

SEARCH MARKETING

Search Engine Marketing (**SEM**), or Paid Search/PPC Advertising, is fast becoming the golden child of online marketing. With increased consumer use of search and the growing number of companies focused on paid search, marketing dollars allocated to this channel are expected to reach \$25.2 billion by 2011 (SEMPO). Marketers view SEM as their primary channel for driving efficient, targeted conversions, and are fast realizing that their competition see the same thing- making SEM a critical component of your marketing efforts.

STAY ON TOP WITH:

- Comprehensive campaign tracking & reporting
- Weekly reports catered to your needs so you can see the metrics most important to you
- Bid strategy development & evolution
- Ad copy development & testing
- Diligent & frequent campaign optimization based on target acquisition costs
- High level campaign organization
- Progressive tactics & extensive SEM expertise that keeps us heavily involved in ground-breaking changes & industry strategies
- Competitive analysis to keep you ahead of the game

WHAT MAKES NETEXPONENT DIFFERENT?

- Highly **customized, specialized and organized account architecture** aims to:
 - Maximize your spend
 - Improve the quality of your keywords & user experience
 - Find & capture the right consumers through long-tail keywords & strategic use of negative match capabilities
- **You're #1** - have the confidence that we'll only work with one company within any industry or category- meaning that you'll never have to worry about competing strategies
- Good ol' **brain power**- in addition to keyword research tools & optimization, we use our intelligence & experience with consumer behavior to define a user-friendly keyword mix that will help drive quality customers to your site

OPTIMIZATION TO MEET YOUR GOALS:

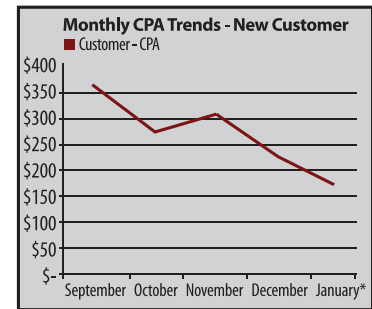
- Volume & Conversions
- CPA & Budget
- Lead generation
- Traffic
- Conversion Rate
- Click-Through Rate

"We have aggressive volume & efficiency goals for PPC search campaigns and we need an agency with a proven track record to help us achieve them... after just a few months of working with [NETexponent] they have already made dramatic improvements to our campaigns, and we are very pleased."

-Alyssa O'Mara, Direct of Online Marketing, CardScan

EXAMPLES OF OUR CLIENT SUCCESS-

60% increase in volume year over year
 62% increase in conversion with changes to ad copy
 55% decrease to CPA



SELECT CLIENTS



ACCREDITATIONS



Contact Us Today For A Custom Analysis And Proposal!