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FOR IMMEDIATE RELEASE

SAGE[®] LAUNCHES NEW CURATED PRODUCT PAGES

Addison, Texas (May 29, 2024) – SAGE, the leader in information, marketing, and business management solutions for the promotional products industry, is excited to announce the latest feature addition to its SAGE Website Professional Plus platform: Curated Product Pages. This innovative enhancement offers clients the ability to feature theme-based webpages with curated content and products, aimed at increasing SEO rankings and driving more traffic to their websites.

The Curated Product Pages allow businesses to highlight specific product themes, including popular categories such as the 4th of July, 5k Races, Aviation, Back to School, Banking, and many more. These themes cater to various events and industries, providing a focused and engaging user experience for visitors.

Key benefits of the new Curated Product Pages include:

- **Enhanced SEO:** By featuring specific themes, businesses can optimize their websites for relevant keywords, improving search engine rankings and visibility.
- **Customizability:** Each theme can be completely customized, allowing businesses to tailor their content and products to match their unique brand and audience preferences.
- **Increased Website Traffic:** The curated pages offer a more engaging experience for visitors, encouraging them to explore additional products and stay on the website longer.





“We are thrilled to introduce the Curated Product Pages as part of our SAGE Website Professional Plus platform,” said Chris Sumpter, Vice President of Web Development of SAGE. “This new feature empowers businesses to showcase their products in a more targeted and appealing way, ultimately enhancing their online presence and driving customer engagement.”

To learn more about the new Curated Product Pages and how they can benefit your business, visit www.sageworld.com or contact your Account Advisor today.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing, and business management solutions to the promotional products industry. In addition to SAGE’s flagship SAGE Online™, SAGE Mobile™, and SAGE Web™ research and business management services, SAGE also provides the industry with other research services, order management, website, and email services, e-commerce solutions, end-user catalogs, artwork services, payment processing, tradeshows, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry’s non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.