

Reporting and Analytics

Customizable dashboards, alerts, and reports to measure the performance of your integrated online marketing campaign

FAST FACTS >>>

>> *Build dashboards to monitor volume and efficiency*

>> *Compare results across channels to optimize spend*

>> *Integrate data from multiple search engines and backend systems*

>> *Create alerts to identify problems and opportunities*

>> *Schedule daily, weekly, or monthly reports to track performance*

Data-driven decision making is the hallmark of any successful online marketing campaign. Without the proper tools to integrate and analyze data from multiple sources, marketers run the risk of shifting strategy, tweaking campaigns, modifying budget, or switching channels without a clear understanding of the probable cause and effect.

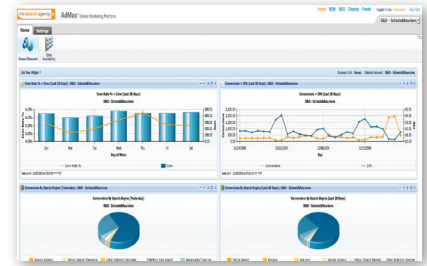
To increase our clients' visibility into their online marketing campaigns, The Search Agency offers analytics and reporting as part of the AdMax™ online marketing platform. The suite of tools includes:

- ▶ *Customizable dashboards to track key performance indicators*
- ▶ *Customizable alerts to identify time-sensitive opportunities as well as potential problems which merit further investigation*
- ▶ *Customizable reports to measure results across all online marketing channels*

➤➤ AdMax integrates data from multiple sources to calculate results and help optimize your online marketing investment.

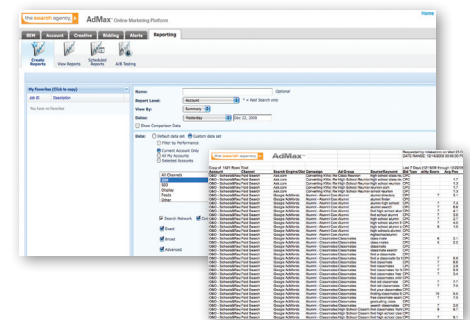
Dashboards: Comprehensive view of your key performance indicators

- ▶ **Topline Results**
Monitor volume and efficiency of your online marketing program.
- ▶ **Cross-Channel Media Reporting**
Track results across all online marketing channels including Paid Search, Organic Display, Social Media, etc.
- ▶ **Customized Layout**
Build unique dashboards to track the most relevant success metrics.



Reporting: Detailed summaries of campaign performance across channels

- ▶ **Flexible**
Schedule one-time, daily, or weekly reports for viewing online or in Excel.
- ▶ **Accessible**
Set varying permission levels and restrict access to sensitive data.
- ▶ **Personalized**
Create custom reports by channel, distribution, timeframe, and metric; include client-provided data via custom datafeed.



Alerting: Stay abreast of new challenges and opportunities in your campaigns

- ▶ **Alert Templates**
Leverage TSA's library of best-in-class processes for identifying actionable challenges and opportunities.
- ▶ **Bleeding Keyword Detection**
Identify keywords without results and reallocate spend to more profitable terms.
- ▶ **Click-Fraud Detection**
Be notified of unexplained shifts in clicks and conversions that may merit further investigation.
- ▶ **Customizable Alerts**
Build your own rules-based notifications to track performance.



With AdMax's analytics and reporting capabilities, you have complete visibility into every aspect of your online marketing program. Whether you need detailed reports on specific campaigns, daily alerts of variance in customer activity, or a dashboard of key performance indicators, AdMax is powerful and flexible enough to track performance across channels and measure the effectiveness of your online marketing program.



The Search Agency provides an integrated suite of online marketing services including search engine optimization, paid search, social media, display advertising, comparison shopping management, and conversion path optimization. For more information about our technology-driven services, visit www.theseagency.com.

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