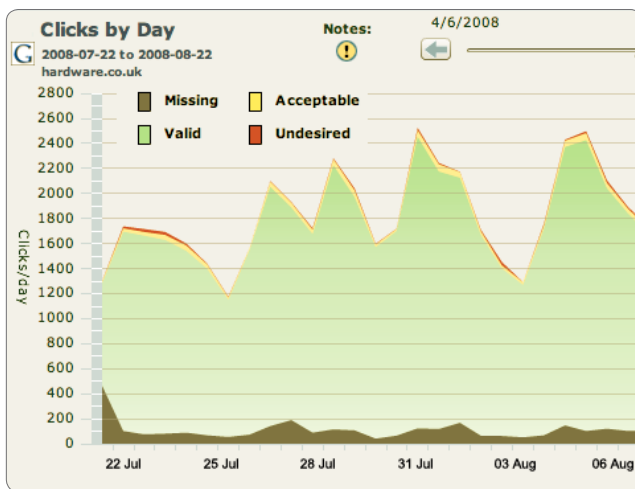


Advanced Click Compliance for PPC Campaigns

On average, 3% of paid search clicks fall outside of your campaign parameters. Enquisite Auditor™ identifies these clicks and automatically submits claims on your behalf to Yahoo! and Google. Maximize your paid search investment by identifying clicks outside campaign parameters and automatically requesting refunds.



Pay Only for the Clicks You Ordered

Auditor checks each and every PPC click to ensure it matches your campaign settings. Clicks are validated across all of your campaign parameters—from geo-targets to time-of-day to network exclusions and exact matches. Detailed refund requests are generated automatically for clicks you didn't specify. Don't pay for clicks you didn't authorize.

Automated Refund Requests

Submitting refund requests requires tedious attention to detail and access to granular website data. Auditor automatically submits electronic recovery requests for you, providing complete data in the precise formats required by Yahoo! and Google.

Receive Account Credits Rapidly

Claims are submitted on the tenth of every month with Yahoo! and Google. Yahoo! paid search customers typically see their accounts credited within five to ten days of submission. Our dedicated Google representative handles each automated refund request on a case-by-case basis.

Fidelity Panel Provides Instant, Visual Confirmation

If you notice traffic surges without corresponding conversions, check the Fidelity Panel. Using simple red, yellow and green indicators, this panel shows you at-a-glance which paid clicks came from real prospects, which clicks may require your immediate attention, and which clicks you are out of compliance.

Easy to Install—Begin Auditing Immediately

Simply add a line of JavaScript to your site and provide API access to your search advertising accounts to begin the process.

Establish Good Faith: Help Search Engines Improve Their Ad Systems

Search advertising networks welcome thorough claims. They can't see what happens once their searchers click through to your website. Auditor delivers information above and beyond the standard claims form fields. This helps search networks improve their ad systems, and earns you trust and good faith. Start saving precious budget today - audit your paid search traffic to maximize your PPC investment.