



# Top 10 Paid Search Marketing Software Vendors Revealed

**2007 Edition**

Profiles of the Leading Vendors

Find the best search marketing software for your paid search (PPC) campaign.

# About Paid Search Marketing Software

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Gone are the days when you could set up a pay-per-click (PPC) campaign in ten minutes, check on it once a week, and feel confident in your results.

Today, successful PPC programs such as those on Google AdWords, Microsoft adCenter, and Yahoo! Sponsored Search, require extensive keyword lists, constant management and monitoring, sophisticated bidding strategies, and well-tested creative and landing pages to outperform the competition.

Manually managing a PPC campaign of any significant size is nearly impossible. Marketing departments often manage hundreds of thousands of keyword sets across different search engines. For advertising agencies that manage multiple client sites, these problems are further compounded. Simply keeping up with the search engine changes is a full-time job.

Paid search management software can eliminate the pain of manually managing your search marketing campaigns, helping you achieve the greatest return on your marketing investment.

## **What is Paid Search Marketing Software?**

While each of the search engines provide you with basic tools to manage your PPC campaigns, they fall short when you need to employ sophisticated bidding strategies. And, if you expand your advertising to another search engine, you have to learn another bidding system, reports, and rules.

Third-party paid search marketing software consolidates your campaigns giving you visibility and control to launch, manage, analyze and optimize your paid search campaigns. Paid search marketing software frees you from tedious campaign management, so you can spend more time on your marketing strategy and creative.

Whether you are a small business with a seasonal campaign, a marketer in a large corporation, or an advertising agency with multiple client campaigns; search marketing software helps you dynamically manage bids and placement, automate reporting,

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## Key Benefits for Your Company or Agency

Both in-house marketing departments and advertising agencies benefit from paid search marketing software.

Let's start with the benefits for in-house marketing departments. If you are a small advertiser you'll benefit from a bid management package without all the bells and whistles. Advertisers with complex programs benefit from paid search marketing packages that include more advanced capabilities. No matter what how big or small your campaigns, or the ultimate package you pick, you will find that paid search marketing software helps you to:

- \* Reduce time and effort spent managing campaigns.
- \* Reduce your costs-per-lead, and/or cost-per-acquisition.
- \* Optimize your marketing spend.
- \* Keep your campaign in-house.
- \* Feel confident that you are following best practices.

Advertising agencies face special challenges when it comes to managing their client's campaigns. Implementing and managing thousands of keywords on a variety of search engines for clients with varying expectations is highly complex. Paid search marketing software helps your agency to deliver top value to your clients, without heavy investments in staff. Agency benefits include:

- \* Increase efficiency by managing thousands of clients and millions of keywords from a unified interface.
- \* Meet your client's goals on a consistent basis.
- \* Ensure you deliver the greatest value.
- \* Create customer reports for each client.
- \* Free staff to focus on campaign strategy and creative.
- \* Keep on top of search marketing best practices.
- \* Scale your search marketing practice quickly, without increased complexity and cost.

# About Paid Search Marketing Software

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## Does My Company Need Paid Search Marketing Software?

Do you find yourself spending more and more time monitoring your PPC campaigns? Or perhaps you have the opposite problem, a campaign that hasn't been looked at in months? These are two of the indicators that send marketers in search of paid search marketing software. Another sign that it might be time to abandon your manual optimization efforts are competitor ads that continually outrank yours (and they are NOT spending more).

If you have shifted more of your budget to PPC advertising, or if your agency is taking on clients that require PPC management, you should also start searching for paid search marketing software.

Paid search advertising has grown up and companies that make serious commitments, are reaping serious rewards.

## Common Search Marketing Software Features

It wasn't long ago that paid search marketing software was mostly about bid management. Today, most packages include functionality to improve performance of campaigns beyond bid management.

Most search marketing software packages on the market today provide the following features:

- \* Bid management is a requirement, and where you could see the most impact. Common bid management features include automated bidding, bid jamming, target CPA, traffic, rank maintenance, manual bidding, rule based bidding, day parting, geo targeting, and portfolio group level reports
- \* Cross-engine campaign management enables you to use a single interface on a single software program to manage your campaigns across all the major search engines - Google, Yahoo and, MSN. Many support small search engines as well, such as, Ask, Miva, and Mirago.
- \* Conversion tracking helps you identify the conversion rate and cost per sale for each of your keywords. You are able to see which words to bid higher and which to discontinue.

