

Smarter planning
Precise execution
Extraordinary results

Strategic PPC technology for busy inhouse marketing teams



*Manage any campaign – even
millions of keywords – on one
convenient web-based platform.*

Export Chart:



Network:



02/06/10

Impressions : 8779514
Clicks : 101311
CTR : 1.15%

Cost : \$20,184.36
Transactions : 0
Revenue : \$0.00

Avg. Position : 3.5
Avg. CPC : \$0.20
Avg. CPM : \$2.30

If you watch closely, you can see how rapidly fluctuating search engine pricing can help you fine-tune your PPC campaign to maximize ROI and capture even more value from your advertising budget.

But who has time to watch closely? Your marketing team already has enough to deal with. Organizing thousands, if not millions, of keywords is challenging enough – let alone manage intricate bidding strategies across all major search engines.

That's why some of the world's best-known brands use SearchForce – a flexible, powerful, intuitive web-based platform that streamlines PPC campaign management to boost ROI and performance.

SearchForce runs right in your browser. Just log in to your centralized dashboard to set up campaigns quickly and easily. Start tracking conversions immediately – across all channels – and design your own customized performance reports.

Advanced search management technology – part of your marketing team.

Discover how advanced PPC optimization and management technology gives you all the campaign management tools you need to stay ahead of the competition.

No manually intensive processes. No need to hire more staff. Putting SearchForce to work in your organization is like adding to your marketing team without the high expense.

With SearchForce on your team, your marketing staff can spend more time on strategic planning and less time managing execution. You'll see an almost immediate boost in ROI, while enjoying significant savings and more predictable costs.

More advanced, more flexible technology

- Boost ROI on ad spending by 30 to 50% -- or more
- Manage multiple campaigns from one centralized dashboard
- Set flexible bidding strategies to meet specific goals
- Customize and consolidate reports
- Conversion tracking across all channels

Get more value from your advertising budget: Dynamic, enterprise-class portfolio optimization and reporting

It's all about time

Time is money. And with margins tighter than ever, adding staff isn't an option – even as the PPC sector grows more complex and competitive every day.

But SearchForce offers a sophisticated search management platform that includes all the advanced tools you need to optimize bidding and manage campaign performance.

Customizable dashboards offer greater visibility into campaign performance.



All the tools you need to design and manage complex marketing campaigns

Sophisticated automated algorithms

- Smart “autopilot” algorithms manage tactical execution, so you can spend more time focusing on campaign strategy
- Establish and refine your own unique campaign rules, or call our SEM team for expert advice and guidance
- Automatically synchronize campaigns with dynamic market conditions to fully optimize performance and ROI
- Sophisticated cross-channel attribution module for more precise measurement across all online marketing channels – social media, display, email, etc. – to determine impact on PPC campaigns.

More flexibility and customization

- Designed to meet unique campaign needs, regardless of volume
- Executes across a wide variety of strategies, including brand positioning, conversions, click volume, profit maximization, and more
- Create static or dynamic keyword segments through performance filters – applying specific strategies or rules as needed
- Advanced controls speed up or slow down reactions to dynamic search market conditions to optimize ROI
- Full localization that supports multiple languages, time zones, and currencies

Intuitive cross publisher campaign management and bulk edit capabilities.

The screenshot displays the SearchForce advertising management interface. At the top, there is a navigation menu with options like Dashboard, Manage Campaigns, Portfolios, Reports, Tools, Accounts, and Admin. Below this, there are tabs for Campaigns, Ad Groups, Keywords, Placements, and Creatives. The main area shows a table of creatives with columns for Creative Title, Creative Type, Status, SE, Ad Group Name, Campaign Name, Avg. Positio, Clicks, Impr., CTR(%), Cost (USD), Conversi, Conv. Rat, and CPA (USD). The table lists several text and image ads for 'Food Coupons - Online' and 'Search - Store Coupons'. Below the table, there is a 'Campaign Total' row. At the bottom, there is a 'Creative Editor' panel showing details for a specific ad, including its headline, description, display URL, and destination URL.

Creative Title	Creative Type	Status	SE	Ad Group Name	Campaign Name	Avg. Positio	Clicks	Impr.	CTR(%)	Cost (USD)	Conversi	Conv. Rat	CPA (USD)	
[Keyword:Print Online Food Coupons] Visit Penny Pincher Gazette for Free Printable Food Coupons Today! www.PPGazette.com/Online-Coupons	Text Ad	▶	📄	Food Coupons - Online	Search - Coupons	3.0	288	2586	11.15%	\$26.07	55	19.23%	\$0.47	
[Keyword:Local Grocery Coupons] Quick to Print, Easy to Save Money! Print Online Grocery Coupons Today www.PPGazette.com/Grocery-Coupons	Text Ad	▶	📄	Stores - Publix - Grocery	Search - Store Coupons	5.5	240	10947	2.27%	\$25.97	49	19.68%	\$0.53	
[Keyword:Local Grocery Coupons] Print at Home, Save in Local Stores Find & Print Local Food Coupons Now www.PPGazette.com/Grocery-Coupons	Text Ad	▶	📄	Stores - Publix	Search - Store Coupons	5.9	235	7833	3.00%	\$22.31	45	19.15%	\$0.50	
Printable Coupons! FREE Printable Coupons! Sign up for coupons-25 398 x 280 px ...all on one site, and all FREE! SIGN UP NOW	Image Ad	▶	📄	coupons	PPG Content	1.7	218	12034	1.79%	\$26.87	64	29.83%	\$0.42	
Campaign Total :							4.5	41981	2107933	1.96%	\$4,373.91	8499	20.55%	\$0.51

