

MARKET INTELLIGENCE REPORT:

Enterprise PPC Campaign Management Tools 2013: *A Marketer's Guide*



A Digital Marketing Depot Research Report

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Scope and Methodology

This report examines the current market for enterprise Pay-Per-Click (PPC) campaign management tools and the considerations involved in implementing PPC software. This report answers the following questions:

- What trends are driving the adoption of enterprise PPC campaign management software?
- Who are the leading players in enterprise PPC campaign management software?
- What capabilities does enterprise PPC campaign management software provide?
- Does my company need PPC campaign management software?
- How much does PPC campaign management software cost?

For the purposes of this report, PPC campaign management is defined as software that manages paid search campaigns, as well as paid social and paid digital display advertising. If you are considering licensing an enterprise PPC campaign management software tool, this report will help you decide whether or not you need to. The report has been completely updated since its May 2012 publication to include the latest industry statistics, developing market trends, and new vendor profiles and product updates. This report is not a recommendation of any PPC campaign management tool or company, and is not meant to be an endorsement of any particular product, service, or vendor.

The companies chosen were selected based on their roles as industry leaders in paid search campaign management software, or their entire revenue comes from PPC campaign management technology and services. For a growing number of vendors, PPC campaign management now includes paid search, display, and social media advertising. We have not included companies that offer PPC campaign management tools as part of a larger offering of services, i.e. larger agencies like iProspect and iCrossing, nor have we included companies that focus primarily on PPC bid management software. All are viable options for managing digital advertising, but they fall outside the scope of this report.

The report was prepared by conducting in-depth interviews with leading vendors and industry experts. Interviews took place in April and May 2013. These, in addition to third party research, form the basis for this report.

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PPC Market Overview

Paid search continues to be the foundation of digital marketing strategies and budgets, and the largest segment in the U.S. internet advertising market. Paid search revenues reached \$16.9 billion in 2012, a 14.5% increase over \$14.8 billion in 2011, according to the Internet Advertising Bureau's (IAB) *Internet Advertising Revenue Report* for the full-year 2012 (see Table 1). In comparison, total display-related revenues, which include display/banner ads, rich media, digital video, and sponsorships, grew 9% to \$12.0 billion in 2012.

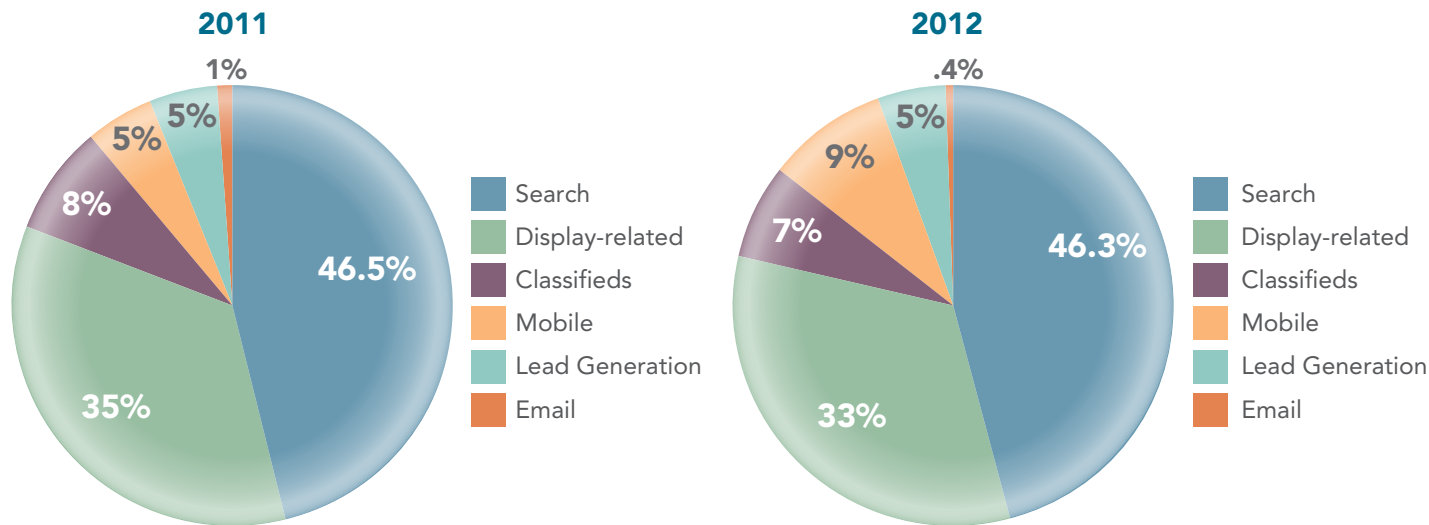
Table 1: U.S. Internet Advertising Market Revenue, 2011 vs. 2012
(in \$ millions)

Ad Segment	2011	2012	% Change
Search	\$14,800	\$16,900	14.5%
Classifieds	\$2,600	\$2,400	-8%
Lead Generation	\$1,500	\$1,700	11%
E-mail	\$213	\$156	-27%
Mobile	\$1,600	\$3,400	111%
Display-related	\$11,100	\$12,000	9%
-Digital Video	\$1,800	\$2,300	28%
-Display/banner ads	\$6,800	\$7,700	13%
-Sponsorships	\$1,100	\$845	-23%
-Rich media	\$1,300	\$1,100	-15%
Total Internet Ad Market	\$31,700	\$36,600	15.2%

*Note: Annual percent change may not be exact due to rounding.
Source: Internet Advertising Bureau*

Paid search maintained its share of internet advertising revenues in 2012, holding steady at 46.3% of the market (see Table 2). Many digital ad formats are losing share to mobile advertising, which experienced triple-digit growth for the third year in a row. Mobile revenues grew to \$3.4 billion in 2012, a 111% increase over \$1.6 billion in 2011. Mobile's share of the internet advertising market has grown to 9% of revenues, up from 5% in 2011.

Table 2: U.S. Internet Advertising Market Share, 2011 vs. 2012



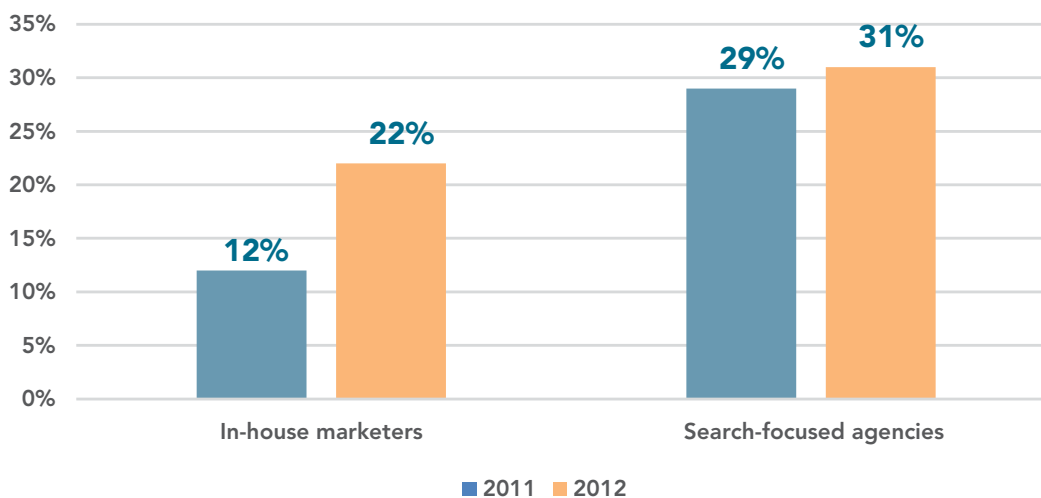
Note: Display advertising includes display/banner ads, rich media, digital video, and sponsorship.
 Source: IAB Internet Advertising Revenue Report, 2012

Mobile and paid search lead a growing group of PPC digital media – which also includes display/banner ads and rich media – that are increasingly being managed by PPC campaign management tools. These media now account for 79% of the internet advertising market.

Adoption of PPC Campaign Management Tools is Accelerating

To improve the efficiency, workflow, and profitability of their PPC campaigns, more in-house marketers are using third-party PPC campaign management tools. Twenty-two percent of digital marketers license a third-party tool for in-house use, up from 12% in 2011, according to *The State of Search Marketing Report 2012*, co-sponsored by SEMPO and Econsultancy. Nearly one-third – 31% – of search-focused agencies license a third-party tool, a gain of two percentage points over 29% in 2011 (see Table 3).

Table 3: Growth in Use of Third-Party PPC Campaign Management Tools, 2011-2012



Source: SEMPO, Econsultancy

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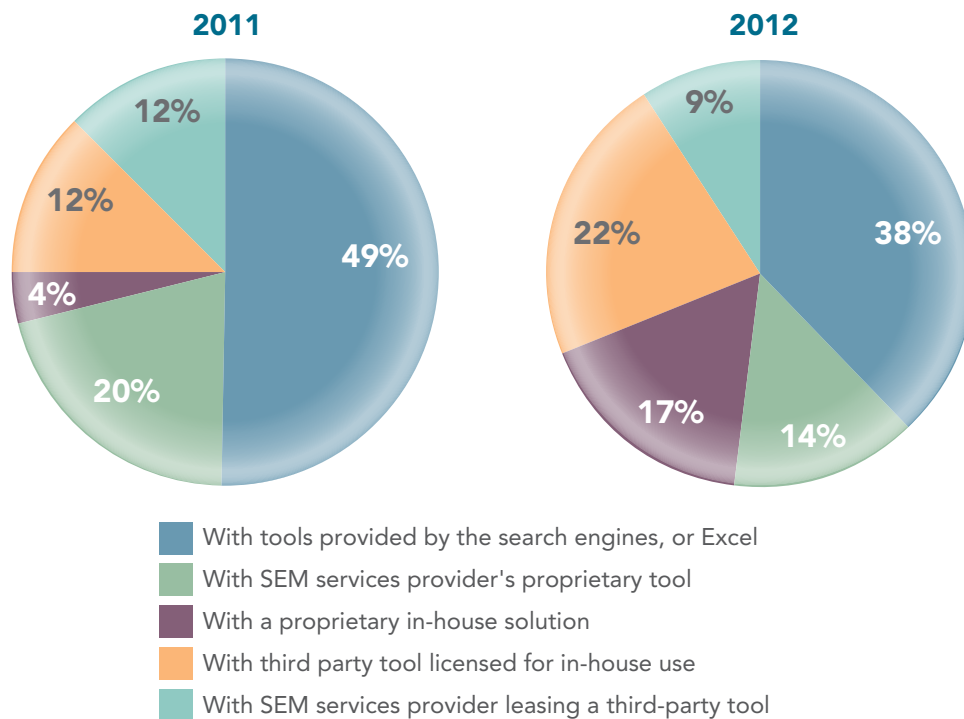


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An additional 9% of in-house marketers work with an SEM agency that licenses a third-party tool, while 14% say their agency providers have their own proprietary tools (see Table 4). The SEMPO report also found that the number of in-house marketers managing campaigns in-house using Excel or free tools provided by the search engines fell to 38% in 2012, from 49% in 2011, and 53% in 2010.