# About Paid Search Marketing Software

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- \* Centralized performance reports at the keyword, campaign, search engine level help you measure your performance.
- \* Campaign management – most packages contain some type of account management, although not all packages have everything. Campaign management features could include: ad text copy, landing page optimization, bulk sheet updates, and banner ad optimization.
- \* Global changes. Software allows you to change a word or strategy or bid across an ad group or all your keywords.
- \* Many programs include keyword suggestion tools.

## What to Look for When Choosing a Solution

Selecting the right paid search marketing software is an important decision, as you don't want to go through the set-up and learning curve more than once. However, many of the paid search marketing software vendors don't spell out in detail all the rules they employ. Before you start your search, give careful consideration to the features you need to support your unique paid search strategies. Then be sure to ask questions, before you buy, to make sure the packages meet your needs.

All the software packages support the major search engines, but if you've found that the small search engines send you good traffic (and often at a lower cost!) then be sure the software you select supports your favorite search engines.

You'll also want to make sure the software you select supports your bidding strategies. If you are in a highly competitive market you might protect your position with bid jamming, and caboose bidding. Perhaps your best prospects search for your solutions only on the weekends or after 9:00 p.m.? Then you'll want to make sure your system supports day parting.

Consider how frequently you'll want to monitor your campaigns, and select software that matches your needs. Frequent monitoring of big budget campaigns can deliver significant savings (those pennies add up), but if you manage a small campaign frequent monitoring may not be as important.

# About Paid Search Marketing Software

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Another thing to look for when purchasing paid search marketing software is the ability to change the text of your ads from within the application. Not all software packages allow this. If you frequently rewrite your advertisements, going back and forth between your paid search marketing software and the search engine interface will become aggravating.

Most PPC advertisers track their conversions from within the search engine interface. Not all paid search marketing software packages allow this. Double-check that the package you purchase also allows conversion tracking (not just bidding and click-through rates).

One of the choices you'll have to make is if you'd like a desktop (in-house) or hosted (on demand) package. Consider your work style (do you need access when you are away from your desktop office system), IT resources, and budget. The least expensive programs are downloaded and run from your desktop computer. But most are hosted programs for which you pay a monthly fee based on the number of keywords you manage and how often you have the system monitor them.

## **Top Paid Search Marketing Software Vendors**

You have many options when choosing a paid search marketing software vendor. To make it a bit easier, we've featured some of the leading paid search marketing solutions in this paper.

Review these vendors, and you'll be well on the way to finding the right paid search marketing software package for your business.

## HIGHLIGHTS

- \* Uses sophisticated search technology to deliver a 30-50% higher ROI on campaigns.
- \* Focus on search technology only. Not SEM services, SEO or analytics.
- \* Committed to a robust product that can be used by advertising agencies and enterprise marketing departments.

### OWNERSHIP:

Private

### HEADQUARTERS:

San Mateo, CA

### SEARCH MARKETING

#### PRODUCTS:

- \* SearchForce Agency
- \* SearchForce Advertiser

### FOUNDED:

2004

### BUSINESS MODEL:

Hosted

### SEARCH ENGINES:

Google, Yahoo!, MSN

### CUSTOMER FOCUS:

Advertising agencies, lead generation companies and large corporate in-house advertisers.

### SELECT CUSTOMERS:

Adlucent, Triodisplay, Anvil Media, Emoryday, Apogee-Search, Site Edge Agency

### PRICING:

Not published.

# About SearchForce

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SearchForce takes a smart approach to search marketing. The company's algorithmic bidding engine combines the best of deterministic and probabilistic approaches.

These sophisticated tools enable advertisers to effectively manage large-scale, paid search marketing campaigns across multiple pay-per-click search engines. The on-demand solution enables advertisers to automate the process of bidding on the right keyword, on the right search engine, at the right time. The solution's optimized bidding, analytics, reporting capabilities and internal control gives you more effective management over your paid search advertising campaigns, resulting in maximized click-through traffic and revenue.

