

Search Optimization Software and Solutions

Get more clicks, more actions, and more conversions from your search activities, all at a lower cost than pay-per-click (PPC). Enquisite provides advertisers and interactive agencies with everything they need to maximize search performance, especially natural search/SEO:

- Powerful time-saving software platform
- Proven best practices, predictive analytics and methodology
- Supportive pay-for-results business model

Enquisite Performance Suite™

A suite of applications designed for digital marketers in general, and Search Engine Optimization (SEO) professionals specifically, to accelerate online traffic, customer acquisition, revenue and profits. The Enquisite platform provides an unmatched analytical foundation to

Performance Suite is comprised of three applications

Enquisite Campaign™

- Create and manage performance-based organic campaigns
- Predictive analytics & proven methodologies
- SEO scorecard & pay-for-results options

Enquisite Optimizer™

- Award-winning best-in-class search analytics
- All search activity to the website

Enquisite Auditor™

- Advanced click compliance for PPC

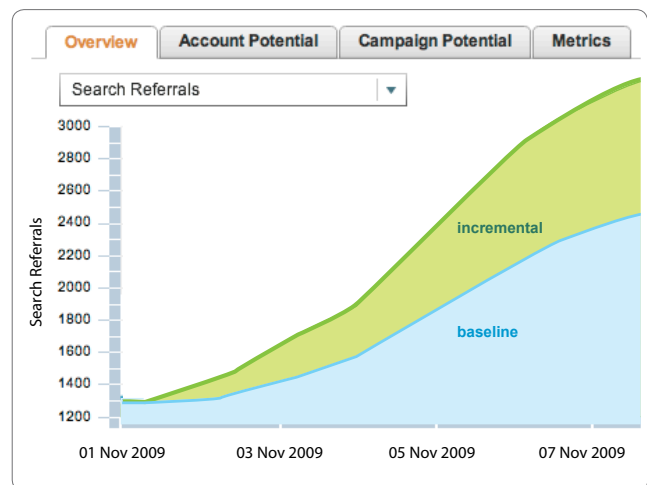
inform search strategy and tactics, and enable SEOs to identify, target, and convert the highest-value customers and meet business objectives.

Enquisite Campaign™

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 through campaign automation and precisely track results from SEO activities.

With Enquisite Campaign, you can:

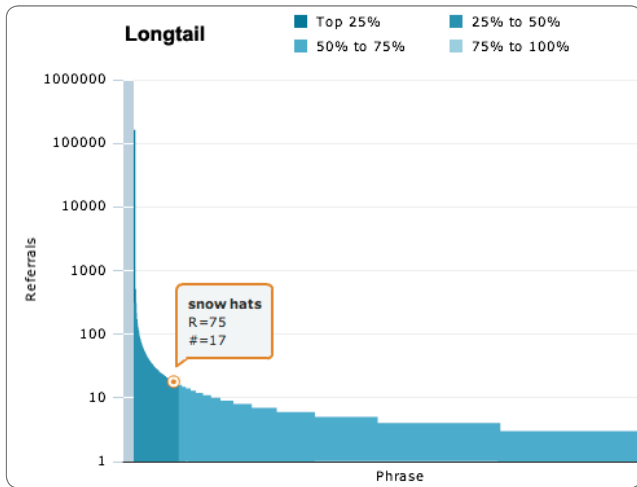
- Create and manage performance-based organic search campaigns
- Research opportunities using predictive analytics
- Discover the most important keywords that matter
- Precisely link and report results, value and ROI from SEO activities
- Complete analysis quickly for client proposals
- Engage in win/win pay-for-performance relationships with clients



Enquisite Optimizer™

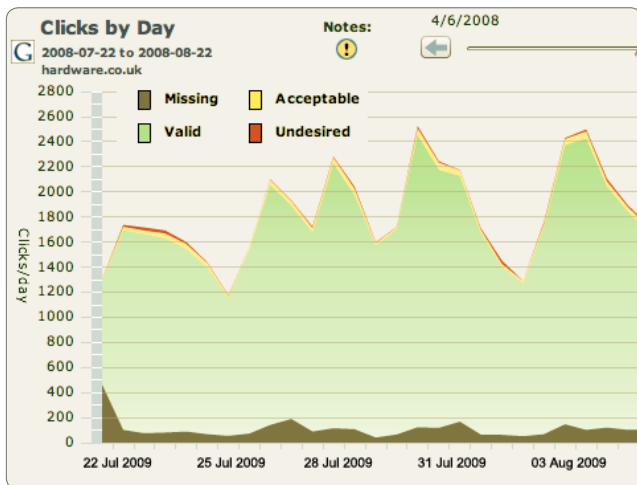
Enquisite Optimizer captures everything related to search and how visitors get to your website, what happens when they get there, and opportunities to pursue. Keyword phrases, geography, page rank plus a whole lot more –

all the objective data and intelligence you need to make informed decisions to take action and improve search performance.



Enquisite Auditor™

On average, 3% of PPC 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 with Auditor.



Proven Best Practices and Methodology

Great technology alone does not guarantee results. Technology coupled with expertise and proven SEO best practices and processes build the foundation for success. The Enquisite Performance Suite incorporates proven approaches and workflows to get you going. Our team can also provide training and support to ensure your success.

Great value based on pay-for-results

Many companies and agencies engage in fixed-fee relationships for SEO. Though effective, this approach can sometimes limit SEO performance and potential. For those companies and agencies looking for alternative approaches, Enquisite provides an innovative model based on incremental performance (clicks, revenue, etc.) over a seasonally-adjusted baseline. Billing begins only as performance improves and additional traffic is generated from campaign keywords. Clients and agencies both succeed together, based on objective results. Importantly, cost per click is often a fraction of paid search CPC. Ask your Enquisite rep for additional details.

The Bottom Line

Organic search represents over 90% of all search clicks, yet receives less than 3% of the Search Engine Marketing (SEM) budget, representing a huge opportunity for digital advertisers and agencies. SEO isn't just a nice addition to online marketing strategy - it's the core. With Enquisite:

- Agencies can deliver tremendous value to clients
- Companies can now manage organic search and SEO just like any other performance medium and marketing investment.
- CMOs can drive better overall returns by measuring value and ROI delivered from organic investments

Getting Started

It all starts with Enquisite's lightweight JavaScript tag, which can be added to sites quickly and easily. Implement in hours instead of the days, weeks or even months it may take with typical analytics software. Tag your site and see your data the very next day. Talk to your Enquisite rep for more details.