Table 4: How In-House Search Marketers Manage Their PPC Campaigns, 2011 vs. 2012



Source: SEMPO, Econsultancy

PPC campaign management tool vendors are the beneficiaries of these market shifts, as companies such as Acquisio, IgnitionOne, and Marin Software have demonstrated double-digit year-over-year growth in PPC ad spend under management. (See Table 5).

Table 5: Selected PPC Ad Spend Under Management (in \$ millions)

Vendor	2011 Ad Spend Under Management	2012 Ad Spend Under Management	% Change
Adobe	\$2,500	\$2,500	—
Acquisio	\$1,000	\$1,300	30%
eSearchVision	\$800	\$800	—
IgnitionOne	\$1,000	\$1,500	50%
Kenshoo	\$3,000	\$3,000	—
Marin Software	\$4,000	\$4,700	17.5%
SearchForce	\$500	\$550	10%

Source: Third Door Media

Consolidation Slows as Market Matures

The pace of consolidation in the PPC campaign management tools market slowed in 2012, as the market matured and several larger vendors instead sought financing to organically grow their businesses. Tel Aviv-based Kenshoo raised \$12 million in November 2012 in a venture round of funding intended to help expand the company's geographic reach and increase its product capabilities (see Table 6). To expand its presence in the enterprise market, Quebec-based Acquisio raised an undisclosed amount in August 2012 to pursue a growth strategy that includes geographic expansion and product development.

In March 2013, Marin Software, the largest vendor in the PPC campaign management tools market, went public and raised \$105 million, yielding a market valuation of \$425 million. In February 2012, Marin raised \$30 million, increasing the total amount invested in the company to nearly \$80 million.

The two acquisitions of note in 2012 were Clickable's acquisition by social media management solution Syncapse in June for a reported \$33 million, and Acquisio's August purchase of ScienceOps, which included the company's AdMetrica technology for optimizing Google Display Network bidding.

Table 6: Selected Paid Search Management Financing, 2012-2013

Company	Date	Amount	Investors
Acquisio	August 2012	Not disclosed	Tandem Expansion and Fonds de solidarite FTQ
Kenshoo	November 2012	\$12MM	Tenaya Capital, Sequoia Capital, Sequoia Growth Fund, and Arts Alliance
Marin Software	March 2013 February 2012	\$105MM \$30 million (Series F)	Initial Public Offering Temasek, SAP Ventures, Benchmark Capital, Crosslink Capital, DAG Ventures, and Triangle Peak Partners

Point Solutions Build More Integral Role

Despite the number of established and well-financed enterprise PPC campaign management companies, single-function tools or point solutions are proliferating, providing sophisticated attribution or Product Listing Ad (PLA) support, for example. These companies include ClearSaleing, Adometry, Convertro, and Visual IQ for attribution, and Adchemy for PLAs (see Table 7).

Point solutions are playing a more important role in the market, as enterprises look for best-of-breed tools to work in conjunction with their enterprise solutions, and small and mid-size businesses (SMBs) seek affordable options to manage PPC tasks.

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Table 7: Selected PPC Campaign Management Point Solutions

Vendor	PPC Management Task	URL
Adchemy	PLAs	www.adchemy.com
Adometry	Attribution	www.adometry.com
BoostCTR	Ad Text Optimization	www.boostctr.com
C3 Metrics	Attribution	www.c3metrics.com
ClearSaleing	Attribution	www.clearsaleing.com
Convertro	Attribution	www.convertro.com
DataPop	Ad Text Optimization	www.datapop.com
Visual IQ	Attribution	www.visualiq.com

Source: Third Door Media

PPC Campaign Management Market Trends

The enterprise PPC campaign management market is being driven by a number of important trends, including:

1. The growing importance of Google's Product Listing Ads.
2. Demand increasing for more sophisticated attribution.
3. Google's Enhanced Campaigns forcing marketers and vendors to rework tools, bid strategies.

The following sections discuss each of these trends in more depth.

Trend #1: The Growing Importance of Google's Product Listing Ads

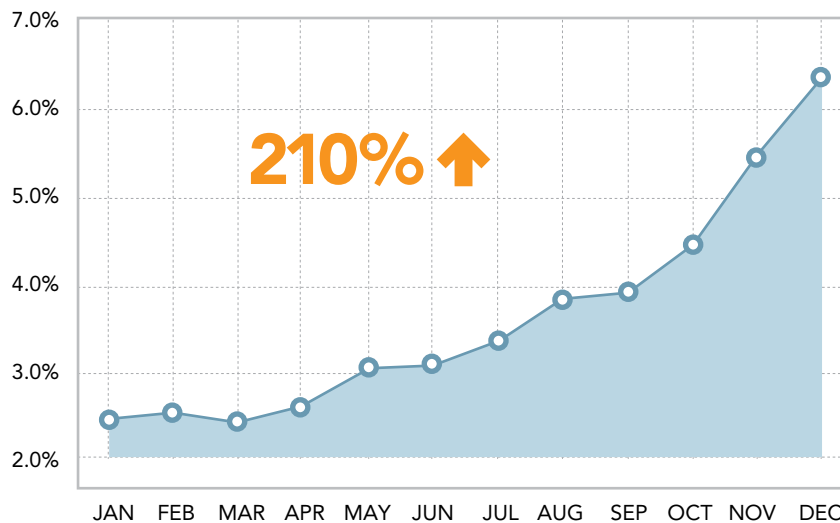
In October 2012, Google transitioned organic Google Shopping results to a paid model built on Product Listing Ads (PLAs). PLAs are search ads that include richer product information, such as product image, price, and merchant name, without requiring additional keywords or ad text. They provide a richer, more visual search experience for end users and are based on feeds submitted via Google's Merchant Center.

PLA share of both impressions and clicks, compared to text ads, grew rapidly after their introduction, boosted by the strength of the online holiday shopping season. By the end of December 2012, PLA share of total impressions had grown 60% to 6.1% from 3.9% in September, according to a report by Marin Software (see Table 8). For the full-year 2012, PLA clickthrough rates grew 210% to 6.6% in December from 2.1% in January, according to the Marin report, an indication that end users are finding PLAs more relevant than text ads to their search queries.

PPC marketers are still in the early stages of understanding how to optimize PLA bid strategies and campaigns, including Merchant Center product feeds, targets, and promotions. Ultimately, PLAs will prod search marketers to more closely align their paid and organic search strategies and tactics. PPC campaign management tools are attempting to accelerate the learning curve by including management of PLA bidding and optimization.



Table 8: PLA Percent of Clicks vs. Text Ads



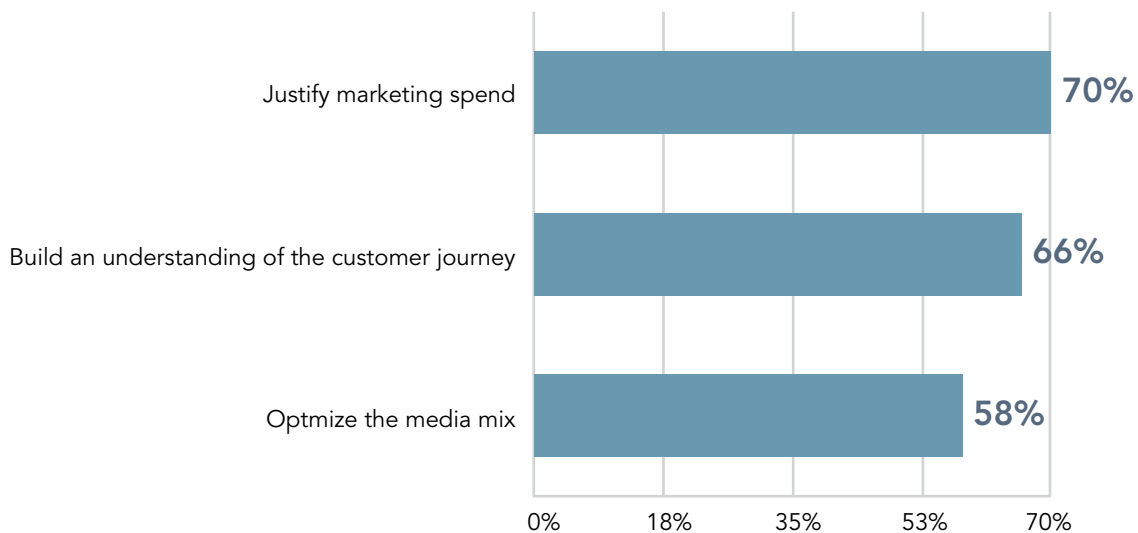
Source: Marin Software

Trend #2: Demand Increases for More Sophisticated Attribution

A proliferation of digital marketing channels and devices is fueling marketer demand for more sophisticated attribution capabilities from PPC campaign management tools. Attribution is a statistical method that assigns credit for conversions to different digital touch points or channels along the conversion path. It is an imprecise science and marketers still struggle to accurately understand how much credit or weight to assign to any particular touch point or channel along that path.

Marketers agree, however, that attribution provides measurable benefits to the bottom line. A majority of marketers – 89% – that use attribution say it has had a positive impact on their business, according to *Making Sense of Attribution*, a survey co-sponsored by Adobe Systems and Econsultancy. The top benefits include justifying marketing spend (70%), building a better understanding of the customer journey (66%), and optimizing the media mix (58%). (See Table 9.)

Table 9: Top Three Benefits of Attribution



Source: Marin Software

Virtually all of the PPC campaign management tools profiled in this report provide some type of conversion attribution that includes:

1. A mechanism (such as a tracking pixel) that allows customers to track activity in channels other than paid search.
2. A reporting feature to view the conversion path.
3. An attribution model based on either last click, linear, proprietary, or user-defined models.

However, as consumer use of multiple devices and channels to make purchase decisions increases, digital marketers are looking for attribution models that more accurately assess the value of individual digital channels, devices, and online/offline experiences. Nearly half of marketers say mobile is driving increased interest in attribution within their organizations, according to the *Making Sense of Attribution* survey. Forty-three percent of marketers say the same is true for social media.

PPC campaign management vendors have responded by expanding the number of attribution models available in their platforms, as well as their attribution capabilities. Dynamic attribution, for example, assigns varying weights to specific touch points for each individual customer or prospect. There is also a growing market of point solutions, including ClearSaleing, VisualIQ, and Adometry attempting to provide digital marketers with best-of-breed attribution technology.