Central to SearchForce's platform is a sophisticated statistical modeling optimization engine that forecasts profitability scenarios and determines ideal bid prices for each keyword or keyword group and automatically bids on keywords. It then closely monitors click-through and conversion rates, adjusting results based on real-time findings.

Unlike simple rules-based bidding systems, SearchForce's algorithmic-based bidding approach compares keywords individually or as a group with the specific goal of improving the performance of return-driven objectives. Other key features of SearchForce's Search Marketing Management Platform include:

**Goal-Driven Bidding Strategy:** SearchForce's on-demand solution starts with advertisers' specific bidding strategy and objectives for a campaign. Whether your strategy is to maximize traffic, lower customer acquisition costs, maximize profitability or some other metric, you can evaluate overall effectiveness and refine your strategies throughout the campaign.

**Automated Keyword Generation:** SearchForce's automated keyword generation provides a myriad of keyword alternatives that can be variations, permutations, substitutes and a range of other viable options, which will result in improved price performance metrics. SearchForce aggregates data available from Google, Overture and MSN to obtain real-time inventories for keywords relevant to your business.

# About SearchForce

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**Centralized Campaign Management:** SearchForce enables advertisers to import separate existing campaign information from all three major search networks and then manage them using a single, web-based user interface. Your search marketing team then has a unified view of performance tracking, bidding and budget management and integrated reporting capabilities across all supported search engines.

Founded in 2004, SearchForce manages global campaigns that total over \$35 million in paid search spending.

## HIGHLIGHTS

- \* Extensive reporting.
- \* Integrated with WebTrends suite of analytic and search applications for end-to-end paid search campaign management.

### **OWNERSHIP:**

Private

### **HEADQUARTERS:**

Portland, OR

### **SEARCH MARKETING**

#### **PRODUCTS:**

- \* WebTrends Dynamic Search

### **FOUNDED:**

1993

### **BUSINESS MODEL:**

Hosted and On-Premise

### **SEARCH ENGINES:**

Google, Yahoo!, MSN, Ask.com

### **CUSTOMER FOCUS:**

From leading Fortune 2000 enterprises to web-savvy small businesses, WebTrends serves thousands of customers worldwide across different industries and business objectives.

### **SELECT CUSTOMERS:**

Orion Telescopes, Clear Ink, ShopNBC

### **PRICING:**

Pricing is based on a monthly, tiered model that typically ranges between \$50,000 and \$500,000.

# About WebTrends

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Since 1993, WebTrends has provided web analytics solutions that help marketers measure and improve web sites and online marketing.

Today, WebTrends Marketing Lab delivers comprehensive analytics, dynamic advertising optimization and deep visitor intelligence to drive customer engagement and power targeted marketing.

WebTrends Dynamic Search is an automated search marketing optimization solution that manages, optimizes, and grows paid search advertising across major search networks like Google and Yahoo!.

Unlike bid management solutions that ignore variables impacting search marketing performance, Dynamic Search focuses on automating the entire search marketing process, increasing paid search revenue and search profit margins in the process.

Dynamic Search uses continuous automated performance analysis and multivariable testing to identify the best performing network-keyword landing page combinations. It captures real-time data from major search networks, analyzes performance, and automatically adjusts variables. Marketers can directly upload product cost, gross margin percentage, and other financial data.

With WebTrends Dynamic Search, marketers can:

- \* Focus on high-level business strategies, not messy bid management.
- \* Automate the end-to-end management of your entire SEM portfolio.
- \* Optimize campaigns through automatic multi-variant testing.
- \* Gain instant visibility into real-time campaign performance.

Through software and on-demand options and a full range of data collection methods, WebTrends is unique in its ability to meet any analysis objective with leading data integrity, privacy and security best practices.



## HIGHLIGHTS

- \* The Inc. 500 List of America's Fastest-Growing Companies.
- \* The Deloitte Technology Fast 500.
- \* Acquisition of Offermatica in 2007 = complete optimization suite.

### **OWNERSHIP:**

Public (NASDAQ: OMTR)

### **HEADQUARTERS:**

Orem, UT

### **SEARCH MARKETING**

#### **PRODUCTS:**

- \* Omniture SearchCenter

### **FOUNDED:**

1996

### **BUSINESS MODEL:**

Hosted

### **SEARCH ENGINES:**

Google, Yahoo!, Enhance,  
SearchFeed, Miva, MSN and others.

