

# SearchForce

## Smart search marketing begins with smart technology

Pay-per-click (PPC) advertising is getting more complex every day.

The stakes are higher, with bigger budgets, and greater ROI expectations.

With more riding on your PPC advertising programs than ever before, you need the best tools to deliver optimal results.

SearchForce's bid management and algorithmic framework applies a highly sophisticated and quantitative approach, to help you determine how best to spend your advertising dollars.

### Maximize Your Returns

What could you do with a 30% increase in your PPC marketing budget?

SearchForce clients find that our software delivers 30% to 50% higher returns over their previous PPC campaign management methods. While results vary from customer to customer, the reasons why they save are consistent.

SearchForce was designed with your profitability in mind. Our smart search technology uses highly sophisticated statistical and machine learning techniques that give our clients the best possible return on their PPC investment.

### Work Smarter, Not Harder

With SearchForce, one person can manage multiple accounts and millions of keywords, all in less than 30 minutes a day.

If you are an advertising agency, this means you can easily handle more clients without having to find and hire skilled search marketers. And corporate campaign managers can grow their campaigns without adding a lot of extra work, or paying large agency fees.

### Reach Your Goals

Our smart search marketing technology takes the unique business objectives of each advertiser into consideration. SearchForce automatically helps you:

- Reduce your conversion costs. You'll spend less to acquire new customers.
- Improve your return on investment. Maximize the profitability of all your PPC campaigns.
- Get more traffic. Optimize your campaigns to attract the greatest number of qualified visitors.
- Put your brand on top. Increase your brand exposure by appearing at the top of paid search results.
- Support your local offices. Set and achieve different goals for each region.



## SearchForce Smart Technology

- SearchForce's state-of-the-art algorithmic-based bidding approach determines the ideal bid prices for each keyword or keyword group, and automatically bids on them. This allows you to boost keyword conversion volumes, save on poor performers, and successfully reduce your cost per acquisition across all your campaigns.
- Our search technology identifies inefficiencies in the search marketing space, and automatically exploits them to your benefit. SearchForce helps you identify and cut your losses on bleeding keywords, and improves your conversions by exploring the bid landscape of your most profitable ones.
- Smart synch technology synchronizes only changed data with your target search engines, so you can modify your accounts without incurring unnecessary API charges.
- The keyword research tool helps you discover new keywords that will drive more traffic at a lower cost.
- Predictive algorithms adapt and react to your unique market dynamics, adjusting your bids based on quality, seasonality and day of the week patterns. So, you don't waste advertising dollars on prospects that don't buy.
- Our unique portfolio approach allows you to quickly identify, manage, and track keywords of interest. You can optimize the performance of not just individual keywords, but your entire portfolio as a whole.

“Our specialists are 30 to 40 percent more productive since we've implemented the SearchForce system.”

-- Miles Olson, Director of Marketing,  
Apogee Search

### Search Marketing Made Easy

Setting up SearchForce is fast and simple. We'll give your team an hour of training, point them in the right direction, and get your campaign up and running in one business day.

Additionally, we've built our system to work the way you do. Our unique portfolio management interface, centralized dashboard, and automated keyword bidding take the complexity out of PPC management.

From our centralized Web application, you can manage multiple online campaigns across Google, Yahoo and MSN. For easy management and control, you can filter keywords by performance across search engines into a portfolio or sub-portfolios, where you can optimize bidding to fit your goals.

Automated keyword bidding allows you to effortlessly bid on hundreds of thousands of keywords. We also help add new keywords, making automatic recommendations based on your objectives.

### Reporting Intelligence

SearchForce's reports measure what you want, when you want it, the way you want it. With centralized reporting you can

customize the metrics that matter the most to you and your clients.

### We Leave the Creative to You

Since our first product release in 2004, we've continued to add functionality to support the growing complexity of search marketing. Search technology is what we focus on. Not search engine marketing services, search engine optimization, or Web analytics. We take care of the technology, so you can spend your time on strategy, creative and investing your newly found marketing dollars.

### Forecasting Your Success

Founded in 2004, SearchForce is a privately-held company based in San Mateo, CA.

SearchForce's smart search marketing solutions manage millions of dollars in ad campaign spending. We work with some of the largest online advertisers, including advertising agencies and corporations around the globe. Using SearchForce, our clients have saved at least 30% on their PPC advertising.

Let us show you how our smart technology can improve your PPC advertising. Give us a call and request a demo today.