Trend #3: Google's Enhanced Campaigns Force Marketers, Vendors to Update Bid Strategies and Tools

Google introduced Enhanced Campaigns in February 2012, a device-neutral bidding approach that merges desktop, tablet, and smartphone keywords. The introduction effectively forced digital marketers to embrace the mobile revolution by eliminating the ability to bid by device or platform.

The introduction of Enhanced Campaigns created much debate within the digital marketing community. On the plus side, mobile has reached critical mass, with more than 125 million U.S. consumers now owning smartphones, and over 50 million owning tablets, according to comScore. In the fourth quarter of 2012 alone, worldwide tablet shipments reached a record total of 52.5 million units, according to IDC, a 75.3% year-over-year market increase. By pushing digital marketers to indiscriminately include mobile and tablet users in their campaigns, Google is acknowledging the size and strength of the audience.

But for advertisers who rely on the ability to target mobile devices, networks or operating systems, Enhanced Campaigns diminishes the effectiveness of advertising on Google. PPC strategies that target keywords, ad groups, and ad copy by device must be completely reinvented, and the systems that support them must be re-engineered.

Initially, marketers could opt in to Enhanced Campaigns, but in April 2013, Google announced a mandatory July 22nd cutover date for all advertisers. The vast majority of PPC campaign management platform providers have responded by building Enhanced Campaign functionality into their user interfaces. This redevelopment has included rewriting bid algorithms and multipliers, as well as creating new targeting tactics and strategies. Results for early Enhanced Campaigns so far show an increase in ad spend with little incremental gain from tablet users. As Enhanced Campaigns become more prevalent, new best practices will emerge.

Nearly half of marketers say mobile is driving increased interest in attribution within their organizations, according to the *Making Sense of Attribution* survey. Forty-three percent of marketers say the same is true for social media.

Enterprise PPC Campaign Management Tool Capabilities

Virtually all enterprise PPC campaign management tools available today offer a core set of paid search tools and capabilities that focus on:

- bid management;
- conversion attribution (multichannel); and
- campaign performance analytics and reporting.

The platforms begin to differentiate by offering more advanced capabilities, often requiring additional investment, that include but are not limited to:

- multi-model attribution;
- Google Product Listing Ad (PLA) support;
- multichannel data integration; and
- integrated local search.

The following section discusses some of these capabilities and the key considerations involved in choosing an enterprise PPC campaign management solution (see Table 10).

Multi-model Attribution

As previously mentioned in the Trends section of this report, marketers are demanding more sophisticated attribution capabilities from PPC campaign management tools. Virtually all of the platforms profiled in this report offer some level of multichannel attribution that uses machine learning to assign value to different touch points along the conversion path. The platforms begin to differentiate in the number of attribution models available and the advanced capabilities they provide. For example, Kenshoo's SmartPath is an add-on attribution tool that dynamically changes attribution weights for each individual conversion path. Adobe's Media Optimizer collects data continuously across five different attribution models for search, display, and social, allowing users to toggle between models and choose optimal spending allocations.

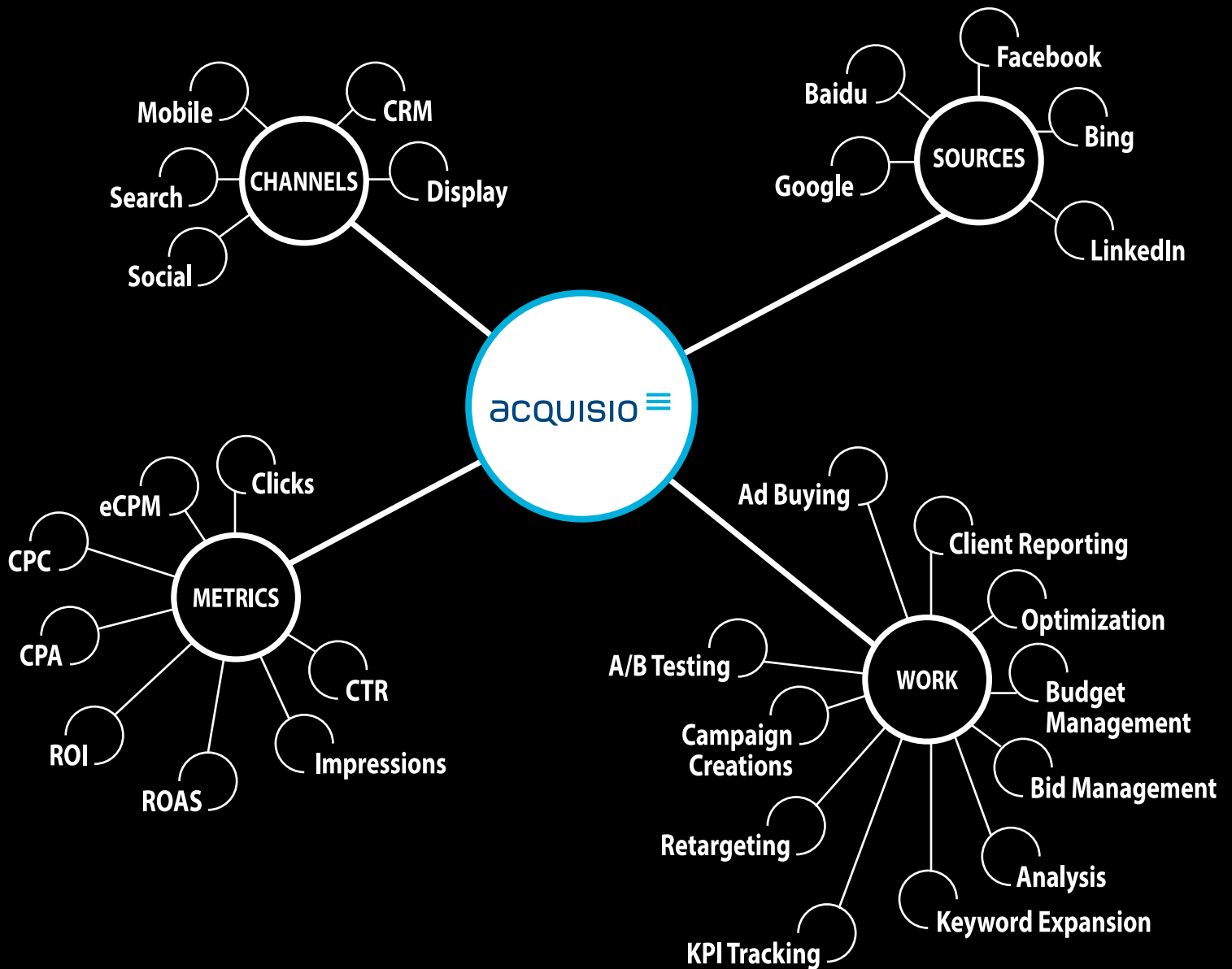
...marketers are demanding more sophisticated attribution capabilities from PPC campaign management tools.

Multichannel Data Integration

Many digital marketers are experiencing "dashboard overload," with separate paid search, SEO, web analytics, and social media management platforms creating data silos and disparate campaign strategies within the organization. At the same time, C-suite pressure to show a return on their digital investments has led more marketers to increase their demand for integrated dashboards that allow them to link search data to other media, including display and social media.

In response, PPC campaign management vendors have opened their Application Programming Interfaces (APIs) to external social networks, web analytics, and CRM systems to provide more integrated analytics, reporting, and campaign execution. For example, several vendors partner with SEO tools such as BrightEdge and Conductor to allow side-by-side SEO and PPC data analysis, or web analytics tools such as Adobe Analytics to provide integrated search and site data analytics.

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Supported Media

In response to marketer demand for a more integrated approach to digital marketing, PPC campaign management tools are offering services for a wider array of media. Specifically, search engines, social networks, and display advertising marketplaces. The vendors profiled in this report fully manage ad creation, bidding, analytics, and reporting for the media that they support in each of these digital channels.

Table 10: Selected PPC Campaign Management Platform Capabilities

Vendor	Supported Media ¹			Multi-channel Data Integration	Product Listing Ad (PLA) Support	Attribution Models Available		Integrated Local Search	Pricing (% of ad spend)
	Search ²	Social ³	Display ⁴			Multi-channel	Online/Offline		
Adobe	BA, BI, GO, YA, YAJ, YAN	FB, LI, TW	AM, AP, GADX, GDN, FBX, MSX, OX, PU, RU	✓	✓	✓	✓	✗	ND
Acquisio	BA, BI, GO, YA, YAJ, YAN	FB	AD, AM, BR, GDN, LR, MSX, OX, PP, PU, RMX, RU, SP	✓	✓	✓	✗	✓	Starts at 3.75% for platform only; 10% for adMetrica GDN
Autonomy	BI, GO, YA	FB	NA	✓	✗	✗	✓	✗	2% - 5%
DoubleClick Search	AOL, BI, GO, YA, YAJ (Beta)	NA	NA	✓	✓	✓	✗	✗	1%-2.25%
eSearchVision	BI, GO, YA	FB	AP, FBX, GDN	✓	✓	✓	✗	✗	ND
IgnitionOne	AOL, BA, BI, GO, YA	FB	AB, AM, AP, BU, CA, FBX, GADX, OX, PP, PU, RMX, RU	✓	✓	✓	✓	✗	ND
Kenshoo	AOL, BA, BI, GO, YA, YAJ	FB	CR, FBX, GDN	✓	✓	✓	✓	✓	2.5%-10%
Marin Software	GO, BA, BI, YA, YAJ	FB	CR, GDN	✓	✓	✓	✓	✗	2%-4.5%
SearchForce	BI, GO, YA, YAJ	FB	CR, FBX, GDN	✓	✓	✓	✓	✗	2.25%-3%

ND=Not Disclosed.
NA=Not Available.

¹Fully managed media that includes ad creation, management, bidding, and reporting.

²Search Engines: AOL=American Online, BA=Baidu, BI=Bing, GO=Google, YA=Yahoo!, YAJ=Yahoo! Japan, YAN=Yandex.

³Social Networks: FB=Facebook, LI=LinkedIn, TW=Twitter.

⁴Display Networks: AD=Adapt.TV, AB=AdBrite, AM=AdMeld, AP=AppNexus, BR=BrightRoll, BU=Burst Media, CA=Casale Media, CR=Criteo, FBX=Facebook Exchange, GADX=Google ADX, GDN=Google Display Network, LR=LiveRail, MSX=Microsoft Exchange, OX=OpenX, PU=PubMatic, PP=PulsePoint, RMX=Right Media Exchange, RU=Rubicon, SP=Spotxchange.



