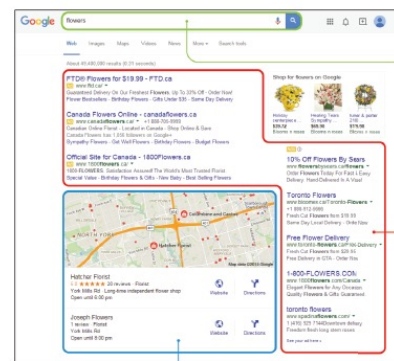
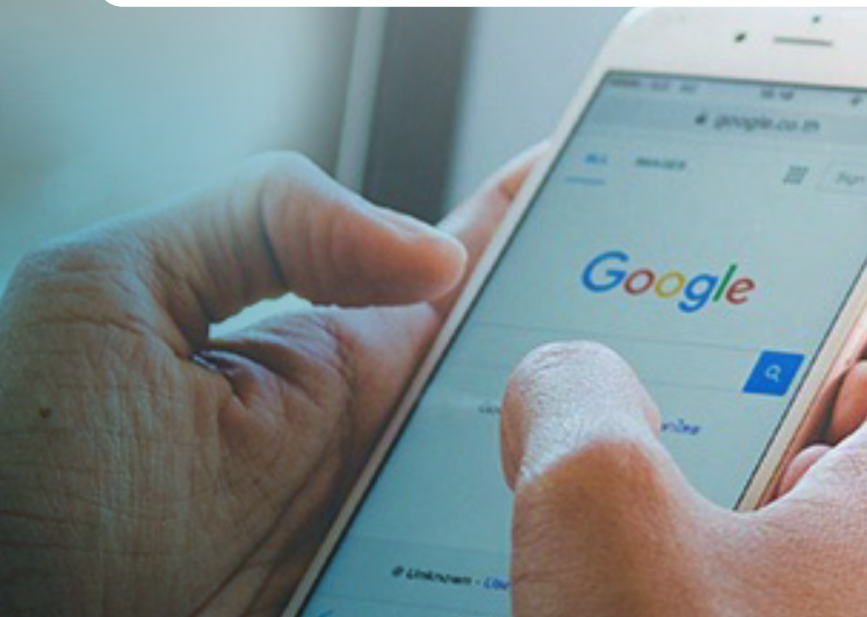




DISPLAY ADVERTISING, KEY WORDS & BANNER ADS

We will set up the campaign to target your market.
You only pay per person who clicks on your
Advertisement.

- 1 Position**
 - » Our primary goal is to have our PPC advertising fall between Positions 1 and 4.
 - » Over time we determine the highest ROI with our clients and then run our bidding strategy in order to maintain that position. (E.g., Sometimes an average position of 2.9 produces a better return than an average position of 1.6)
- 2 Determine a desired Cost-Per-Acquisition (CPA)**
 - » Leads are useless if they are too expensive.
 - » Our main goal is to determine a CPA that works for you and your business.
 - » Once a targeted CPA is defined, our job is to continuously work within the campaign to achieve it.
- 3 Decrease Average Cost Per Click (CPC)**
 - » Cost per Click in AdWords is defined by a number of factors.
 - » The primary factor that we focus on is Click-Through-Ratio (CTR).
 - » Once we acquire enough search data (generally 6 months worth), we can then start to push down the cost per click without sacrificing our desired position or target CPA.



Starting from: **POR**

