



epiar negative keywords®

Save 20 - 40% On Your PPC Campaign!

“ Epiar saved us 20% of our PPC spend while maintaining the same sales volume. We love their aggressive and comprehensive methodology and customer service! ”

- Allan Dick, Chief Marketing Officer,  
Vintage Tub & Bath  
www.vintagetub.com

### Epiar negative keywords® Get Results!

Epiar negative keywords® have shown remarkable results across a variety of campaigns and verticals

Click-Through Rate	↑ 20 - 100%
Average Time On Site	↑ 10 - 50%
Conversion Rate	↑ 20 - 40%
Profit	↑ 10 - 40%
Wasted Ad Spend	↓ 10 - 40%
Ad Impressions	↓ 30 - 50%
Bounce Rate	↓ 10 - 50%
Cost-Per-Sale	↓ 15 - 25%

### What are Epiar negative keywords®?

Epiar negative keywords® provide a quantum leap in efficiency for new and established pay-per-click (PPC) advertising campaigns. Each list, a custom-generated and prioritized set of the **top 10,000** negative keywords for a given topic, is also extremely easy to implement and manage by your in-house team or third-party agency.

### “But We Already Use Negative Keywords...”

Many online advertisers already use a handful of negative keywords within their PPC campaigns to increase the efficiency of their broad and phrase match advertising. By applying negative words such as *free*, *cheap*, and perhaps a list of 20, 500, or even a few thousand additional words, significant improvements can be realized.

Epiar offers an extension of this principle. Through the use of our advanced semantic analysis software, an extensive list of negative keywords is created. Once this list of the top 10,000 negative keywords (the maximum number currently permitted by Google) is added to a PPC campaign, a long-tail filtration effect occurs which brings the potential for broad and phrase match PPC efficiency to its full potential, typically saving 20 - 40% on PPC ad spend.

In other words, by maximizing the application of 10,000 negative keywords within a Google PPC campaign, the benefits of negative match keywords (improved targeting and reduced wasted ad spend, all while not eliminating the long tail via exact match) are also maximized.



## How Are These Results Possible?

Epiar negative keywords® are generated using unique technology which identifies the best negative keywords to use, ranked in order of importance from 1 through 10,000, yielding both quality and quantity. We use techniques not available elsewhere on the market. After years of software development and semantic processing, our system of identifying words to avoid in PPC campaigns is truly extraordinary.

## How Does It Work?

Epiar negative keywords® have been designed to be easily implemented by your in-house ad managers or third-party agencies. Epiar is pleased to deliver the negative keywords by email without managing or otherwise becoming involved with your account. In other words, you or your current account manager retain full control over your PPC account from start to finish. Feel free to implement or remove the Epiar negative keywords® from your account at your leisure. Epiar will simply send you the list and let your trusted PPC experts continue to manage your account.

## Epiar negative keywords® Get Results.

Call Epiar Toll-Free 888.428.5545  
or visit [www.epiar.com](http://www.epiar.com) to find out more.

“ The decrease in bounce rate alone dropped our AdWords cost by over 10%. Click-through rate and ad impressions improved by 10 - 30% as well, all by simply eliminating our ads being displayed on the worst search phrases. This is a no-brainer. ”

- Terry Orsten, Owner,  
Clear Haven Center  
[www.clearhavencenter.com](http://www.clearhavencenter.com)



## What Epiar clients are saying...

“ The bottom line is that in the first seven weeks we paid for the Epiar investment, and increased our profits by over 40%. You can't argue with that!

Here are the results for how the negative keywords from Epiar helped us. You should know that we had over 1,000 negative keywords prior to Epiar-so we were already aware of how negative keywords increase the effectiveness of campaigns. We probably already had more negative keywords than the average user of AdWords.

We inserted all the negative keywords on all our campaigns on March 23, 2008. I looked at the six weeks prior to Epiar and the six weeks post-Epiar. That 12-week period had pretty consistent market conditions as our market is somewhat cyclical. During this time, we changed very little with respect to new keywords or bidding. ”

- Jeff Hughes, President, Consult Sales, Inc.  
[www.sterlingsatellite.com](http://www.sterlingsatellite.com)

### RESULTS

	Before Epiar Feb 3 - Mar 15/08 6 Weeks	After Epiar Mar 23 - May 3/08 6 Weeks
Cost-Per-Sale	\$121	\$94
Visits	125,900	63,423
Pageviews	305,839	212,651
Pages-Per-Visit	2.43	3.35
Bounce Rate	65.89%	31.46%
Average Time On Site	1:53	2:34