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Ad Director™

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Eliminate SEM Complexity, Continually Improve Online Ad Results

As competition for online traffic has increased, so have the complexities and costs of running search engine marketing (SEM) campaigns. Marketers struggle to manage an ever-growing number of keywords and ad combinations, along with many other campaign variables, without overextending or under performing on their ad budgets.

Webtrends Ad Director™ turns SEM complexity into opportunity for marketers and their clients. The software solution's unique self-learning technology manages a virtually limitless number of SEM variables with the speed and accuracy that even an office full of bid managers couldn't replicate. Marketers are freed to focus on SEM strategy and other high-value tasks, while the technology maximizes conversions and revenue beyond the limitations of manual and bid management methods.

The result: The best possible return on ad spend from an SEM solution. For the first time, marketers can look to a single SEM solution to deliver:

- **Self-learning Search Optimization.** Webtrends Ad Director continuously analyzes campaign performance and market conditions to produce the best possible revenue and conversion results at the optimum price. And results keep improving over time as the self-learning technology uncovers SEM opportunities, adjusts bids and selects variables accordingly.
- **A Big Picture Approach.** All adjustments are made based on a marketer's entire SEM portfolio of campaigns and optimized to defined campaign goals. The system also simultaneously factors in opportunities on different search networks and geographies.
- **Full Visibility, Full Control.** Unlike with black-box automated solutions, marketers can override the self-learning engine and apply their unique business insights when last-minute changes in strategy or new business opportunities warrant quick changes in ad buys or placements. Additionally, detailed reporting and the expert guidance of the Webtrends account team provide maximum visibility into SEM campaigns.

Self-learning Search Optimization

OFFLOAD THE HEAVY LIFTING OF MULTIVARIATE TESTING AND OPTIMIZATION

While many bid management solutions automate a portion of the SEM workload, a human SEM manager must still do most of the heavy lifting – a/b testing, results analysis and reporting consolidation. With Webtrends Ad Director, marketers define their SEM campaigns and business goals, then the technology and the Webtrends team take it from there.

The powerful multivariate testing and optimization engine identifies an optimal portfolio of keywords and combinations of terms, based on their performance on the major search networks, including Google, Yahoo!, MSN/Live Search and Ask. The effectiveness of landing pages and ad creative are also evaluated, along with the relative value of different keyword match types, seasonal fluctuations, and other external factors. No other SEM solution weighs as many variables.

REALIZE BETTER SEM RESULTS OVER TIME...OVER AND OVER AGAIN

Webtrends Ad Director works continuously – 24 hours a day, seven days a week – to test keyword combinations and other variables. In a single day, the system can assess the performance of more than a million unique keyword combinations and make tens of thousands of bid changes.

The self-learning technology uses statistical data and in-depth performance analysis to pinpoint the keywords and other campaign variables that produce the most desirable online traffic. Campaigns benefit from ongoing performance improvements as the technology continuously adjusts ad buys and uncovers new opportunities.

Webtrends customers can attest to the power of this self-learning technology:

- **Safelite™ AutoGlass** increased daily average click volume by 80 percent and daily sales by 42 percent after two months.
- **Orion™ Telescopes and Binoculars** increased quarterly SEM revenues by 35 percent in one year, without increasing average CPC costs.

A Big Picture Approach

OPTIMIZE THE PERFORMANCE OF YOUR ENTIRE SEM PORTFOLIO

As online audiences become increasingly diverse and segmented, marketers need to simultaneously maintain multiple campaigns to attract different customers. Webtrends Ad Director selects keyword combinations to maximize total conversions and revenue across the entire portfolio of campaigns, as well as each of the major search networks and subnetworks.

GUIDE SEM WITH YOUR BUSINESS GOALS AND GEOGRAPHIC TARGETS

Webtrends Ad Director can weight the importance of specific factors such as return on ad spend (ROAS) or cost per acquisition (CPA), as well as secure a specific position relative to other ads. In addition, geographic targeting capabilities let marketers capitalize on distinct opportunities in different cities, states or countries.

Get Full Visibility, Full Control

PUT HUMAN INSIGHT TO WORK

Until now, marketers had to choose between the optimization results of automated solutions and the control of bid tools. Webtrends Ad Director provides the best of both worlds. It is the first and only automated SEM solution that lets marketers set constraints on how low or how high the system is able to bid. They also can override the system by pausing individual or groups of listings or returning them back to full system optimization.

CONTINUOUSLY GAIN INSIGHT FROM CONSOLIDATED, FLEXIBLE REPORTING

Webtrends Ad Director not only frees marketers to do high-level tasks, it provides the actionable information needed to perform these tasks. Reporting can be summarized or broken down in many ways, including by day, trend, forecast or latency period. Reports are available 24/7, and all data is fully exportable in spreadsheet format.

Each reporting interface also includes the Intraday Activity Report, which offers updated results every few hours into the conversion traffic flowing through paid search campaigns. Marketers can access the interface at any time to gauge conversion traffic and revenue, along with the associated products sold and the networks and keywords driving each conversion.

REST ASSURED WITH WEBTRENDS SEARCH EXPERTS

Best of all, Webtrends offers trained, knowledgeable account managers and technical experts to ensure marketers get the best possible results from their SEM investment.

Account services representatives are assigned to each client, and serve as advisors on campaign setup and expansion. They also provide assistance with performance and data analysis.

Contact Webtrends today to learn more about how to generate the best possible return on your SEM investment with Webtrends Ad Director.

ABOUT WEBTRENDS

Webtrends is a customer intelligence company that turns online and offline data into understanding. Webtrends delivers the industry's most recognized search engine marketing, visitor intelligence, and analytics solutions to enable companies to understand their customers, drive engagement, and enhance marketing and brand awareness. Thousands of global organizations, including Microsoft, Reuters, General Mills and Ticketmaster have chosen Webtrends business solutions and client services expertise to optimize their customers' online experiences.