Integrated Local Search

Buoyed by the explosive growth of mobile social media, local search is becoming an increasingly valuable part of paid search strategies and campaigns. Some of the functionality available for local campaigns from PPC campaign management platforms include keyword/ad template libraries, radius-level geo-targeting, location budget management, and conversion optimization. Several platforms integrate with local advertising platform CityGrid for expanded access to local marketplaces.

Product Listing Ad Support

With the transition of Google's organic Google Shopping results to a paid model built on Product Listing Ads (PLAs), search marketers must closely align their paid and organic search strategies and tactics. PLAs provide a richer, more visual search experience for end users and are based on feeds submitted via Google's Merchant Center. PPC campaign management tools are attempting to accelerate the learning curve by offering PLA bidding and optimization support.

Pricing

Virtually every PPC platform licenses its technology on a software-as-a-service (SaaS) basis; the technology is hosted by the vendor and customers log into a web-based dashboard to utilize the system. Customers license the use of the technology on a monthly basis although the majority of vendors require an annual contract. Because of the increasingly complex nature of data integration and the varying levels of service required, few vendors publish their fee structures. However, it is typically based on a percentage of ad spend, with the percentage decreasing as the spend increases.

Choosing an Enterprise PPC Campaign Management Tool

The Benefits of PPC Campaign Management

PPC marketing has become increasingly complex, as the speed of search engine algorithms and development changes accelerate and clients demand more integrated channel capabilities. Using an automated campaign management platform can improve efficiency, compliance, and productivity. More specifically, automating PPC through an enterprise platform can provide the following benefits:

- **Buy vs. Build.** Enterprise-level advertisers must make the "buy vs. build" decision: does it make more sense to build it in-house or engage a third-party tool that will meet most if not all campaign requirements? Larger companies must also consider the issue of data control – are they comfortable with a third party having access to their data? While homegrown solutions are highly customized, they are typically expensive to maintain. Ad formats, search engine requirements and tracking methods are updated frequently, forcing internal teams to struggle to keep pace with industry innovation. Workloads can proliferate to unmanageable levels when having to support site links, product extensions, retargeting and building in support for Facebook and other social marketing platforms in addition to managing ad groups, ad copy, keyword lists, and bids.
- **Increased productivity and improved campaign performance.** By freeing up time once spent on manual tasks, search marketers can work on creative aspects of their campaigns, such as testing ads or landing pages, and other 'human' elements that go into a successful campaign. PPC technology optimizes bidding, increasing performance through a more intelligent allocation of dollars. However, there is no guarantee that automation will improve campaign performance; thus advertisers need to carefully evaluate tools to find the best fit and the one they agree will not only improve campaign performance but also increase efficiency.

- **Streamlined reporting.** Reporting functions and capabilities are built into most PPC tools, reducing the amount of time spent on (and errors that can creep into) manual reporting. Automated reporting can be a huge benefit for agencies that must report to multiple clients with different needs, and for marketers who create internal reports.
- **Scalability.** Many marketers find that their PPC ad programs are growing and becoming more time-consuming without automating manual tasks. Most platforms are built to handle the uploading and management of millions of keywords across the search engines.

Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements, are all critical pieces of the PPC campaign management platform decision-making process. The following section outlines four steps to help your organization begin that process and choose the campaign management tool that is the right fit for your business needs and goals.

Step One: Do You Need an Enterprise PPC Campaign Management Tool?

Deciding whether or not your company needs an enterprise-level PPC toolset calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support, and financial resources. Use the following questions as a guideline to determine the answers.

1. **Am I qualified to evaluate campaign management software?** (If not, who on my team is?)
2. **Do we need self-serve, full service, or something in between?** Different platform vendors provide different levels of customer service and strategic consulting services. It's important to have an idea of where you fall on the spectrum before interviewing potential PPC campaign management partners.
3. **What aspects of the campaign will we handle internally, and what will we want the campaign management vendor to handle?** For example, keyword creation, landing page optimization, bidding, ad text testing, account structure development, integration with site analytics, and integration with cross-channel data.
4. **Do we want or need to integrate display and social media advertising campaigns?** If so, do we need better internal alignment across teams?
5. **Do we have complex or ongoing reporting needs?** When marketing staff or agency clients have requests for specific reports and ongoing reporting needs, campaign management tools can automate these reports across all the major search engines and Facebook.
6. **Are we spending more time 'doing the math' than running a campaign?** If you find yourself with no time to manage creative, or evaluate overall campaign performance, it might be time to automate.
7. **Can we absorb the additional cost of campaign management and still meet our business objectives?**
8. **Do we have engineering resources available to integrate the software?**
9. **How will we define success?**
10. **Will we be able to benchmark success?**

Step Two: Identify and Contact Appropriate Vendors

Once you have determined that enterprise PPC software makes sense for your business, spend time researching individual vendors and their capabilities. Make a list of all the PPC capabilities you currently have, those that you would like to have, and those that you can't live without. This last category is critical, and will help you avoid making a costly mistake.

For example, whether or not to choose a large, medium or small vendor, independent or a division of a large organization can be an important factor for some marketers. If you have already invested in other tools offered by a large company (e.g., Adobe Analytics or DoubleClick for Advertisers) you may choose to use the respective company's search tool for ease of integration. In contrast, others may prefer working with a smaller firm such as SearchForce or eSearchVision for the perceived intimacy of service.

Take your list of capabilities and then do some research. The "Resources" section at the back of this report includes a list of blogs, reports, and industry research that will help. (Many of the vendors profiled in this report also provide white papers and interactive tools that can help.)

Once you've done the necessary research, narrow your list down to those vendors that meet your criteria. Submit your list of the PPC capabilities you've identified, and set a timeframe for them to reply. (Whether or not you choose to do this in a formal RFI/RFP process is an individual preference, however be sure to give the same list of capabilities to each vendor to facilitate comparison.) From the RFP responses, you should be able to narrow your list down to three or four tools that you'll want to demo.

Step Three: Scheduling the Demo

Set up demos with your short list of vendors within a relatively short timeframe after receiving the RFP responses, to help make relevant comparisons. Make sure that all potential internal users are on the demo call, and pay attention to the following:

- How easy is the tool to use?
- Does the vendor seem to understand our business and our marketing needs?
- Are they showing us our "must-have" features?

Other questions to ask each vendor include:

1. How difficult is integration and dis-integration?
2. What type of bid optimization does the tool use? Do I have full transparency into bid recommendations?
3. Is your bidding technology highly adaptive with self-learning cycles for holidays, trends, sales promotions, etc.?
4. What do you offer beyond bid management?
5. With which search engines, social platforms and display partners do you work?
6. How do you handle on-site analytics and SEO (i.e., through API integration, pixel tracking, etc)?
7. How do you handle returns/offline transactions/other special needs?
8. What conversion attribution model do you use?
9. Do you employ or work closely with a well-qualified team of PhD-holding mathematicians and statisticians?
10. Does your system allow the user to go into AdWords, and AdCenter accounts and make manual changes when necessary?
11. Do you work with international search engines and support multi-byte character sets (if applicable)?
12. Does your system support my specific business objectives (branding, revenue, margin, profit, etc.)? Do you have other clients in my vertical?
13. What new features are you considering? What's the long-term roadmap and launch dates?
14. Are there additional fees (consulting, add-on features, API, quotas)?
15. Do you offer a free trial?
16. Who pays if your system/team makes an error?
17. Who will be the day-to-day contact?
18. What is the minimum contract length? Is there a short-term contract or an 'out' clause if things don't work out?

Step Four: Check References, Negotiate a Contract

Before deciding on a particular vendor, take the time to speak with several customer references, preferably individuals in a business similar to yours. The PPC campaign management vendor should be able to supply you with several references if you cannot identify ones yourself. Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is someone who is a primary user of the platform. Consider also asking these basic questions:

- Why did you move to an enterprise PPC campaign management tool?
- Why did you select this tool over others?
- Has this tool lived up to your expectations?
- How long did the system take to implement?
- Who was involved in the implementation?

- Are you also using additional tools for bid management, attribution, retargeting, or local search?
- Were there any surprises that you wish you'd known about beforehand?
- Where have you seen the most success? The biggest challenges?
- How are you measuring your own success?
- How easy was the set-up process and how long? Did the vendor help?
- How responsive is customer service?
- Has there been any down time?
- What do you wish they did differently?
- Would you recommend this tool?

Although not all vendors require an annual contract, many do. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask about what kinds of additional fees might come up. Are there charges for custom integrations, if so, how much? What is the hourly charge for engineering services, and is there a minimum? What partner organizations are available to install and integrate the tool? If we need to train a new hire midyear, what will that cost? What is the "out" clause? Obtaining the answers up front – and having them in writing – will ensure fewer surprises or additional costs down the road.

Conclusion

PPC advertising is the foundation of a robust digital marketing strategy that is growing more complex every day. A proliferation of social networks, the mobile phenomenon, and Google's search engine advertising changes, have combined to make automation an increasingly necessary and attractive option for PPC campaign management. As the volume of digital data continues to explode, data storage, integration, analytics, and reporting will become increasingly important components of any PPC campaign management platform. Marketers are already demanding the ability to link multichannel campaign data to ROI and bottom-line results.

Investing in a PPC campaign management platform can improve resource efficiency and productivity. PPC campaign management software is a relatively mature technology market. Many vendors offer a core set of capabilities, but differentiate with a set of more advanced tools that may cater to enterprises, multichannel marketers, or specific vertical industries. Deciding whether or not your company needs an enterprise-level PPC toolset calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support, and financial resources. Before making a decision, it is critical to understand your current marketing processes and goals, as well as how you plan to measure success. ■



Acquisio

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Brossard, Québec
Canada J4Z 3P2
(T) 866-493-9070

U.S. Headquarters
122 East 42nd Street, Suite 2005
New York, NY 10168
(T) 866-493-9070
www.acquisio.com

Target Customer

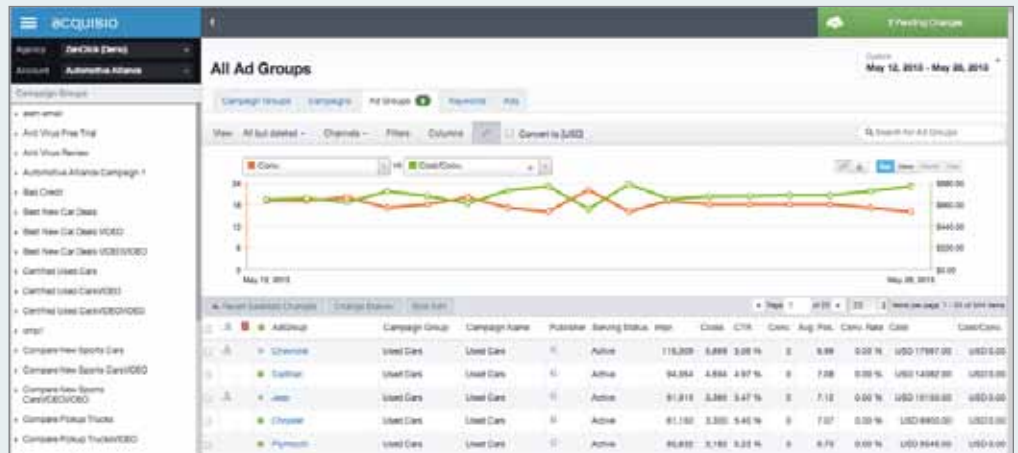
- Digital agencies of all sizes
- Mid-size and large advertisers
- AdWords and Bing Ads resellers and channel partners

Key Customers

- iProspect
- Omnicom
- WPP
- Microsoft
- Publicis
- Yellow Pages Group

Key Executives

Martin LeSauter President and CEO
Alexandre Lamoureux, COO
Tracy Smith, CMO



Marc Poirier, Co-Founder and EVP, Business Development
Richard Couture, Co-Founder and VP, Product Management
Martin Mailloux, VP, Technology

Company Background

- Founded in 2003.
- 130 employees.
- \$1.3 billion in ad spend under management.
- Acquired ClickEquations in December 2011 and Science Ops (AdMetrica) in August 2012.
- Additional offices in London and New York.

