

SearchForce Agency Smarter Search Marketing for Advertising and SEM Agencies

Paid search advertising is the most efficient channel for generating leads and sales for advertisers, but managing search marketing campaigns has become increasingly complex. It means monitoring the performance of keywords, campaign creative and landing pages across multiple search engines and against external factors such as changing keyword prices and position in rapidly evolving, “real-time” scenarios.

SearchForce Agency is a web-based search marketing management platform designed for advertising and SEM agencies to simplify cross-engine management and increase the overall profitability of online marketing campaigns.

As a hosted software service, SearchForce Agency gives you the power of search marketing, without the cost and overhead of an on-premise implementation, or ongoing pricey professional service consulting fees

Helping you Help Your Clients

We designed SearchForce Agency to allow you to easily grow your PPC business and deliver outstanding client value, without adding a lot of overhead. With SearchForce Agency you are able to:

- Manage up to 1,200 customers and 3,600 engines from one account.
- Set access permissions for customers to view reports and account managers to manage hundreds of accounts.
- Manage unlimited keywords, unlimited client accounts across Google, Yahoo and MSN.
- Deliver to your client’s business metrics:
 - ROI/ROAS 30 to 50 percent higher with portfolio-based bid optimization.
 - Budget-based optimization.
 - Promised number of click and target cost per click.

Automated Keyword and Bid Management

SearchForce Agency automates the process of managing and bidding on keywords eliminating time-consuming manual tasks, to provide you with real-time, relevant information so that you can focus on strategic business decisions.

- Automated bidding optimization. Maximize performance through automated keyword bid adjustments based on business objectives.
- Advanced keyword generation. Generate related, misspellings and fuzzy keywords along with monthly search volume estimates from four different data sources.

At the heart of SearchForce Agency is our smart algorithmic bidding engine that adopts sophisticated modeling techniques, applying the best deterministic and probabilistic approaches to maximize click-through traffic and profits. SearchForce Agency allows flexible and dynamic optimization of your campaigns including:

- Tight integration with conversion data to maximize revenue and profit margins.
- Flexible bidding strategies which adjust keyword bids by time of day, week or season to attain business goals.
- Advanced synchronization designed to minimize search engine API charges.
- Flexible conversion tracking that integrates with the search engine, SearchForce or third-party conversion tracking.

SearchForce Smart Technology

- SearchForce's state-of-the-art algorithmic-based bidding approach determines the ideal bid prices for each keyword or keyword group, and automatically bids on them. This allows you to boost keyword conversion volumes, save on poor performers, and successfully reduce your cost per acquisition across all your campaigns.
- Our search technology identifies inefficiencies in the search marketing space, and automatically exploits them to your benefit. SearchForce helps you identify and cut your losses on bleeding keywords, and improves your conversions by exploring the bid landscape of your most profitable ones.
- Smart synch technology synchronizes only changed data with your target search engines, so you can modify your accounts without spending a lot of API dollars.
- The keyword research tool helps you discover new keywords that will drive more traffic at a lower cost.
- Predictive algorithms adapt and react to your unique market dynamics, adjusting your bids based on quality, seasonality, and day of the week patterns. So, you don't waste advertising dollars on prospects that don't buy.
- Our unique portfolio approach allows you to quickly identify, manage, and track keywords of interest. You can optimize the performance of not just individual keywords, but your entire portfolio as a whole.

“Within the first 30 days of deployment, one of our e-commerce clients saw a dramatic rise in sales, as well as an increase in their return on ad spend.”

-- Miles Olson, Director of Marketing, Apogee Search

Putting You in Control

SearchForce Agency provides a single, convenient user interface for centrally managing accounts and reporting across search engines. As your campaigns become more successful and your budgets increase, the forecasting tools allow you to scale up profitably. Features include:

- Centralized account management and campaign editing. View account data for all your clients across Google, Yahoo and MSN in one interface with a single login. Edit all your campaign data across search engines.
- Global view. SearchForce provides visibility into total profit and metrics such as delayed sales conversions and phone orders.
- Centralized performance reporting. Reports compare performance across search engines, provide visibility into conversions and include actionable information and recommendations to allow you to fine-tune your client's advertising campaigns to improve their ROI and ROAS.

Easy set up. Easy to use.

Getting your client's started with SearchForce Agency is easy. Simply enter the search engine log in and password information to add a new client. The interface is easy to use, and includes extensive task-based help. If you get stuck, our support center is staffed with experts in SearchForce and search engine marketing.

We Leave the Creative to You

We focus on search technology. Not search engine marketing services, search engine optimization, or Web analytics.

We take care of the technology, so you can focus on strategy, creative, and investing your newly found marketing dollars.

Give us a call, and let us show you what smart search technology can do for you and your clients.

About SearchForce

Founded in 2004, SearchForce is a privately-held company based in San Mateo, CA. SearchForce's search marketing software allows agencies and large advertisers to effectively manage large-scale, paid search marketing campaigns across multiple pay-per-click search engines.