

Adobe® SearchCenter+, powered by Omniture®

Expanding search marketing



“The new keyword recommendation application will help further expand and optimize our keyword lists. Additionally, updates to the bid rule functionality have allowed for better and more efficient management of paid search campaigns.”

David Clarke, Founder and Managing Partner of BGT Partners

As search marketing becomes more competitive for volume and the cost of keywords continues to increase, Adobe SearchCenter + is helping marketers expand their insights and ability to reach new users to generate intent and drive targeted search volume.

Business challenges

Consumers are spending more time on social media sites than they are on search engines today. Search engine marketing (SEM) programs still drive high-conversion visits, but the competition for volume is costly. It is imperative for marketers to expand their reach and target consumers with messaging that resonates and spurs user intent either through direct conversion paths or through awareness-generating campaigns.

Solution

Adobe SearchCenter + software has integrated Facebook ad buying functionality and delivered the following features:

- Buy, measure, and optimize ads on Facebook through a single interface tied to critical business metrics.
- Determine the impact of Facebook ads to drive conversions directly or enhance the return on paid search campaigns.
- Consolidate daily data without any unnecessary feed or merge process. Search engine data (impressions, clicks, cost, position, bid, and so on) is smoothly tied to site metrics (unique users, visits, conversions, revenue, and more) at the keyword level.
- Search query data and keyword suggestions from all major search engines delivered through Adobe SearchCenter + reporting.
- Manage millions of keywords across all major search engines from a single interface.
- Monitor competitors and affiliate bids, and respond with updated bids to maintain rankings.
- Combine reporting on pay per click (PPC) and search engine optimization (SEO) to optimize share of searches.
- Map keyword bids to import traditional brick-and-mortar sales data.
- Import updates and changes to search engine accounts into Adobe SearchCenter + with a single click.

Benefits

- Facebook ad buying—Create and manage targeted ad buys in the same application you use to measure and optimize campaigns.
- Search campaign efficiencies increase—Measure return on ad spend and cost per acquisition across millions of keywords and ad groups from a single interface.
- Flexible bid management—Use automated bid engine support for popular bid management approaches, including manual, rules-based, and portfolio bidding.
- Landing page optimization automation—Map keywords to dynamic landing pages without manual intervention.
- Keyword suggestions—Expand and refine keyword lists and match types based on user query data from all major search engines.
- Custom group management—Define sets of keywords, ads, or content placements to track and report based on business requirements.

Key features of Adobe SearchCenter +

Facebook ad buying

- Adobe SearchCenter + integrates with the Facebook API to allow advertisers to buy and target ads
- Utilize the rich profile targeting to reach the exact audience
- Get dynamic audience volumes based on your target inputs instantly
- Use Conversion-based bid templates to optimize campaigns
- Review integrated tracking and reporting data from Facebook and Adobe SiteCatalyst[®], powered by Omniture

Consolidated management interface

- View multiple accounts, campaigns, ad groups, or keywords
- View top-line success metrics at every grouping level
- Use unified editor across all search engines

One-click account management

- Change bids, budgets, match types, and publication status
- Import existing accounts from search engines
- Automatically add tracking tags
- Create new accounts, edit ads, and keywords
- Add negative keywords
- Move natural keywords to paid

Integrated help and community

- Adobe ClientCare and live chat
- Contextual help on every page
- Adobe community discussion groups
- Training videos, case studies, and white papers

Bid management

- Flexible bid management functionality
- Easy-to-use bid templates based on key business metrics
- Bid strategies which cross multiple search engines

Search query data reports and keyword suggestions

- Query data from all search engines
- Consolidated all within Adobe SearchCenter +
- Easy to expand keyword lists, including negative keywords

Reporting and analytics

- Prebuilt and user-definable metrics and reports
- Reporting for multiple search engine accounts
- User-defined conversion metrics
- Scheduled reports sent via email
- Download reports to Excel, PDF, CSV, RTF
- Preconfigured graphs: pie, scatter plot, stacked horizontal bar, vertical bar, area, bubble
- Natural and paid keyword report
- Executive-ready dashboards
- Metric-based alerts for critical campaign notifications

Custom groups by keyword, ad, or placement

- Track and report based on business needs—promotions, brands, products, and so on
- Define groups based on ad placement, content areas, or websites

Contextual network management

- Report traffic by referring domains
- Optimize specific sites to place ads

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