### **CUSTOMER FOCUS:**

For clients that use Omniture Web analytics.

### **SELECT CUSTOMERS:**

Jet Blue, LifeMed Media, Notrefamille.com

### **PRICING:**

Not published.

# About Omniture

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Omniture was founded in 1996. It was formerly known as SuperStats.com, Inc. and changed its name to MyComputer.com, Inc. in 1999. Further, the company changed its name to Omniture, Inc. in 2002.

Omniture, Inc., provides online business optimization software that enables companies to manage and enhance online, offline and multi-channel business initiatives.

Designed for search marketers, Omniture SearchCenter helps organizations drive success by automating keyword bidding and by combining multiple search engines in one easy-to-use interface. Automated bid strategies and alerts help marketers evaluate and respond to changing bid conditions. Omniture SearchCenter helps marketers target the right audience, measure and achieve tangible ROI all in one easy-to-use solution. Omniture SearchCenter includes:

**Keyword Classifier** allows keywords to be categorized into groups by characteristics providing a more holistic view of keyword performance. With this information, marketers gain greater understanding of how keywords perform within segments and can respond with search strategies for individual keywords as well as for keyword groups, campaigns or other level of segmentation.

**Rule Builder Bid** strategies simplify the process associated with complex keyword management tasks. Omniture SearchCenter contains not only a library of automated best-practice strategies, but also allows marketers to create custom rules for their unique bidding strategies. Through this combination, marketers can develop winning bid strategies, respond quickly to competitive bid conditions and compete within the bounds of their marketing budget.

**Excel List Management** is the industry's first fully integrated Excel client. Search marketers familiar with using Excel spreadsheets can upload/download keywords from multiple list sources with pre-defined import templates and easily analyze and model campaign performance scenarios before launching campaigns.

# About Omniture

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**TrueClick** provides alerts and reports on suspicious keyword activity based on defined thresholds. Armed with this information, marketers can determine if the suspicious activity is the result of good marketing efforts or if some level of click spam is occurring.

**AdMatch** associates keywords with the precise text ad that was served. With this information, marketers gain greater insight into which text ads are most successful and can make appropriate changes to text ad, creative and keyword strategies.

Omniture has more than 1,000 customers across 70 countries, and represents some of the largest and most well-respected enterprise brands in the world, including:

- \* Three of the top five Fortune-ranked companies.
- \* Nine of the top 10 automotive Web sites.
- \* The world's largest corporation and retailer.
- \* The Internet's largest e-commerce site.
- \* The Internet's largest advertiser.



## HIGHLIGHTS

- \* 30-day, full-featured, free trial period.
- \* No up-front fees and pricing is pay as you go.
- \* Measure results by revenue, profit, leads, margin or branding.
- \* Very scalable – up to 500,000 keywords.
- \* You can be up and bidding on keywords in one day.

### OWNERSHIP:

Private

### HEADQUARTERS:

San Francisco, CA

### SEARCH MARKETING

#### PRODUCTS:

- \* Marin Search Marketer

### FOUNDED:

2006

### BUSINESS MODEL:

Hosted

### SEARCH ENGINES:

Google, Yahoo, MSN

### CUSTOMER FOCUS:

For companies that spend \$10,000/month on search. Special features for lead generation companies.

### SELECT CUSTOMERS:

Not published -- beta customers.

### PRICING:

0 - \$100,000 per month | 5% of search spending. \$500 minimum per month.  
\$100,000 and greater per month | \$5,000 plus 4% of search spending above \$100,000 per month.

# About Marin Software

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Marin Software was founded in April 2006 with the goal to deliver paid search management application to advertisers and agencies. The company's browser-based, software-as-a-service offering addresses the workflow, analysis and optimization needs of professional search marketers, helping them to save time and improve financial performance.

Designed by search professionals, Marin Search Marketer offers cross-publisher campaign management for Google, Yahoo! and MSN; built-in keyword generation and submission; flexible bid optimization; and interactive, business-level analytics.

Marin Search Marketer provides a single interface for advertisers to create and manage their paid search campaigns, ending the time-consuming task of visiting individual ad centers.

