



BG BuyersGuide.org

BuyersGuide.org Overview

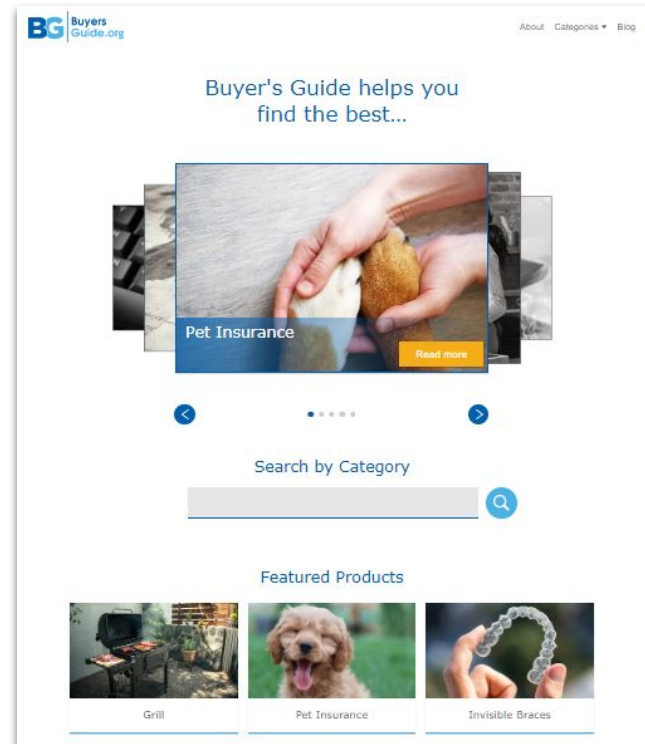
2026

Why BuyersGuide.org?



Buyer's Guide helps brands convert shoppers higher in the purchase funnel by targeting **early consumer interest search traffic** in Google and Bing (e.g. "best vacuum," "baby monitors," "best mattress").

Traffic is directed to optimized comparison pages that use a **proprietary value index** to assist user decision-making and analyze user behavior. Using our algorithm, we are able to identify and boost top-performing products for our partners.



Buyer's Guide drives \$50 Million in Revenue to Partners Every Month



80M

Monthly search
impressions



6M+

Unique monthly
visitors



3,000

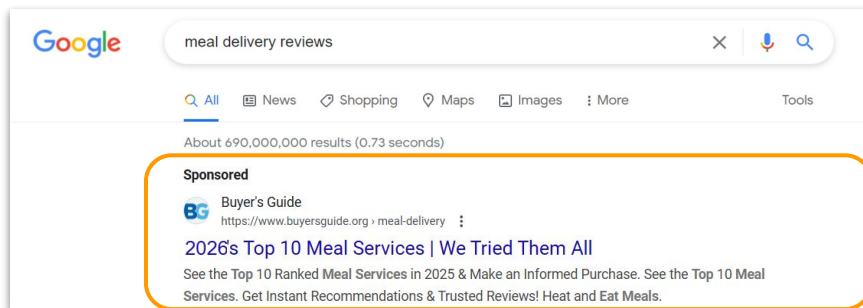
Comparison
pages



30,000+

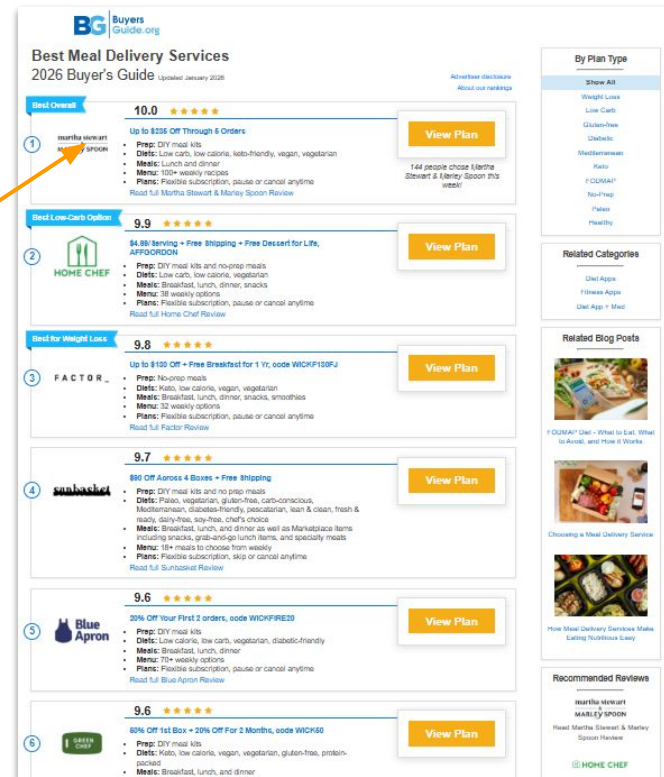
Products and
services listed

Purchase Funnel



Consumer Path:

- Wickfire runs advertising on **review- and comparison-related search queries**, targeting shoppers still in the research phase of the shopping funnel
- Customer types in search query, clicks on Buyer's Guide ad, and is taken to a review vertical **optimized to drive sales**



Landing Pages

- Our traffic sends users to a product **comparison page** optimized to provide relevant information to potential customers and aid decision-making to help them conclude research and make a purchase.
- Each vertical can have as many as 20 **individual templates**, allowing us to offer exposure in the keywords most relevant for our strategic brands.
- Merchants are ranked according to Wickfire's proprietary **Review Merchant Index**, which takes into account user engagement, conversion rate, and CPA for each brand, among other factors

The screenshot displays a landing page titled "Best Meal Delivery Services 2026 Buyer's Guide" from the BG Buyers Guide.org. The page is organized into a grid of six merchant cards, each featuring a merchant logo, a star rating, a brief description of the service, and a "View Plan" button. The merchants listed are Martha Stewart & Marley Spoon, Home Chef, Factor, MealKit, Blue Apron, and Green Chef. To the right of the grid, there are three sections: "By Plan Type" with a list of diet types (Weight Loss, Low Carb, Gluten-Free, etc.), "Related Categories" with links to Diet Apps, Fitness Apps, and Diet App + Meal, and "Related Blog Posts" with images and titles of related content. The page also includes an "Advertiser disclosure" link and a "Read our rankings" link.

Buyer's Guide Next Steps

Looking to launch a campaign?

- We evaluate opportunities for new verticals all the time. Contact us to see if your brand is a fit!

Already running a campaign with us but looking to optimize?

- Please reach out to us directly and we can put together a recommended optimization strategy.
- In exchange for commission rate increases, specialized offers or exclusive partnerships, we can offer added increased exposure and content placements.



Contact Us



**Have a question about working with
Wickfire on Buyer's Guide?
We'd love to hear from you!**

partners@buyersguide.org