Creative Editor

Ad Group Name: Food Coupons - Online

Headline: [{Keyword:Print Online Food Coupons}] 0 Preview: **Print Online Food Coupons** Creative Name: Food Coupons - Online

Descr. Line 1: Visit Penny Pincher Gazette for Free Printable Food Coupons Today!
www.PPGazette.com/Online-Coupons Status: Active

Descr. Line 2: Free Printable Food Coupons Today!

Display URL: www.PPGazette.com/Online-Coupons Dest. URL: http://www.ppgazette.com/signup_b.php?src=gg1 979

Enhanced scalability and efficiency

- Deploys in one day or less – no steep learning curve
- A platform that grows with your needs – instantly supporting new clients and new campaigns, regardless of size
- Quickly manage and edit campaign budgets, ad groups, keyword bids, and creative
- Upload keyword destination URLs in bulk across all search engines with a few clicks
- Monitor campaigns to assess performance in one single snapshot

High performance and accuracy

- Identifies potential search market inefficiencies that you can exploit for maximum performance
- Complete bi-directional synchronization across all search engines to eliminate inconsistencies and improve data accuracy
- Automatically detects and synchronizes new campaigns and keywords with previously defined parameters
- Boost campaign ROI by 30% to 50% (or more!)

Since 2004, SearchForce has been an early pioneer in offering the most sophisticated and scalable PPC bid optimization, campaign management, and reporting tools. But beyond our deep experience lies a commitment to continually add new functionality that takes full advantage of new technology and opportunities for our clients.

See SearchForce in action.

Call 650-235-8777 or visit us online at www.searchforce.com to arrange for a demonstration.

Full multi-channel tracking & attribution based reporting & optimization.

The screenshot displays the SearchForce software interface. At the top, there are navigation tabs for Dashboard, Manage Campaigns, Portfolios, Reports, Tools, Accounts, and Admin. Below this is a search bar and a table of campaigns. The table has columns for Campaign Name, Status, SE, Network, Budget, Est. Monthly Budget, Impr., Clicks, CTR(%), and CPA (USD). A 'CPC Campaign Editor' dialog box is open, showing options to change status, network, budget, and start/end dates. The dialog also includes checkboxes for 'Change Start Date', 'Change End Date', and 'No End Date'. The table shows various campaigns like 'Portfolio Optimization', 'Attribution Management', and 'Reporting & Analytics' with their respective metrics.

Campaign Name	Status	SE	Network	Budget	Est. Monthly Budget Budget (USD)	% Used	Impr.	Clicks	CTR(%)	CPA (USD)
Portfolio Optimization	Active	Google	Search Network	\$1,200.00/d	\$36,000.00	1.61%	19223	1005	5.23%	\$3.65
Attribution Management	Active	Google	Search Network	\$600.00/d	\$18,000.00	4.91%	5755	787	13.68%	\$6.27
Reporting & Analytics	Active	Google	Search Network	No Limit	\$15,000.00	0.23%	40717	513	1.26%	\$10.06
White Labeling	Active	Google	Search Network	\$15,000.00/r	\$15,000.00	0.19%	711	80	11.25%	\$2.60
Dynamic Keyword Segmentation	Active	Google	Search Network	\$15,000.00/r	\$15,000.00	0.23%	1712	56	3.27%	\$0.00
Campaign Management	Active	Google	Search Network	\$250.00/d	\$7,500.00	0.21%	25099	31	0.12%	\$5.13
Cross Channel Tracking	Active	Google	Search Network	\$250.00/d	\$7,500.00	0.08%	2171	10	0.46%	\$6.30
Custom Dashboards	Active	Google	Search Network	\$100.00/d	\$3,000.00	0.20%	1643	6	0.39%	\$0.00
Totals:					\$103,086.15		06031	2488	2.57%	\$5.95
Account Total [Enterprise SEM Software]:							06034	2488	2.57%	\$5.95

The SearchForce difference.

A more complete, customized 360-degree view of all your client campaigns

Why be limited by rigid solutions, weak synchronization, and a “one-size fits all” approach? When you work with SearchForce, you have access to technology and a team that is:

- **Always available** Scale campaigns as needed – with flexible tools for customizing new keywords, establishing new campaigns, and serving new clients any time.
- **Always up to date** Our R&D team is constantly at work helping you stay ahead of the curve, adding functionality to address a quickly changing competitive landscape.
- **Always on call** Of course we support your technology, but we also support your team – giving you access to SEM experts who can help you evaluate strategies to meet your ROI objectives.



Contact SearchForce to discover how a complete, flexible, intuitive platform can help your brand maintain a competitive advantage.

**Call 650-235-8777 to learn more
or visit us at www.searchforce.com**

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