

DART Search™

+44 (0)800 912 1344
www.doubleclick.net/emea

DART Search provides centralised and easy-to-use listings management, bid management, tracking, reporting and optimisation for search marketing programs across all the major search engines.

DART Search simplifies and saves time at every step in the search marketing process, enabling you to increase efficiency, avoid errors, improve campaign performance, and ultimately increase campaigns' ROI.



Maximising Search Engine Marketing for your Clients.

Everybody knows that search engine marketing (SEM) is a powerful part of the advertising mix -- but technical innovations, the growing maturity in the market and the advent of proactive keyword management for brand visibility are all changing the face of SEM. DoubleClick offers agencies the toolset and the experience to turn this marketing mechanism to their full advantage.

Even for the most vocal advocates of search engine marketing, the sector's growth has been something of a surprise. As search engines have perfected their techniques and become major media players, marketing tools to capitalise on search engine traffic have skyrocketed in popularity. Paid search tools, which let companies bid to have their ad displayed alongside natural search results at the engines, have quickly become the hottest online advertising sector. The market for paid search grew 50% in 2004 alone and is expected to account for fully one third of all online ad spend.

The reason for the meteoric rise of search engine marketing is simple: it works. In a 2003 survey, 41% of respondents said an online search engine was the method they used to find websites that influenced their recent purchases. The world's biggest brands are moving now to capitalise on this trend.

Choosing an experienced partner optimises the effectiveness of SEM

Making the most of SEM for your clients isn't as easy as brainstorming a few keywords and purchasing space. An intelligent Paid Search strategy demands familiarity with the processes of paid listings, and the methodologies of each search engine. Truly proactive keyword management across a range of sites is time consuming and can be a strain on your agency's resources.

There are also efficiency issues to consider: how much should a Marketer bid for keywords? What combination of keywords will provide the best return? What positions in listings are the most efficient for conversions? -With Key word CPC rates now ranging from as little as €0.05 to more than €100, it becomes critical to ensure that the right mix is in place and to constantly optimise keyword buys .

Finally, with increasingly sophisticated bidders, leveraging the subtleties of match types, such as exact phrase and broad matches, excluded/negative words, becomes paramount to paid search efficiency.

To serve your client well, you need to know which campaigns are performing best, down to individual search terms at each engine. Without a convenient means of tracking each paid listing -- drilling down to detailed data as well as pulling back for a bird's eye view of an overall campaign -- it's virtually impossible for you to manage client SEM campaigns in a controlled, efficient manner.

DART Search: the agency's route to complete SEM management

DART Search, part of the award-winning DoubleClick family of advertising and direct marketing tools, offers the ideal solution for agencies seeking to satisfy clients' needs for optimised paid search marketing, while controlling their own costs and removing complexity from the process. No one understands your client's brand and target audience better than your agency. With DART Search, agencies are empowered to take this same knowledgeable approach to SEM, providing the guidance clients need in both strategic campaign management , day-to-day execution.

DART Search delivered one Fortune 100 retailer a 12 x lift in sales by mirroring its promotional calendar and scaling keywords from 5,000 to more than 100,000

- **One interface for campaign management:** DART Search is your unified, web-based tool for creating, managing and tracking paid search campaigns across engines. Avoid duplicating efforts on each search engines and view actual clicks per search engine, click costs and average keyword position.
- **Monitor campaign performance with ease:** Tracking tags are generated automatically, providing sophisticated, flexible reporting and analytics.
- **Total bid management:** Purchasing keyword ads across search engines is simplified with the centralised management console; includes automatic management of bids and placements against cost-per-click and ROI metrics.
- **Strategic Partnership with the leading engines:** Our Strategic Provider status with Overture and Google means priority implementation of campaigns, deep integration, and earlier access to the latest developments.
- **Skilled search engine experts at your service:** DART Search gives you access to DoubleClick's dedicated search experts, managers of search engine programs since 2000, now with hundreds of thousands of keywords under management.
- **Full integration for a single view of your online spend:** Easily track a search program alongside your other online advertising.

Contact Information

For more information on how DART Search can work for you, please contact your account manager or call us at +44 (0)800 912 1344.