Product Overview

- A completely redesigned Acquisio platform will be available to all customers in June 2013. The new user interface, built on HTML 5, features enhanced usability and speed, and provides direct access to functionality from ClickEquations and ScienceOps products.
- Trade Desk integration facilitates and tracks display advertising and RTB.
- AdMetrica, offered as a managed service, is a set of algorithms designed to increase conversion volume and lower CPA on the Google Display Network.

Product Details

Supported Media

- Search: Google, Bing, Baidu, Yahoo!, Yahoo! Japan, Yandex.
- Display: Google Display Network, AdMob, and The Trade Desk for RTB, including Facebook Exchange.
- Social: Facebook Ads and LinkedIn Ads connector.
- Local: CityGrid (reporting only)

International Coverage

- All currencies tracked, automatic currency converter displays reports in any currency.
- Reports can be created 20+ languages.
- Custom labels can be applied to any metric.
- PPC campaign localization available through Lionsbridge integration.

Product Details

Campaign Management

- The Acquisio Workbench provides access to all accounts and campaigns from one screen.
- Search query reports, advanced filtering, and advanced date ranges facilitate optimization and bulk changes.
- Shareable deep links foster collaboration across teams.
- In-line editing enables changes on the fly.
- Keyword research capabilities include integrations with search engine keyword tools, WordTracker, Wordstream, Word Net thesaurus, and a negative keyword list by industry.
- Dynamic campaign creation and management from inventory feed.
- Acquisio Links integrates data from web analytics, call-tracking, third-party vendors, and proprietary systems.

Bid Management

- High frequency bid and budget management algorithms derived from AdMetrica to adjust bids and reallocate budgets dynamically.
 - Custom bid rules can be created from scratch or from a series of templates through a custom "if-then" statement builder, or with a custom mathematical expression builder.
- Bid simulator allows users to run "what if" scenarios.

Social Integration

- Bulk editing provides scale for Facebook ads and sponsored story management.
- Automated KPI tracking tool sends alerts based on performance goals.
- Cross-channel attribution models inform the understanding of Facebook advertising expenditures against display and search.

Local Media

- Optimizes spend across locations for more predictable results.
- CityGrid integration.

Attribution

- Fully adjustable conversion attribution modeling for ads on search, Facebook, and RTB display.
- Considers the influence of ad impressions from RTB display.

Reporting

- White-label report builder automates report delivery via email or client extranet.
- Cross-client KPI tracking and sorting streamlines agency workflows.
- Reports can be output in PPT, HTML, PDF; bulk export API for XLS or CSV.

Pricing and Service

- Free 30-day trial available.
- Plans start at \$375/month; month-to-month plans available.
- Enterprise pricing based on percentage of ad spend ranging from 3% to 10%, including adMetrica. Includes online training and customer support.
- Add-on professional services available.



Adobe Media Optimizer

345 Park Avenue
 San Jose, CA 95110-2704
 (T) 408-536-6000
 www.adobe.com

Target Customer

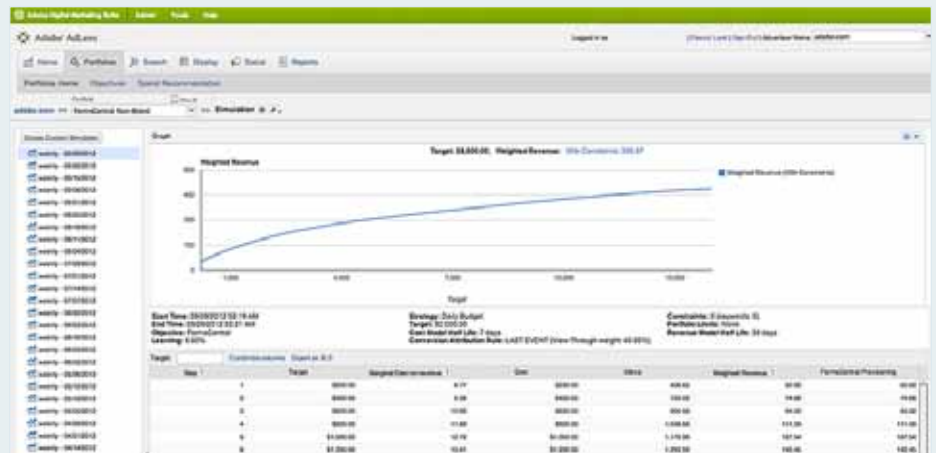
- Adobe Media Optimizer Premium is targeted toward large-scale advertisers and agencies seeking to optimize campaigns across search, social and display.
- Adobe Media Optimizer Standard is targeted toward mid-market advertisers and agencies that seek a search-only solution to integrate with Adobe SiteCatalyst.

Key Customers

- Discover Financial Services
- The Home Depot
- Rakuten
- Marks & Spencer
- REI
- RPA

Key Executives

Shantanu Narayan, President and CEO
 Bryan Lamkin, SVP, Technology and Corporate Development
 Brad Rencher, SVP and General Manager, Digital Marketing Business
 David Karnstedt, SVP, Media & Advertising Solutions, Digital Marketing Business
 John Mellor, VP, Strategy and Business Development, Digital Marketing Business



Company Background

- Adobe Systems was founded in December 1982.
 - Approximately 11,000 employees in more than 40 offices worldwide.
 - Global provider of digital content and marketing technology solutions designed to help customers create, manage, measure, and monetize content across media channels.
- Adobe Marketing Cloud integrates the digital marketing tools acquired from Omniture (2009), Day Software (2010), Demdex (2011), Efficient Frontier (2012), and Context Optional (2012) into five solution areas:
 - Adobe Social
 - Adobe Analytics (includes Adobe SiteCatalyst)
 - Adobe Target (formerly Adobe Test & Target)
 - Adobe Experience Manager (includes Adobe CQ and Scene7 capabilities)
 - Adobe Media Optimizer (includes former Efficient Frontier ad campaign management capabilities)
 - Media Optimizer manages over \$2.5 billion in annual search marketing investments from enterprise clients. Additional client investment managed in social and display.

Product Overview

- Adobe Media Optimizer is a cross-channel ad management/optimization platform that integrates capabilities from Efficient Frontier, Adobe SearchCenter+, Adobe Audience Manager (formerly Demdex), Adobe Test & Target and Adobe SiteCatalyst.
 - Media Optimizer Premium offers an integrated portfolio approach to campaign optimization and media buying across search, display and social.
 - Media Optimizer Standard offers bid rules and cross-publisher search campaign management with a native integration to SiteCatalyst. It can be used by Adobe SiteCatalyst users and non-Adobe SiteCatalyst users.

Product Details

Supported Media

- Search: Google, Bing, Yahoo!, Yahoo! Japan, Baidu, Yandex.
- Social: Facebook, LinkedIn, and Twitter.
- Display: AdMeld, AppNexus, Google Ad Exchange, Google Display Network, Facebook Exchange, Microsoft Exchange, OpenX, PubMatic, Rubicon.

International Coverage

- Can be translated into any language, including double-byte character sets.
- All currencies and time zones are supported.

Campaign Management

- Includes advanced filtering, custom alerts, inline editing, schedulable bulk sheets, creative testing, and keyword expansion tools.
- Custom labeling enables analysis and bulk changes based on business needs.
- Automated campaign creation and management based on inventory feed.
- Display ad serving and RTB management included in platform.
- Multivariate ad creation.

Bid Management

- Media Optimizer Premium uses a portfolio-based approach to manage search, social marketing, and display advertising campaigns in an integrated digital platform.
- Customers can use a set of pre-defined templates to manage their bidding strategy or customize a set of templates based on business goals.
- The system assigns budgets and bids across campaigns through proprietary algorithms and predictive models applied to client and third-party data.
 - Manual overrides and rules-based scenarios available.
- Separate bidding algorithm for PLA marketplace.
- Portfolio models can integrate site-side data from Adobe SiteCatalyst to improve accuracy.

Social Integration

- A Facebook Strategic Preferred Marketing Developer (SPMD)
 - Offers a full suite of social management tools

through Adobe Social and ad buying and management capabilities through Adobe Media Optimizer.

- Adobe is among the first companies granted access to LinkedIn and Twitter Ads APIs.
- Adobe Media Optimizer allows customers to manage ads on Twitter, LinkedIn, Facebook Ads, and Facebook Exchange in bulk, and optimize spending relative to other channels.
- Facebook optimization tools include multivariate creative setup and optimization, target templates, auto-splitting and hyper-targeting, predictive modeling, and algorithmic bid optimization.

Attribution

- Adobe Media Optimizer collects data continuously across five different attribution models for search, display, and social, allowing users to toggle between different models to choose optimal spending allocations.
- A full attribution model covers all digital channels including email, organic search, and affiliates, and combines it with site-side analytics, search, display, and social.

Reporting

- On-demand forecasts and simulations are available within the interface.
- An interactive launch page provides reports on pre-built and user-definable metrics with the ability to make campaign changes directly from reports.
- Reports can be shared through a dashboard with a social network-like user interface for cross-functional collaboration.
- Additional reporting features include inline editing, auto-refreshable Excel reports, custom columns and derived metrics, and reporting by attribution rules and click path.

Pricing and Service

- Adobe Media Optimizer Premium pricing is based on an undisclosed percentage of ad spend, as well as extent of software and support services required.
- Adobe Media Optimizer Standard is self-service after initial training.



