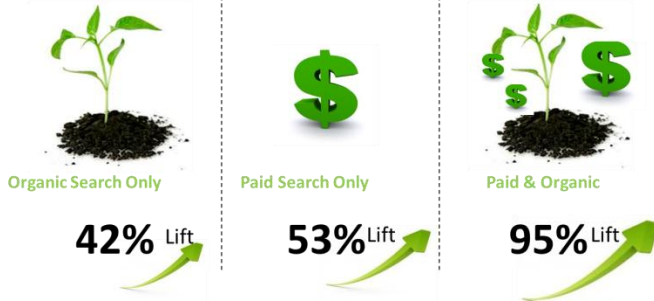


Paid Search Overview

Paid Search offers extensive reach while enabling advertisers to target consumers in a dynamic environment precisely when they are seeking relevant solutions, products and information.

Introduction

ComScore study shows exposure to Paid & Organic doubles a user's likelihood to visit a Brand's website



A creative paid search account can increase qualified site traffic, drive consumer acquisition, boost sales, and expand brand visibility. Effective paid search is achieved through in-depth strategy, planning, keyword analysis, compelling ad copy, and detailed reporting and analysis.

Catalyst Online will partner with you to tailor a search marketing strategy that fits your company, industry, and website's specific needs; we do not offer generic recommendations or cookie cutter services. We help to define priorities and develop solutions within your resource and technology constraints.

As a proactive partner we will take your campaign(s) to the next level of search marketing success by helping you refine your paid search campaign theme, adgroup structure, landing pages, and keywords as well as applying our time-tested Paid Search optimization techniques. We will also work with you to test new approaches and consider new search engine functionality offerings.

Paid Search Strategy

Paid Search Fundamentals

- **Strategy:** Campaign strategy and applied best practices based on goals and business objectives.
- **Optimization:** Strategic mix of automation and continual hands on refinement and testing.
- **Analytics:** Customized measurement and reporting which enables deeper insights and uncovers area of opportunity for optimization.

Paid Search Enhancers

- Content Network
- Mobile Ads
- Local Ads
- Shopping Feeds
- Social Media Adve
- YouTube
- Display
- Site Links
- Product Image Ads



Catalyst Online Highlights

Enterprise level experience – Catalyst has partnered with many well-known CPG, pharmaceutical, automotive, software, foodservice, hospitality, travel, entertainment, B2B and retail brands to significantly increase consumer traffic, brand visibility, sales and consumer acquisition.

Research & Innovation – Keeping a finger on the pulse of Digital / Search trends and changes in consumer behavior to identify opportunities while developing new and creative ways to continually gain an online competitive advantage in the dynamic search landscape.

Campaign Integration – As a WPP company and the exclusive SEO agency for GroupM integration is built into our DNA. We have proven ability to truly integrate with your current agencies or in-house Organic Search(SEO), offline and other digital marketing channels.