

# The Roofing Industry Product Center

The Roofing Industry Product Center brings detailed data about your products and systems to the world's most highly qualified online audience for roofing products. You reach NRCA contractors and decision makers online at the point of sale.

- **Audience:** Your messages reach a core audience of NRCA contractors, roofing industry suppliers, roof consultants and specifiers.
- **Products and Systems:** Sales messages for individual products and systems help contractors decide what to buy.
- **Point of Sale:** Customers see your message when they are reviewing specifications, developing submittals and solving job-site problems.

Spec Match Messaging and Icons say, "Right for the Job"

Contractors need to know which products are right for the job — that they meet the specifications, that they're green, that they have code approvals, that they are UL Class A, that it's self-adhering 60-mil, etc. Buyers are in a hurry, and they are searching online for products with multiple attributes. Spec Match puts your product at the top of BuildSite's search results.

Spec Match products generate twice the amount of traffic compared with non-advertised products.<sup>1</sup>



GAF Materials uses messaging tied to product specifications, highlighting its distinctive value and special features. With icons, buyers can quickly identify technical data, code approvals and products that are Made in the U.S.

The Roofing Industry Product Center does more than list your products. Messaging at the time of purchase helps you close the deal.

## Highlight the LEED® attributes of your products with Green Data

Green Data helps designers and builders by extracting product-specific LEED attributes such as VOC content, recycled material content and manufacturing location. Provide your green data and help your customers achieve LEED submittal requirements.



Grace Construction Products highlights LEED data with BuildSite Green Data.

## System Builder groups products that work together

System Builder lets your customers configure and submit an entire set of products. You upsell customers on more high-margin accessories and avoid problems from systems pieced together in the field. Each system comes with a Spec Match that brings it to the top of the search page.

<sup>1</sup> Average traffic increase calculated from five sample advertisers with first-time Point of Sale programs in 2010. Annualized traffic was compared to the prior year, during which advertisers had a basic listing.