

Create and manage performance-based organic campaigns

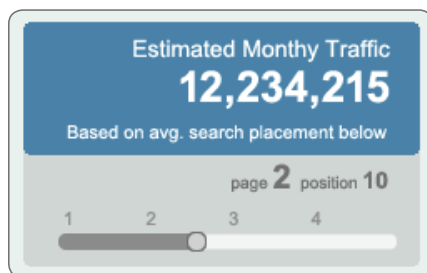
Enquisite Campaign™ is the essential application for search marketers and interactive agencies to manage, track, measure, and accelerate the performance and ROI of natural search/organic campaigns. Identify, target and convert the highest-value customers for maximum revenue and profit, at less cost than PPC. Save time and precisely track results from SEO activities.

There is a core set of activities that most search marketers and agencies need to do: **research new opportunities**, **execute focused SEO**, and **report on their efforts**.

Traditionally these activities were time-consuming and difficult to achieve with precision. Enquisite Campaign fills these needs and more.

Research Opportunities Quickly and Easily

Scenario analysis and opportunity assessment related to keywords is a time consuming but critical task for both



agencies and in-house SEOs. Campaign's powerful predictive analytics engine and modeling capabilities

enable you to forecast search referral volume for any relevant keyword opportunity.

Parameters including geography, language, page rank and position, conversion/transaction value and conversion rate provide accurate projections of both traffic and monetary impact. "What if?" scenarios are easy to model based on different assumptions, so you can make informed judgments on which opportunities to pursue. Agencies can use these results as the basis of client proposals and for project goal-setting.

Turn Opportunities into SEO Campaigns

Just like email campaigns, display campaigns, and PPC campaigns, you can create organic campaigns around your SEO activities. Campaigns consist of keywords and other

Core SEO Metrics Tracked

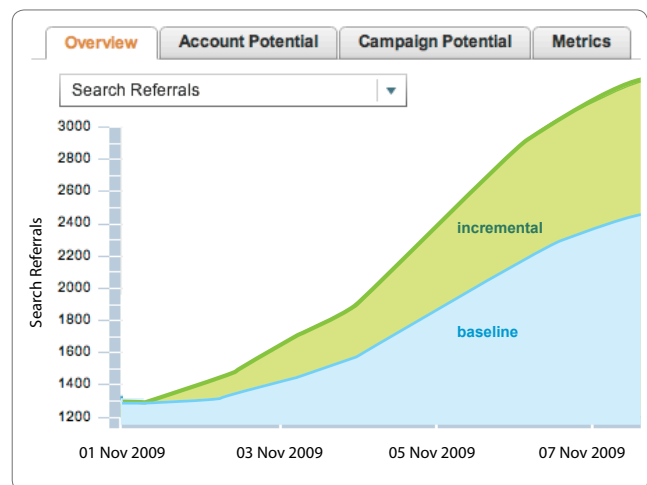
- 1 Conversions / revenue
- 2 Organic search referrals (clicks)
- 3 Non-monetary actions
- 4 Third-party links

parameters and are managed toward measurable objectives over a defined duration. With Enquisite Campaign, you

can specifically track incremental revenue as well as important non-revenue metrics, including organic search referrals (clicks), non-monetary actions (such as a download or registration) and acquisition of third-party links.

Incremental vs. Baseline

SEO's have had difficulty precisely linking results to their efforts, which has made ROI almost impossible to measure. This ambiguity is a thing of the past. Core SEO success metrics are precisely defined and tracked in terms of incremental growth over a seasonally-adjusted baseline, providing objective data and transparency.

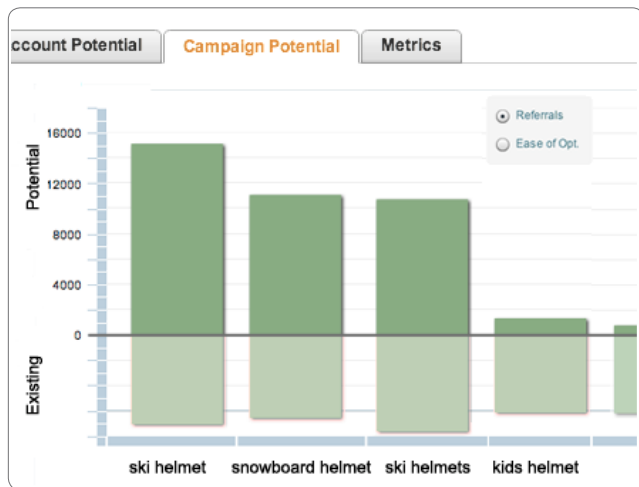


For agencies, performance-oriented SEO campaigns are now possible. Work with your clients to define value across one or more success metrics, then focus your SEO activities to drive performance for each keyword campaign. Billing and compensation for truly incremental results is now an option. Risk is reduced for clients, and a bigger upside is possible for agencies that perform well.