HP Autonomy Optimost Campaign

One Market Plaza
Spear Tower,
Suite 1900
San Francisco, CA 94105
(T) 415-580-4000
www.autonomy.com

Target Customer

- Advertisers and agencies spending at least \$100,000 month on search, display, social and mobile.

Key Customers

- John Lewis (U.K.)
- Mike's Bikes
- Nikon
- Sophia's Style

Key Executives

Robert Youngjohns, SVP and GM, HP Autonomy
Rafiq Mohammadi, General Manager, Promote
Andrew Joiner, General Manager, Emerging Technologies, Partners and Marketing

Company Background

- HP acquired Autonomy in October 2011 for \$11 billion, less than a week after Autonomy's acquisition of PPC campaign management platform Yield Software.

- HP Autonomy's product portfolio includes marketing solutions that help companies grow revenue, such as web content management, online marketing optimization, and rich media management.



Product Overview

- HP Autonomy's Optimost PPC campaign management solution is part of the Autonomy Marketing Optimization Suite, an end-to-end online marketing platform that includes tools for performing search engine optimization, Web and media optimization, customer segmentation, and social analytics.
- Optimost is based on Autonomy's flagship IDOL (Intelligent Data Operating Layer) technology, which algorithmically processes large volumes of both structured (i.e., web analytics and online advertising data) and unstructured data (i.e., social media, web pages, email, video, audio, and text) to extract meaning in real time and inform business decisions.
 - Includes global support for single and multi-byte character sets, time zones, and currencies.

Product Details

Supported Media

- Search: Google, Yahoo, Bing
- Social: Facebook

Campaign Management

- Optimost Campaign features an intuitive dashboard-driven interface that displays recommended actions and integrates with SEO for optimal performance.
- Automated keyword generation, negative keyword generation, and campaign creation tools incorporate data from multiple channels to assist marketers in developing compelling campaigns.
- Integrated multivariate testing enables immediate optimization based on test results.
- Customer acquisition funnel report defines success metrics and facilitates actions to improve ROI.
- A campaign importer tool enables quick onboarding of existing campaigns with historical data.

Bid Management

- Optimost Campaign's algorithmic portfolio-based bidding approach uses multiple bid setters at the keyword level, integrating aging of historical data and accounting for sparse data sets.
- Users can bid manually by rank or rank range or by setting bid constraints either site-wide or for specific keywords, ad groups, and campaigns.

Social Integration

- Facebook-specific algorithms enable campaign optimization across media types.
- Reporting and analytics tools provide data visualization of Facebook campaigns within the conversion funnel.

Attribution

- Pixel-based conversion attribution allows users to track first-click and last-click attribution as well as conversion by page navigation, shopping cart transaction, time on site, pages viewed and offline phone conversions.

Reporting

- Multichannel integration automatically informs marketers of new keywords and campaign themes based on data from all customer touchpoints including the call center, social media, and web visits.
- Automatically discovers and refines new segments based on PPC results including term, source, CPA, and CPC data.

Pricing and Service

- Pricing varies from 2-5% of monthly ad spend, based on level of spend.
- An annual contract is required, and customer service and support are included.
- Customers also can work with the company's professional services organization on a project basis.

DoubleClick Search

1600 Amphitheatre Parkway
Mountain View, CA 94043
(T) 650-253-0000
google.com/doubleclick/search

Target Customer

- Advertisers or agencies spending more than \$100,000 per month on search and display.

Key Customers (DoubleClick Search)

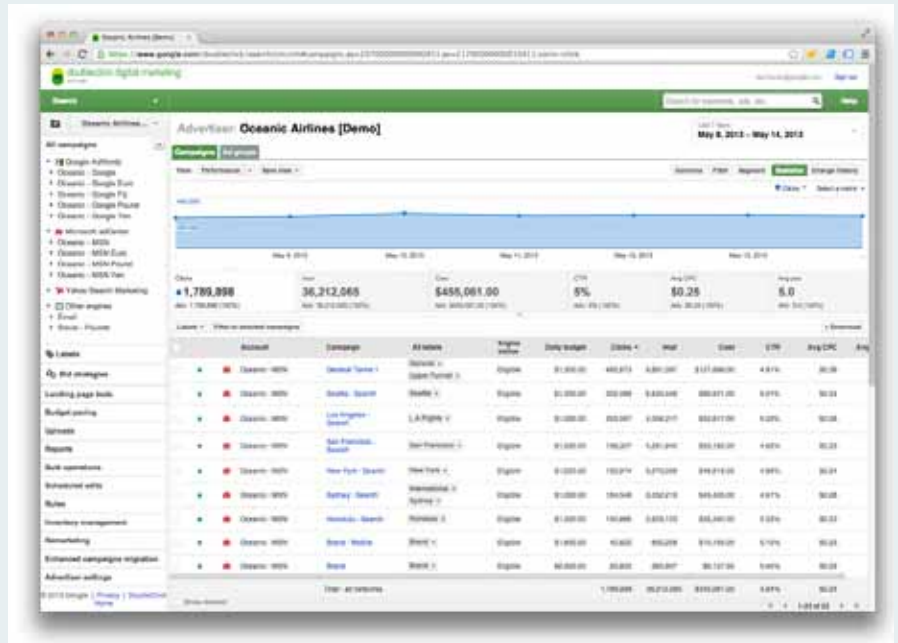
- Performics
- iProspect
- Universal McCann
- The Search Agency
- Dish Network
- Fidelity
- GEICO
- Verizon

Key Executives (DoubleClick Search)

Matt Eichner, Head of DoubleClick Search Sales
Scott Silver, Engineering Director
Anthony Chavez, Product Management Lead

Company Background

- DoubleClick was founded in 1996 as one of the first online advertising platforms. Its key technology, DART,



enabled dynamic targeting of interactive advertising, and later included a platform for managing search campaigns.

- DoubleClick was acquired by Google in March 2008 for \$3.1 billion.
- In March 2011, Google released DoubleClick Search v3, a rebuilt version of the platform on Google infrastructure, officially retiring the previous DART technology and infrastructure.

Product Overview

- DoubleClick Search has an intuitive, AdWords-like interface that streamlines and automates workflows for large search campaigns across engines.
- Native integration with the DoubleClick platform offers holistic cross-media reporting and optimization across digital marketing channels with utilization of the DoubleClick for Advertisers (DFA) Floodlight tag.
- Integrates with Google Analytics, and reports on metrics such as bounce rate, goal completion, revenue, and transactions.

Product Details

Supported Media

- Search: AOL, Google, Bing, Yahoo!, Yahoo! Japan (beta)
- Display: GDN (with DFA)

International Coverage

- Available in English, French, German, Italian, Spanish, Chinese, Korean, and Japanese.
- Supports all languages available in AdWords and Bing.
- Reports displayed in agency, advertiser, or search engine currencies.

Product Details

Campaign Management

- Supports cross-engine account campaign analysis, keyword segmentation, drag-and-drop column configuration, bulk editing, and custom report creation.
- Labels allow for custom organization of keywords campaigns, ad groups, and ads outside the traditional campaign structure.
- Automated inventory campaigns for retail advertisers based on integration with Google Merchant Center feeds.
- End-to-end management and reporting of AdWords Product Listing Ads (Launching Q2 2013).
- Flexible workflow automation features, including scheduled edits, scheduled 2-way sync, and automated rules.
- Landing page testing through easy configuration of split-traffic tests to measure the conversion effectiveness of various landing pages.

Bid Management

- Performance Bidding Suite enables the creation of multiple bidding goals based on various business objectives including ROI, ad position, and target spend goals (with the option to combine goals).
- Bids automatically changed up to four times per day. "Instant" (5 minute latency) Floodlight conversion data used when making bid decisions.
- Granular control including keyword/ad group/campaign-level inclusion in bid portfolio. "Manual override" allows users to temporarily take control of bids.
- Optimizes bids based on Floodlight conversions, GA goals /conversions, offline conversion data, and advertiser-defined custom conversion metrics.
- "Preview bid" feature allows advertisers to view bid recommendations without having them automatically applied.

Attribution

- Attribution models can be applied to search conversion data as well as data from other channels through integration with DFA.
- Pre-defined models (first click, time decay, linear, U-shaped, etc.) and custom models available.

Reporting

- Reports can be configured from 90 available metrics.
- Near-real time reporting, with search engine data updated every 15 minutes; and Floodlight conversion data every 5 minutes.
- Search query report shows actual user queries and associated conversion data.
- Formula columns allow advertisers to define custom KPIs and metrics based on mathematical operations, conditional logic, and date parameterization.
- Reporting data can be accessed via on-demand download, scheduled reports, and web query.
- Executive reporting feature enables easy creation of customer-ready reports from the UI. Reports are rendered as Excel files and can be configured to automatically generate on a recurring schedule.
- Offline and/or revised conversion data can be uploaded via bulk sheets or API.
- "Search assist" data shows the contribution of upper funnel keywords in driving downstream visits and conversions.

Pricing and Support

- Pricing ranges from 1-2.5% of annual search spend.
- \$10,000 one-time fee covers setup, training and support.
- Contract lengths are flexible.

eSearchVision

18 rue Royale, 5th & 6th Floor
75008 Paris FRANCE
www.esearchvision.com

U.S. Headquarters

231 Sansome Street, 4th Floor
San Francisco, CA 94104
(T) 415-814-1001

Target Customer

- Mid-market and enterprise advertisers and agencies, with no minimum spend.

Key Customers

Europe

- Disney
- Esteeé Lauder
- Orange
- Sephora
- Webroot

U.S.

- Omaha Steaks
- Papa John's
- Sandals Vacations and Resorts

Key Executives

Stanislas Di Vittorio, Founder and CEO
Olivier Moustacakis, Co-Founder
Guillaume Baurand, Chief Technology Officer



Company Background

- Founded in 2004.
- 120 employees.
- \$800 million in ad spend under management.
- Offices in six countries: U.S., France, U.K., Germany, Spain, and Italy.

Product Overview

- Offers a suite of campaign management, tracking, reporting, bid optimization, inventory management, and revenue attribution tools.
- eSearchVision staff works as an extension of the customer's marketing team by focusing on increasing revenue through PPC marketing efficiency.

Product Details

Supported Media

- Search: Google, Yahoo!, Bing.
- Social: Facebook.
- Display: Google Display Network, Facebook Ad Exchange, AppNexus.

International Coverage

- Available in English, French, Spanish and German.

- Supports all time zones, languages, and currencies and includes automatic currency conversion.

Campaign Management

- Custom views, filters, and labels enable optimization based on business objectives.
- Bi-directional synchronization with AdWords and Bing Ads ensures all changes in both tools are captured immediately.



