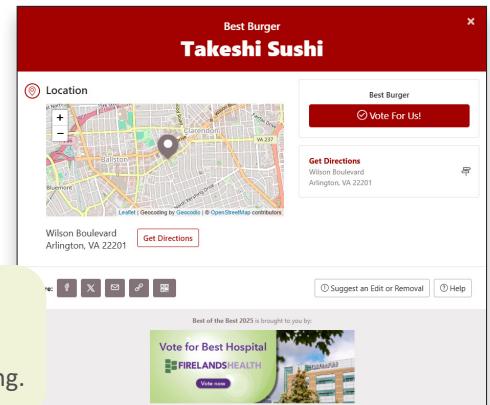
**Friends2Follow:** Display the most recent social media posts from a nominee on their dedicated listing

**Share QR Code:** Directs traffic to advertisers' dedicated listing



## Enhanced Listing

Enhanced listings add value, visual excitement and resources for voters and advertisers. Customize yours to fit with your contest style!



## Free Listing

Standard listings show basic information about a nominee to ensure accuracy while voting.

**Note:** Features **ONLY** appear if the associated nominee has that information added to their listing. Add it for them as a service option or send a "claim my business" link so they can add it themselves.

Questions? Reach out to your Revfluent representative or email us at [Support@Revfluent.com](mailto:Support@Revfluent.com)