Marin helps marketers build out their keyword set more quickly and completely. The application auto-generates new keyword recommendations, and can designate destination URL's and target ad groups automatically, reducing submission work.

Marin Search Marketer delivers a deeper understanding of search activity to drive better marketing decisions. Based on granular and easy-to-navigate metrics, advertisers can quickly identify top and bottom performers; pivot and drill interactively to understand key drivers; track market and publisher changes over time; roll up results to cross-publisher, business-level folders; and generate management-level reports.

The company's patent-pending optimizer is designed to maximize advertiser results across a wide range of goals, including revenue, profit, leads or actions, margin / ROAS, branding, and product research. Calculated bids appear as recommendations, leaving the marketer in charge of applying them or not.

The advanced architecture of the application scales to handle the largest search marketers. Smaller advertisers will appreciate the intuitive design and best-practices help capabilities. Marin deploys in a day, with no up-front fees and pay as you go pricing.



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## HIGHLIGHTS

- \* Designed for the typical marketer.
- \* Easy to use.
- \* Flat monthly fee – larger advertisers are not penalized.

### **OWNERSHIP:**

Private

### **HEADQUARTERS:**

Pasadena, CA

### **SEARCH MARKETING**

#### **PRODUCTS:**

- \* SEM-in-a-Box Basic
- \* SEM-in-a-Box Agency

### **FOUNDED:**

2005

### **BUSINESS MODEL:**

Hosted

### **SEARCH ENGINES:**

Google, Yahoo

### **CUSTOMER FOCUS:**

Marketer, PPC consultant, agency.

### **SELECT CUSTOMERS:**

ClickBrand, Daily Web Deals, Netshare, Inc.

### **PRICING:**

SEM-in-a-Box Basic: \$499/month for a single account.

SEM-in-a-Box Agency: \$899/month for one subscription.

# About Adapt Technologies

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Adapt Technologies was founded in December 2004 and is venture-funded by Mohr, Davidow Ventures and Emergence Capital Partners.

The company offers practical, self-service campaign management solutions for all PPC marketers to more effectively manage their online marketing campaigns and improve results. The company's self-service search engine campaign management software, SEM-in-a-Box, is offered as an online service for a low, flat monthly fee.

SEM-in-a-Box helps marketers optimize results by suggesting changes to paid search campaigns (or making changes for you) based on the goals you've set. You simply set your target cost-per-acquisition (CPA) or cost-per-click (CPC) goal to start intelligently optimizing your campaign based on actual data. With SEM-in-a-Box, you can:

- \* Adjust bids to improve your campaign CPA or CPC.
- \* Discover or delete keywords based on their performance.
- \* Allocate your budgets to where your money works the hardest.
- \* Improve campaign structures if keywords work better with one ad.
- \* Analyze Ad Text performance for results against your goals.

To ensure a smooth transition into SEM-in-a-Box, Adapt Technologies offers SEM consulting services. The company's PPC experts will conduct a one-hour professional SEM consultation that includes:

- \* An evaluation of PPC accounts for proper setup/structure.
- \* Verification that conversion tracking is in place.
- \* Help with preparing your AdWords account for automated updates.
- \* Advice on setting up your first marketing Initiative for optimization.
- \* A full walk-through of SEM-in-a-Box to empower you to manage your campaigns – saving you time and money!



## HIGHLIGHTS

- \* Free trial.
- \* Global support – 14 countries.
- \* Comprehensive service and support.
- \* Powerful rules-based bidding options and conversion tracking.
- \* A division of Microsoft.

### OWNERSHIP:

aQuantive is a wholly owned subsidiary of Microsoft (NASDAQ: MSFT)

### HEADQUARTERS:

Seattle, WA

### BUSINESS MODEL:

Hosted

### SEARCH MARKETING

#### PRODUCTS:

- \* BidManager
- \* Campaign Optimization
- \* ProfitBuilder
- \* Reporting and Analytics

### FOUNDED:

Not available.

### SEARCH ENGINES:

Google, Yahoo! Search Marketing, Yahoo! Search UK, Yahoo! Search Australia, Yahoo! Search EU, Ask, Microsoft adCenter, Miva UK, Miva France, Miva Germany, Miva US, Mirago UK, Mirago Germany, Mirago France

### CUSTOMER FOCUS:

Agency, advertiser, publisher. Small to mid-sized campaigns. Power users may outgrow it.