Product Details

- Automated campaign creation and management based on inventory feed, and dynamic generation and management of PLA campaigns.
- Data integration with online and offline conversion data provides a holistic view of digital performance.
- Catalog management system allows customers to apply custom parameters to keywords and keyword groups based on business goals rather than search engine specifications.
- Automated suggestions for campaign management include keyword additions, negative keywords, and recommendations for ad pausing.

Bid Management

- Flexible bid optimization system allows advertisers to exert as much or as little control as they want over bidding with manual, rules-based or algorithmic bidding.
- Bidding algorithms can be set to make daily decisions based on historical data, or can be set to track hourly activity and make predictive bid changes up to eight times per day.

Social Integration

- Automated end-to-end Facebook campaign builder dynamically creates segments to optimize social spending.
- Facebook targeting and creative handled separately so that clients can swap text and images on a mass scale.

Attribution

- A proprietary tracking pixel allows customers to track simple and composite conversion events across devices and channels and apply custom attribution weightings.
- Attribution system measures assists for each non-converting keyword and calculates the minimum bid required to make each assisting keyword profitable to the overall campaign.
- Users can seamlessly toggle between 8 different revenue models.

Reporting

- Customizable drag-and-drop widgets with advanced filtering enable reporting to specific business needs.
- Automated custom reports can be built from offline Excel templates.
- Conversion path reporting by user offers behavioral insights into the conversion funnel.

Pricing and Support

- Pricing and contracts are customized to the level of spending and services required.
- Service levels range from full-service account management to platform licensing with minimal service.



IgnitionOne

1545 Peachtree Street, Suite 500
 Atlanta, GA 30309
 (T) 404-961-7800
 www.IgnitionOne.com

Target Customer

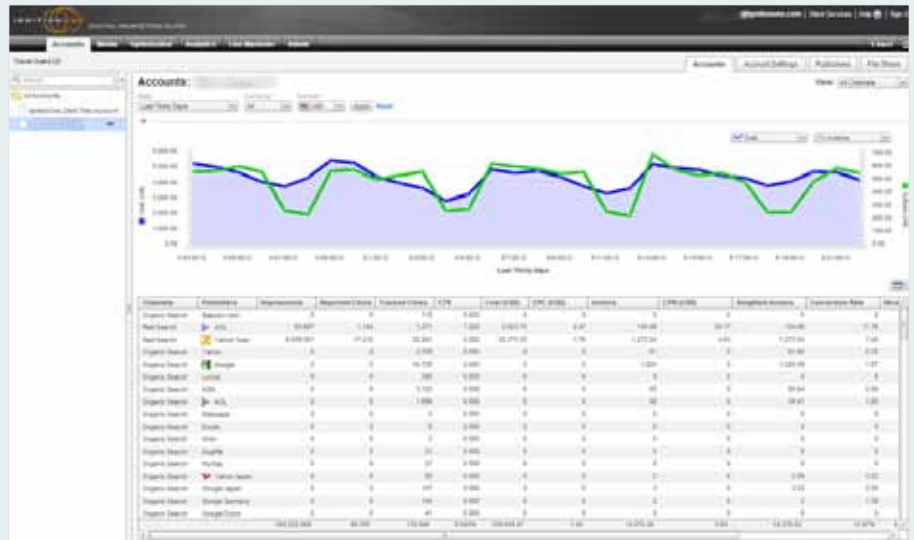
- Enterprise marketers that manage digital media across channels and spend at least \$250,000 per month on search, social, and display advertising.

Key Executives

Will Margiloff, Chief Executive Officer
 Roger Barnette, President
 Dave Ragals, Sr Vice President of Global Client Services
 Stephan van den Bremer, Managing Director, Europe
 Noriaki Okubo, Managing Director, APAC

Key Customers

- Ann Taylor
- DIRECTV
- Intercontinental Hotel Group
- La Quinta
- Chartis
- General Motors
- iProspect



Company Background

- Founded in 2004.
- 315 employees.
- \$1.5 billion in annual online media ad spend under management, including search, social and display.
- US offices in New York, Atlanta, Detroit, and San Francisco; global offices in Brussels, London, Paris, Madrid, Munich, Warsaw, Sao Paulo, Tokyo, Bangalore, and Singapore.

Product Overview

- The IgnitionOne Digital Marketing Suite enables digital marketers to manage and optimize digital campaigns in search, display, and social through a single interface.
- A demand-side platform (DSP) is available for purchasing display inventory, enabling remarketing and multi-channel performance attribution in a centralized reporting interface.
- IgnitionOne's website optimization and marketing automation technology is powered by a proprietary engagement scoring engine, which measures the historical and real-time behavior of each site visitor -- which products and services are most relevant to them and when they're most likely to convert.

Product Details

Supported Media

- Search: AOL, Baidu, Bing, Google, and Yahoo!
- Social: Facebook Ads.
- Display: AdBrite, AdMeld, AppNexus, Burst Media, Casale, Facebook Exchange, Google ADX, OpenX, PulsePoint, Rubicon, Pubmatic, and Right Media Exchange.

International Coverage

- Available in English, Japanese, and French.
- Can be localized into other languages.
- Support for all major currencies and time zones.
- Currency conversion includes both static and dynamic exchange rates.

Product Details

Campaign Management

- Advanced filtering functionality allows users to save and share custom filters, and apply bulk changes.
- Built-in landing page testing and optimization allows users to dynamically target the highest performing pages for ads or groups.
- Management of Google PLAs leverages both bidding and semantic optimizations.
- Real-time tracking provides behavioral insights for strategy refinement.
- Campaign creation and optimization based on product and inventory.

Bid Management

- Predictive SPOT® engine utilizes proprietary portfolio algorithms to forecast performance and optimize bids and engagement strategies.
- Customers can mix and match manual, rules-based, or algorithmic bid strategies based on multiple objectives, and can preview and override bid recommendations.

Social Integration

- Facebook Preferred Marketing Developer (PMD) for Ads.
- System signals the ideal time to launch ads based on the ratio of social activity on the client's pages.
- Creative optimization tools include automatic ad refreshing with consistent ad IDs.
- Access to Facebook Exchange.
- Facebook reporting and attribution features are integrated into IgnitionOne's engagement optimization tools.
- Campaigns can be refined based on brand or direct response goals.

Attribution

- A single tracking tag allows customers to attribute performance across any digital marketing channel.
- Four attribution models or a custom model can be applied to each channel or exposure.
- Multi-exposure attribution system attributes credit for each customer touch point across all digital media channels and feeds directly into optimization system.
- Side-by-side comparison of attribution models allows users to view "What-if" scenarios without waiting for data collection.

Reporting

- 200-plus standard reports that can be filtered and customized by date, account hierarchy, action type, currency, etc.
- Reporting data and filtering capabilities are also available within the campaign management interface to help users take action on reporting data.
- Templates can be created from any custom report.
- Reporting snapshots can be emailed in HTML or delivered in CSV or XLS.
- Business Intelligence (BI) product available for advanced data manipulation tools.

Pricing and Service

- IgnitionOne charges an undisclosed percentage of monthly ad spend based on volume.
 - Minimum contract requirements vary by customer.
- Pricing includes onboarding, customer support, and unlimited training.
- Add-on advisory services provide expertise in PPC, display, social, and cross-channel attribution and analysis.



Kenshoo

6 Habarzel St. Building B
Tel-Aviv, Israel
(T) 972-3-746-6500
www.kenshoo.com

Kenshoo Inc. (U.S.)
22 4th Street, 14th Floor
San Francisco, CA 94103
(T) 877-536-7462

Target Customer

- Enterprise-level search marketers and agencies.
- Multi-location organizations and agencies managing a high volume of local campaigns.
- Brand and direct response marketers seeking to generate more value from Facebook ads.

Key Customers

- Expedia
- Havas Media
- Resolution Media
- Starcom MediaVest Group
- Facebook
- Kayak
- Walgreens
- Zappos

Key Executives

Yoav Izhar-Prato, CEO, Co-Founder and Chairman
Alon Sheaffer, Chief Strategy Officer and Co-Founder



Nir Cohen, Chief Technology Officer and Co-Founder
Igal Shany, CFO
Aaron Goldman, CMO
Shirley Grill-Rachman, COO

Company Background

- Founded in 2006.
- 350-plus employees.
- About \$3 billion in annual spend under management.
- 16 international locations including hubs in San Francisco, Chicago, New York, London, Hamburg, Paris, Tel Aviv, Hong Kong, and Sydney.

Product Overview

- Search portfolio comprises three standalone products:
 - Kenshoo Search: Designed for national or global marketers looking to create and optimize sophisticated paid search programs.
 - Kenshoo Local: Local marketing platform built to effectively manage high volumes of individual campaigns with hundreds or thousands of locations.
 - Kenshoo Social: Facebook Strategic Preferred Marketing Developer (sPMD) for Facebook Ads with access to the Facebook Exchange to enable branding and performance-driven social advertising.
- Kenshoo SmartPath is an add-on dynamic attribution tool that combines machine-learning and algorithmic decisioning to drive optimized digital media bidding.
- The Kenshoo Universal Platform delivers business intelligence and scale across media channels and internal systems with over 100 completed third-party integrations.

Product Details

Supported Media

- Search: Google, Bing, AOL, Baidu, Yahoo!, and Yahoo! Japan.
- Social Networks: Facebook Ads.
- Display: Google Display Network, Criteo, and Facebook Exchange.
- Local: CityGrid.

International Coverage

- Multilingual features include keyword and ad copy translation tools.
- Multicurrency support for all major countries and automatic currency conversion.

Campaign Management

- Kenshoo Editor allows users to create new campaigns and perform restructuring projects through cross-profile, cross-engine operations in an offline environment.
- Advanced search and scheduled actions help customers find, modify, optimize, and schedule changes on any campaign element.
- Seven custom algorithms for creating and expanding keyword lists.
- SEO integration with Rio SEO, BrightEdge, Conductor, Google Analytics, and IBM Digital Analytics (formerly Coremetrics).
- Supports PLAs.

Bid Management

- Flexible bidding options include rules-based bid policies, custom bid rules, PLA-specific bid rules, and a proprietary portfolio solution, Kenshoo Portfolio Optimizer (KPO).
 - KPO runs predictive models with Kenshoo's patent-pending, model-based bid policies while automatically clustering keywords.

Social Integration

- A Facebook Strategic Preferred Marketing Developer.
- Kenshoo Social offers campaign management and optimization for Facebook Ads and Facebook Exchange, and owned media tracking and attribution across Facebook, Twitter, YouTube, and Google+.
- Tools include user-customized performance dashboards, ad and campaign templates, inline and bulk editing, and real-time data reporting.

