

Smarter planning
Precise execution
Extraordinary results

Giving your agency the edge over the competition



PPC management and bid optimization technology to meet dynamic agency needs.

Export Chart:



Network:



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

It's late Friday afternoon. One of your largest clients calls and asks you to design a brand new PPC campaign. Launch date? Monday morning.

For many agencies, that's simply impossible. At others, it means long weekend hours dealing with cumbersome Excel spreadsheets, organizing thousands of keywords, and creating intricate bidding strategies across major search engines.

But with SearchForce, meeting even the most demanding client requirements is just business as usual. Simply log in to your centralized dashboard and set up your search campaigns quickly and easily. Start tracking conversions immediately – across all channels. Design customized performance reports to share with your clients.

In fact, SearchForce is the only PPC optimization and management technology that gives you a more intuitive, more flexible web-hosted platform that keeps you ahead of the competition. With SearchForce your agency can manage more campaigns using a lot less resources. Your account planners spend more time on strategic planning and less time worrying about execution. Senior agency executives can show clients impressive results. And your CFO will appreciate significant savings and more predictable costs.

"Unquestionably the best platform we've ever used - backed by a talented account services team that fully understands what it takes to manage large complex PPC campaigns for major clients. Even better, SearchForce integrates new features so rapidly, we stay ahead of the curve and look like heroes to our clients."

Peter Amerio
Plattform Advertising

More advanced, more flexible technology

- Manage all client accounts from one dashboard
- Boost ad spending ROI by 30 to 50% or more
- Set flexible bidding strategies
- Full multi-channel conversion tracking & attribution based bid management
- Customize & consolidate white labeled reports
- Create, schedule & email report templates for automated delivery to clients

Designed for today's agencies: Dynamic, enterprise-class search 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, manage campaigns dynamically, and give your clients polished, professional, and customized reports on performance.

No more tedious manual processes. More impressive campaign performance. Complete freedom to scale campaigns as large as needed.

Customizable dashboards offer greater visibility into campaign performance.



“One of our largest brand clients challenged us to cut ad spending by 50% while increasing conversion volumes. But thanks to an exceptional client services team that consistently gives us great advice on leveraging the platform to its full advantage, SearchForce helped us easily meet - and exceed - that goal.”

Lee Goldberg
PrimeVisibility

All the tools you need to design and manage complex search 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
- 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 your unique campaign and client management needs
- Executes across a wide variety of strategies
 - Brand positioning
 - Maximum conversion or sales volume
 - Targeted CPA and ROAS goals
 - Maximum click volume
 - Profit maximization
 - And more
- Create static or dynamic keyword segments through performance filters, match type, keyword string and status – and apply specific strategies or rules as needed
- Advanced controls to speed up or slow down reactions to dynamic search market conditions to maintain optimal ROI
- Customized, consolidated “white-label” reports to keep clients informed
- Full localization that supports multiple languages, time zones, and currencies

Intuitive cross publisher campaign management and bulk edit capabilities.

The screenshot displays the SearchForce interface with a table of ad creatives. The table includes columns for Creative Title, Creative Type, Status, SE, Ad Group Name, Campaign Name, Avg. Positic, Clicks, Impr., CTR(%), Cost (USD), Conversic, Conv. Rat, and CPA (USD). Below the table, there is a 'Campaign Total' row and a 'Creative Editor' panel at the bottom.

Creative Title	Creative Type	Status	SE	Ad Group Name	Campaign Name	Avg. Positic	Clicks	Impr.	CTR(%)	Cost (USD)	Conversic	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%	\$28.07	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	
FREE Printable coupons! 398 x 280 px ...all on one site, and all FREE!	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
 Descr. Line 1: Visit Penny Pincher Gazette for 4
 Descr. Line 2: Free Printable Food Coupons Today! 1
 Display URL: www.PPGazette.com/Online-Coupons 3
 Dest. URL: http://www.ppgazette.com/signup_b.php?src=gg 979

“SearchForce has helped us to automate PPC management processes, allowing us to spend less time updating Excel spreadsheets and more time strategically optimizing PPC campaigns. Deploying SearchForce has saved our team time—and we saw a positive ROI almost immediately!”

Leisa Hall
Anvil Media Inc.

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 web application interface. At the top, there are navigation tabs for Dashboard, Manage Campaigns, Portfolios, Reports, Tools, Accounts, and Admin. Below this is a toolbar with icons for Campaigns, Ad Groups, Keywords, Placements, and Creatives. The main area features a table of campaigns with columns for Campaign Name, Status, SE, Network, Budget, Est. Monthly Budget, Impr., Clicks, CTR(%), and CPA (USD). A dropdown menu for 'Other publishers' is open, listing various social media and news sites like Twitter, LinkedIn, My Blog, AdKnowledge, MySpace, Facebook, YouTube, and CNN. At the bottom, there is a 'Multi Edit: Status' panel with checkboxes for 'Change Status', 'Change Network', 'Change Start Date', 'Change Daily Budget', 'Change End Date', and 'No End Date', along with a '750 (USD)' input field.

Campaign Name	Status	SE	Network	Budget	Est. Monthly Budget Budget (USD)	% Used	Impr.	Clicks	CTR(%)	CPA (USD)
Portfolio Optimization	Active	Google	Search	\$1,200.00/d	\$36,000.00	1.61%	19223	1005	5.23%	\$3.85
Attribution Management	Active	Google	Search	\$600.00/d	\$18,000.00	4.91%	5755	787	13.68%	\$6.27
Reporting & Analytics	Active	Yahoo	Search	No Limit			40717	513	1.26%	\$10.06
White Labeling	Active	Yahoo	Search	\$15,000.00/r	\$15,000.00	0.19%	711	80	11.25%	\$2.80
Dynamic Keyword Segmentation	Active	Google	Search	\$15,000.00/r	\$15,000.00	0.23%	1712	56	3.27%	\$0.00
Campaign Management	Active	Google	Search	\$250.00/d	\$7,500.00	0.21%	25099	31	0.12%	\$5.13
Cross Channel Tracking	Active	Google	Search	\$250.00/d	\$7,500.00	0.08%	2171	10	0.46%	\$6.30
Custom Dashboards	Active	Yahoo	Search	\$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 agency maintain its competitive advantage.

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

SearchForce

California, Headquarters
3 Waters Park Drive, Suite 211
San Mateo, CA 94403
650-235-8777
650-312-8661 fax

1230 Avenue of the Americas
Rockefeller Plaza Center, 7th Floor
New York, NY 10020
212-618-6391
212-618-6309 fax

info@searchforce.com
www.searchforce.com