### SELECT CUSTOMERS:

Back Country, Monster, Avidian, Xtremez

### PRICING:

Pricing options include: Bronze for small to mid-size business sites that have a moderate inventory of keywords: \$287.44/mo. Silver: for online advertiser that have a large number of keywords or want to update their bids frequently, \$739.89/mo. Gold: Customized package.

# Atlas (aQuantive, Inc.)

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Atlas provides digital media technologies for agencies, advertisers and publishers. The company's web-based search tools let you manage all your pay-per-click bids and listings in all the top tier search engines and shopping portal sites, all in one place. And the best part? Measurable results. You are able to increase website traffic and sales, reach new customers, reduce online marketing expenses and spend less time on tracking and administrative functions.

The company's tools also help you track the results of all your online marketing programs so that you can see which banner ads, newsletters, emails, sponsorships, and affiliates are working for you.

With **Bid Management**, Atlas Search's rules-based bidding module, you can achieve measurable results with less hands-on management. You choose from more than 20 patent-pending rules that can be applied at the keyword or group levels and can be combined in any way.

**Campaign Optimization** streamlines the bidding and management of designated groups of keywords through automatic analysis and optimization of potential ROI. As a result, you can quickly assess how changing your spend or visitor thresholds affects your expected sales, which enables you to easily forecast and meet performance targets for large and complex campaigns.

**Reporting and Analytics** provides insight into keyword performance and campaign effectiveness. Built-in reports enable you to make "apples-to-apples" comparisons of results from all your active search campaigns, keywords, and categories.

Atlas, is an operating unit of aQuantive, Inc. In August 2007, Microsoft acquired aQuantive.



## HIGHLIGHTS

- \* Supports international campaigns.
- \* Customer retention rate of 96%.
- \* Full agency services.

### OWNERSHIP:

Private

### HEADQUARTERS:

London, England

### SEARCH MARKETING

#### PRODUCTS:

- \* BidBuddy

### FOUNDED:

1999

### BUSINESS MODEL:

Hosted

### SEARCH ENGINES:

Centrally manage campaigns across all the major search engines.

### CUSTOMER FOCUS:

Many clients from travel, retail and finance industries.

### SELECT CUSTOMERS:

First Choice, Lastminute Group, Monster, MoneySupermarket, The Carphone Warehouse, Comet, Experian, Eurostar and Trinity Mirror

### PRICING:

Not published.

# Bid Buddy (The Search Works)

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The Search Works is the only European company to offer the unique combination of proprietary bid management technology, BidBuddy, and full agency services, incorporating campaign strategy and execution.

The Search Works paid search marketing strategies, which, when used with the company's technology suite BidBuddy, provides a one-stop shop for all your search marketing needs.

BidBuddy is crafted to be user-friendly, intuitive and reliable. It is designed to provide the search campaign strategy tools you need to manage your paid online advertising. BidBuddy's fully automated system can manage, evaluate and update each keyword position in all search engine listings on an hourly basis. It monitors and responds to consumer behavior allowing you to optimize your bids and cost returns on each keyword to reflect busy and quiet periods of consumer search activity. The major benefit of this is maximized return on investment. BidBuddy features and benefits include:

- \* Centrally managed campaigns across all the major search engines from one log in.
- \* Full integration into the search engines via direct API feeds including Google.
- \* Day parting using timed bid strategies to reflect peak and non-peak times.
- \* Automated tracking of consumer activity.
- \* Accurate budget management.
- \* Completely transparent reporting of all online traffic.
- \* Automated checks and reviews 24 hours a day.
- \* Automated bid management to ROI and CPA targets.
- \* Sophisticated keyword generation tool.
- \* No sizing limitations of keywords, categories, brands or clients.

For many The Search Works clients, one of the benefits is the ability to outsource all of their search marketing to a dedicated team of SEM experts.

The Search Works partners with the leading search engines and has been identified by The Sunday Times TechTrack Top 100 as one of the most successful and fastest growing technology companies in the UK.