Import specific keyword segments and data from Enquisite Optimizer or activate a previously-saved opportunity to get the meter running.

Cut through the clutter to focus on keywords that matter

Get market-based volume and your specific revenue and value potential for each keyword within a campaign, which provides clarity and clear priority for your efforts. Focus initially on low-effort, high-return opportunities – the Priority 1 tasks. Save hours of analysis and remove guesswork by knowing which keywords to focus on from the hundreds or thousands of potential options.



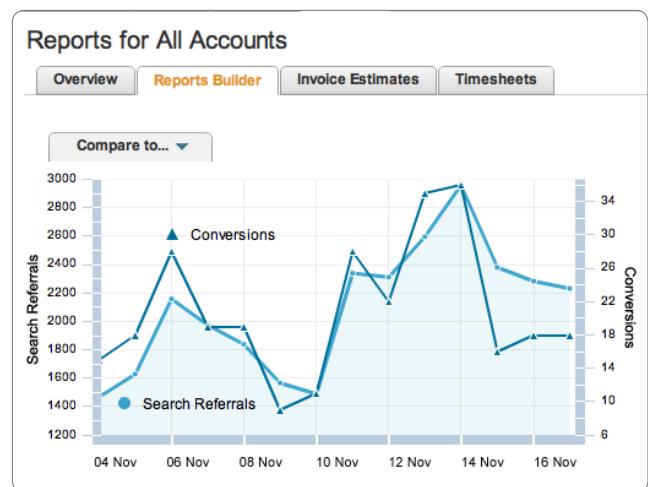
Keywords and Webpages

Keywords are critical, but SEO happens on the site and at the page level. Knowing which pages to optimize for each keyword is the first step toward sculpting organic search traffic, improving quality scores, and improving page rank. Enquisite Campaign goes down to the keyword/webpage level to focus your SEO efforts.

Web Pages	
Webpages for keyword ski helmet on http://www.demo.com	
URL	Actual Referrals, Last 30 Days
/gear/feature/search/google_ski/ski%20helmet?	442
/category/40004351	345
/product/792024?	68
/product/79203?	53
/gear/feature/search/yahoo_ski/ski%20helmet?	51
/gear/feature/search/google_ski/giro%20ski%20helmet?	47
/product/776544?	36
/product/792021?	16
/gear/feature/search/mstn_ski/ski%20helmet?	12
/product/792439?	8
/product/792848?	7
/product/792027?	6
/skiing?	5

Reporting

Precise reporting has been a challenge for SEO, leading to modest investment compared with PPC. Enquisite Campaign provides robust reporting so advertisers and agencies alike can precisely identify and track the connection between SEO activities and the results they generate. Track incremental volume, revenue, and non-monetary actions and ROI by each organic campaign. Compare your organic results on an apples-to-apples basis with other marketing investments, such as PPC, direct mail, and display campaigns.



Both companies and agencies can benefit from Enquisite Campaign to save time and boost SEO performance.

KEY FEATURES		
	Company	Agency
Predictive Analytics	X	X
Keyword Discovery	X	X
Prioritization	X	X
Reporting	X	X
Value/ROI for SEO	X	X
Scenario Analysis	X	X
Pay-for-performance		X
Proposals		X

Open API Works Seamlessly With Your Existing Applications

Designed to work seamlessly and granularly with your existing proprietary or package business applications, Enquisite Campaign’s open API connects to your crucial systems directly and seamlessly.

Keyword	Organic CPC	PPC	△
ski helmet	\$0.14	\$0.70	\$0.56
ski bindings	\$0.12	\$0.60	\$0.48
snowboards	\$0.15	\$0.69	\$0.54
Average	\$0.13	\$0.67	\$0.54

Reduce Cost per Click

Enquisite reduces risk with an innovative licensing model based on incremental clicks over seasonally-adjusted baseline volume. Billing can begin as your performance improves and additional traffic is generated from campaign keywords. Cost per click is often a fraction of paid search CPC. Ask your Enquisite rep for additional details.