- Proprietary attribution capabilities allow users to measure conversions and revenue associated with owned and earned media.
 - Amplifies high performing organic posts as paid ads.
- Facebook-specific bidding algorithms enable automated optimization toward brand-building and direct response goals, including CPC, CPA, and ROI

Local Media

- Kenshoo Local helps advertisers with multiple locations and their agencies manage local search engine marketing campaigns and listings at scale.
- Functionality for local campaigns includes keyword/ad template libraries, radius-level geo targeting, location budget management, churn reports, and phone call-conversion optimization.
- Integrated with CityGrid.

Attribution

- Six off-the-shelf attribution policies available (first only, prefer first, divide equally, prefer last, last only and U-shaped).
- Integrated with all media channels connected to Kenshoo, including display, affiliate, and mobile.
- Attribution Model Simulation on live campaigns to see how each model would affect a client's activities.
- Kenshoo SmartPath provides dynamic attribution to create a unique value allocation for each interaction in any given conversion path.

Reporting

- Customizable dashboards offer 17 widget templates to measure performance and KPIs.
- Offline Fusion Reports support more than 40 metrics and attributes including data from all profiles and search engine accounts for a macro-level view of activities.
- Excel reports and/or Excel refreshable reports can be created from any grid within the user interface.

Pricing and Service

- Kenshoo Search, Kenshoo Local, and Kenshoo Social are stand-alone products that can be purchased separately.
- Pricing ranges from 2.5%-10% of monthly ad spend.
- 24/7 phone support is included in the price.
- Advanced integration with CRM and other systems are premium priced.

Marin Software

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 San Francisco, CA 94105
 (T) 415-399-2580
 www.marinsoftware.com

Target Customer

- Marin Enterprise targets large-scale advertisers and agencies spending more than \$100,000 per month on search, display, social, and mobile.
- Marin Professional targets advertisers spending less than \$100,000 per month on search, display, social, and mobile.

Key Customers

- Razorfish
- Neo@Ogilvy
- University of Phoenix
- Macy's
- PriceGrabber

Company Background

- Founded in 2006.
- 430 employees.
- IPO in March 2013.
- Over \$4.7 billion in annual ad spend under management; 99% of revenues come from SaaS subscription licensing fees.
- Additional offices in New York, Chicago, Austin, London, Paris, Hamburg, Singapore, Sydney, Tokyo, and Shanghai.



Key Executives

Christopher Lien, Co-founder and CEO
 Wister Walcott, Co-founder and EVP, Products and Platform
 Joseph Chang, Co-founder and EVP, Engineering and Operations
 Peter Wooster, Chief Revenue Officer
 John Kaelle, Executive Vice President and CFO
 Matt Ackley, Chief Marketing Officer
 Brian Marin, Vice President of Global Services

Product Overview

- Enterprise platform designed to allow search marketers to optimize campaigns for a variety of business goals and organize portfolios by business line, product, geography, or margin.
 - Marin Professional, released in 2011, includes the core functionality of Marin Enterprise tailored to meet mid-market needs.

Product Details

Supported Media

- Search: Google, Bing, Yahoo!, Yahoo! Japan, Baidu.
- Social Networks: Facebook Ads.
- Display: Google Display Network, Criteo.

International Coverage

- Available in English, Chinese, French, German, Japanese, and Portuguese.
- Supports all currencies and includes automatic currency conversion.

Product Details

Campaign Management

- Unified interface enables campaign management across multiple publishers and targeting by geography, interest, and device.
- Automated ad testing and ad diagnostic tools.
- Keyword and audience research tools.
- Dynamic campaign creation and management based on product or service inventory feed.
- Campaign cloning and expansion tools enable location targeting and keyword generation.
- Full support for Google Product Listing Ads (PLAs).

Bid Management

- Patented portfolio-based bidding solution combines algorithmic automation with flexible controls for data exclusion.
- Bidding functionality ties in offline conversions, lifetime value, and multiple conversion events.
- Revenue attribution based on click path analysis.
- Forecasting tools include "what-if" scenarios to determine how changes to business goals will affect volume, cost, ROI, and profit.

Social Integration

- A Facebook Preferred Marketing Developer (complete support for Facebook ads and ad targeting).
- Facebook Campaign Wizard and audience templates to create multiple, highly granular and targeted ad campaigns.
- Automatic segmenting and ad targeting by location, age, gender, likes, and interests.
- Dynamic rotation of images and ad copy based on specified performance criteria to combat ad fatigue and ad blindness.

Attribution

- Leverages existing URL structure by automatically appending and applying correct tracking parameters.
- Proprietary tracking pixel provides integration with analytics, ad serving, call tracking, and CRM systems.

Reporting

- Customizable dashboards include drag-and-drop widgets that provide at-a-glance KPI analysis.
- Users can create segments and dimensions by product line, geography, brand, or any other custom category; tagging allows for the application of bulk actions to any user-defined segment.
- Data filtering and sorting tools, automated reporting and alerts, and interactive charting allow users to manage data and identify opportunities for revenue generation.
- Web Query reports create shareable links or Excel dashboards that automatically refresh.
- Cross-channel analytics reporting provides a complete view of the online funnel and how each channel contributes to downstream conversions and revenue.

Pricing and Service

- Marin Enterprise is priced from 2% to 4.5% of ad spend, based on level of spend and term commitment with a \$100,000 spending minimum.
 - Includes onboarding and implementation services, and customer support and training.
- Marin Professional is priced at a flat rate of 4% of spend with a \$500 monthly minimum, or 5% of spend for month-to-month contracts.
 - A self-service solution that includes ticketing support, an online help center, and self-paced e-learning courses.



SearchForce

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 www.searchforce.com

Target Customer

- Enterprise-level advertisers or agencies spending more than \$150,000 per month on paid search.

Key Customers

- Advance Auto Parts
- Experian QAS
- Prime Visibility
- Scottrade
- Deutsch LA
- Plattform
- Progressive
- YP.com

Key Executives

Dhiren D'Souza, President and CEO
 Santhosh Nair, Chief Technology Officer
 Neha Sharma, VP, Engineering
 Juan Lin, PhD., Chief Scientist
 Angela Overhoff, VP, Client Services



Company Background

- Founded in 2004.
- 50 employees.
- Privately funded.
- \$550 million in ad spend under management; 100% of revenue comes from PPC technology and related strategic services.
- Offices in San Mateo and New York.

Product Overview

- Complete suite of campaign management, bid optimization, tracking, testing, and reporting tools for optimizing paid search ROI.
- Focus on automation of campaign management processes and built for ease of implementation, with quick onboarding and minimal IT requirements.
- Reporting APIs available to integrate with advertiser data warehouses.

Product Details

Supported Media

- Search: Google, Bing, Yahoo!, Yahoo! Japan.
- Social: Facebook Ads.
- Display: Facebook Exchange, Google Display Network, and Criteo.

International Coverage

- Available in English and Japanese; custom translations available for an additional fee.
- Supports all languages, currencies, and time zones.
 - Includes automatic currency conversion in any report.

Campaign Management

- Auto-campaign builder enables instant campaign creation from product catalogs or inventory feeds with dynamic updates based on inventory changes and promotions.
- Custom filters can be applied to generate mass updates across all managed publisher accounts at the campaign, ad group, creative, and keyword levels.
- Composite alerts to detect changing market conditions.
- Automatic URL building and tagging based on advanced formats and specifications.
- Goal management system allows for custom goals and

Product Details

- tracking by campaign, ad group, and creative.
- Supports Google Product Listing Ads (PLAs).

Bid Management

- Dynamic keyword segmentation lets users create hybrid optimization models that leverage SearchForce algorithms, standard bid rules, and custom bid calculations.
- Multiple performance-based bid strategies adapt to custom optimization goals such as CPA, traffic, ROAS, profit, and multi-metric optimization.
- Performance accelerators allow clients to customize the reaction of algorithms to market conditions and internal factors such as seasonality, sparse data, statistical significance, and risk tolerance.
- Dynamic sub-portfolios can be used to pause or bid keywords to performance, position or CPC based on available inventory.
- Performance effects of bid changes can be previewed or viewed later in change-history reports.
- Bid optimization of PLAs at the SKU level.

Social Integration

- Automated campaign creation and segmentation.
- Filmstrip feature rotates images to combat ad fatigue.
- Predictive Facebook algorithm displays minimum and suggested bids for ad groups.
- Custom goal management and labeling systems can be applied to Facebook campaigns for consistent reporting across channels.

Attribution

- Universal pixel can be deployed to track users through the conversion funnel.
- Customers can assign custom weights based on multi-metric attribution models for a better understanding of behavior in the conversion funnel.
- Advanced bid optimization based on the influence of all keywords within the purchase funnel.

Reporting

- Customizable drag-and-drop reporting widgets integrated into campaign workflows for quick hypothesis testing through data visualization.
- Categories and labels can be applied to analyze and filter data across all managed publisher accounts.
- Custom reporting options include reports by clicks, device, network, geographic dimensions, and cross-channel interactions.
- Composite reports streamline creation of multiple reports by enabling views of all relevant reports in a single Excel workbook.
- Excel plug-in updates data without logging into the SearchForce platform.

Pricing and Service

- Pricing ranges from 2.25%-3% of ad spend.
 - \$7,500 monthly minimum.
- Includes implementation, training, and ongoing support.
- Add-on strategic consulting services available.

Resources

Blogs

"Occam's Razor," by Avinash Kaushik. <http://www.kaushik.net/avinash/>

"PPC Associates "Digital Marketing" blog, by David Rodnitzky" <http://www.ppcassociates.com/blog/>

Websites

www.marketingland.com

www.searchengineland.com

Articles

"The Enhanced Campaigns Waiting Game," by Matt Van Wagner, President and Founder, Find Me Faster. <http://searchengineland.com/the-enhanced-campaigns-waiting-game-156975>

"AdWords to End Product Extensions as PLAs Take Over," by Ginny Marvin, Editor, SearchEngineLand. <http://searchengineland.com/adwords-to-end-product-extensions-as-plas-take-ove-158571>

"From Third Party to First Party: The Evolution of the Google Advertising Toolset," by Benny Blum, Director of Client Strategy, Fusion Tree. <http://searchengineland.com/from-3rd-party-to-1st-party-the-evolution-of-the-google-advertising-toolset-155121>

"Google Shopping Ads: What We've Learned So Far," by Mona Ellesseily, VP of Online Marketing Strategy, Page Zero Media. <http://searchengineland.com/google-shopping-ads-what-weve-learned-so-far-152494>

White Papers

"Google Shopping Ads: 5 Tips for Driving Relevance and Revenue," published by Marin Software. <http://www.marinsoftware.com/resources/whitepapers/google-shopping-ads>

Research Reports

"Internet Advertising Revenue Report: 2012 Full Year Results," published by the Internet Advertising Bureau (IAB) and PriceWaterhouseCoopers LLP. www.iab.net

"The State of Search Marketing Report 2012," published by SEMPO and Econsultancy. www.econsultancy.com