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## HIGHLIGHTS

- \* Easy to set-up and use.
- \* Affordable.
- \* Unlimited keywords.
- \* Up to 24 updates per day per word.

### **OWNERSHIP:**

Digital River, Inc.  
(NASDAQ: DRIV)

### **HEADQUARTERS:**

Pittsburgh, PA

### **SEARCH MARKETING**

#### **PRODUCTS:**

Keyword Max

- \* KeywordBuilder
- \* ROI Tracker
- \* BidDirector
- \* Click Auditor

### **FOUNDED:**

2004

### **BUSINESS MODEL:**

Hosted

### **SEARCH ENGINES:**

Yahoo, Overture, Google Adwords, MSN, Findwhat, Espotting, and Kanoodle

### **CUSTOMER FOCUS:**

SEO companies, merchants, and interactive agencies. Used to manage large and small accounts.

### **SELECT CUSTOMERS:**

NicheRetail, SteelNavel.com, Innovate, Inc., Page Concepts

### **PRICING:**

Merchant Standard, \$125/month. Merchant Pro, \$245/month, Agency Standard, \$625/month, Agency Premium, \$1,250/month.

# KeywordMax (Direct Response Technologies)

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KeywordMax is a division of Direct Response Technologies, Inc.). Direct Response Technologies, Inc. was sold to Digital River (NASDAQ: DRIV) in January 2006.

KeywordMax is an affordable service that is designed specifically for keyword tracking, click auditing, and keyword bid management. It is used by SEO companies, merchants, and interactive agencies to manage keyword bids and to quickly evaluate the ROI from sources like Overture, Google Adwords, FindWhat, Kanoodle, MSN, Yahoo, free engines, paid inclusion services, and all types of pay-per-click marketing campaigns.

KeywordMax offers several powerful tools to manage your paid search. These include:

**KeywordBuilder:** generate keywords and estimate the volume of traffic that you can expect from your campaign. KeywordBuilder compiles data from the top engines, including Overture and Google. To use Keyword builder, you enter a list of keywords either directly into the tool or by uploading an Excel spreadsheet.

**ROI Tracker** allows you to measure the performance of your online campaigns in real time. See you sales activity from sources including Yahoo!, Google Adwords, free/natural searches, paid inclusion, newsletters, banners, and other types of campaigns.

**BidDirector** manages keyword bids on pay-per-click search engines. You can quickly check the status of your bids, see who is bidding against you, and receive email updates and log reports on every bid change made to your account.

**Click Auditor** monitors the activity on your PPC accounts and provides you with detailed reports on all suspicious activity.

## HIGHLIGHTS

- \* Supports international campaigns.
- \* Designed for large and complex search campaigns.
- \* Focus on agency needs.

### **OWNERSHIP:**

Private

### **HEADQUARTERS:**

Atlanta, GA

### **SEARCH MARKETING**

#### **PRODUCTS:**

- \* SearchIgnite

### **FOUNDED:**

Not available.

### **BUSINESS MODEL:**

Not published.

### **SEARCH ENGINES:**

US: Google, Yahoo, MSN, Ask, Miva, Kanoodle

International: Google (all countries), Yahoo UK, Yahoo France, Yahoo Spain, Yahoo Italy, Yahoo Germany, Yahoo Japan, ESpotting UK, ESpotting France, ESpotting Germany, ESpotting Spain, ESpotting Italy

### **CUSTOMER FOCUS:**

SearchIgnite is designed for large marketers and/or their agencies to manage large, complex search marketing campaigns. Typically, SearchIgnite customers spend more than \$25,000 per month on paid search.

### **PRICING:**

Merchant Standard, \$125/month. Merchant Pro, \$245/month, Agency Standard, \$625/month, Agency Premium, \$1,250/month.

# SearchIgnite, Inc. (Innovation Interactive)

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SearchIgnite is a unit of Innovation Interactive, a leading, diversified online marketing company offering advertisers a full suite of performance-based marketing solutions. Clients include advertising agencies, online marketing firms and sophisticated marketers.

SearchIgnite's search bid management and portfolio optimization technology uses complex algorithms to help marketers and advertising agencies achieve their ROI metrics across all the major engines.

**The SearchIgnite dashboard** gives you the flexibility to take control of your PPC campaigns, saving you both time and money.

**SearchIgnite's Portfolio Optimization Technology (SPOT)** – maximize your business objectives across a portfolio of keywords. After a campaign is established in SearchIgnite, SPOT automatically adjusts and updates the campaign to achieve the desired business objectives.

**Bid Rules and Day Parting** – set bid rules and adjust bids based on key business metrics across multiple campaigns at the keyword group or individual keyword level.

**Keyword Recommendation Tools** – three keyword research tools help you build or enhance your keyword list, including creating geographical specific keyword phrases.

**Tracking and Reporting** – Improve campaign performance, increase targeted traffic and realize ROI goals.

**International Features** – SearchIgnite supports keywords and ad creative in all languages -- including Asian double-byte characters.

**Agency Features** – manage multiple client campaigns within a single interface and login.

SearchIgnite is a trusted advisor to all the major engines, and sits on Google, Yahoo! and MSN's prominent Technology Councils.

## HIGHLIGHTS

- \* Focus on Global 2000 companies.
- \* Supports multiple business units, multiple brands, geographically dispersed, decentralized marketing.
- \* Integration with major analytics and CRM packages.

### OWNERSHIP:

Private

### HEADQUARTERS:

San Diego, CA

### SEARCH MARKETING

#### PRODUCTS:

- \* SEMDirector Marketing Action Platform
- \* SEMDirector Paid Insight
- \* SEMDirector Organic Insight
- \* SEMDirector Competitive Insight
- \* SEMDirector Channel Insight

### FOUNDED:

Not available.

### BUSINESS MODEL:

Hosted

### SEARCH ENGINES:

Not published.

### CUSTOMER FOCUS:

SEMDirector focuses its efforts at the Global 2000-level, and counts several Fortune 500 companies as its clients. Companies of that size have the most to gain by coordinating intra-enterprise marketing activities, and are the most likely to be operating in silos at some level.

### PRICING:

Not available.

# SEMDirector

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The SEMDirector portfolio of search marketing automation software provides global organizations with robust search marketing automation solutions for paid search advertising and organic search engine optimization across the enterprise and throughout the channel.

SEMDirector typically works with their customers in one of three ways: as an extension of their in-house marketing team utilizing the company's agency services and solutions, as a management dashboard to monitor and optimize internal search marketing programs and third, as an analytic console to evaluate and quantify the SEM programs developed and executed by their agency or agencies. SEMDirector's search marketing software includes:

**SEMDirector Marketing Action Platform** – Data integration and presentation platform that allows large organizations to view paid and organic search program performance in a single, comprehensive analysis.

**SEMDirector Paid Insight** – Create, manage and optimize the performance of paid search programs across many search engines, countries, languages, business units and business objectives.

**SEMDirector Organic Insight** – Automate the Search Engine Optimization process of the website in order to improve ranking, traffic and conversions from natural search listings.

**SEMDirector Competitive Insight** – Monitor and evaluate online brand presence and competitor and partner performance in paid and organic search programs.

**SEMDirector Channel Insight** – Model and measure the Return-On-Investment of Search Engine Marketing activities based on organization-specific goals and objectives.

Headquartered in San Diego, SEMDirector's growing customer list includes some of the world's best known brands in high tech manufacturing, electronics, media and publishing and consumer packaged goods.

# Search Marketing Rising Stars



Business-Software.com's rising stars represent software companies that are making their mark in the competitive search market. They may be new, innovative, intriguing, or fantastic marketers. They've caught our eye, have a look and see if they are right for you.

## **Yield Software**

[www.yieldsoftware.com](http://www.yieldsoftware.com)

Ownership: Private

Headquarters: San Mateo, CA

Software Type: Hosted

Yield Software delivers innovative products that automate, simplify and optimize the process of marketing on the Internet. Using advanced algorithms and techniques, Yield optimizes Internet marketing expenditures, attracts visitors to a web site and tunes web page content to have the greatest impact. Yield works 24 hours-a-day, 7 days-a-week, to drive you higher in the search engine rankings, to optimally bid for pay-per-click keywords and to dynamically improve landing page effectiveness.

Yield Software is ready to address all your web marketing needs including:

- \* Natural search
- \* Paid search
- \* Conversion rates