

WHAT DOES THE adCore™ SYSTEM DO?

adCore™ was developed as an online advertising technology used to automate paid search activities.

The adCore™ system takes advertisers through the entire Search Engine Marketing process from keywords and ads creation through campaign optimization and down to reporting and monitoring.

Advertisers can create and manage paid search campaigns via adCore™ across the various platforms including Google AdWords™, Yahoo! Search™ and Microsoft adCenter™ and achieve a competitive edge as more businesses enter the market and increase their current online presence.

adCore™ assists advertisers long tail product lines and keywords in order to better target the user's specific search queries and place them within one click from their desired product.

FOR WHOM IS adCore™ DESIGNED?

SEM / Interactive Agencies

adCore™ is developed as a complete technology solution for SEM agencies covering all aspects of the agency's activity, including client management.

Direct Advertisers

adCore™ offers a complete integration between website data and online campaigns, enabling businesses to show real-time prices within text ads and automate bids based on established return on investment goals.

KEY BENEFITS

A Single SEM Solution

Advertisers can manage all their cross channel paid search activity via one SEM system, view cross channel aggregation data reports and transfer campaigns between any two channels.

ROI and Volume

adCore™ uses advanced bid management algorithms aimed to meet the advertiser's return on investment goals. With adCore™ advertisers can reduce bid costs, achieve higher click through rates, higher conversion rates and increase their overall search traffic to their website.

Inventory Management

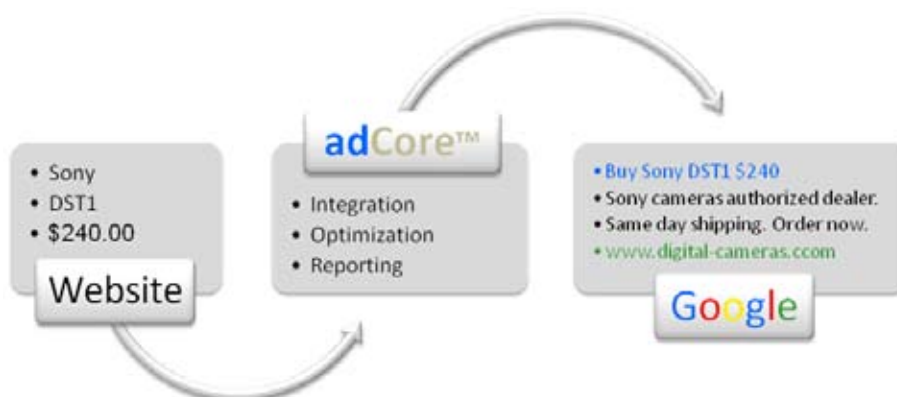
adCore™ offers a complete integration and synchronization between the advertiser's website and its online campaigns, enabling the advertiser to show real-time prices within the text ads and automatically update campaigns based on inventory changes.

Long Tail

adCore™ helps advertisers Long Tail their business in order to attract more customers for less competitive keywords. The system can create and manage an unlimited number of keywords and ads for each campaign.

Scalability

With adCore™ SEM agencies and direct advertisers can manage more clients and campaigns with considerable less effort. adCore™ was designed to save advertisers substantial time, money and labor costs by fully automating their paid search campaign tasks and their client management tasks.



KEY FEATURES

Integration

Complete integration and synchronization between website data and online campaigns, as well as between any two cross advertising channel campaigns including AdWords™, YSM™ and adCenter™.

Maximization

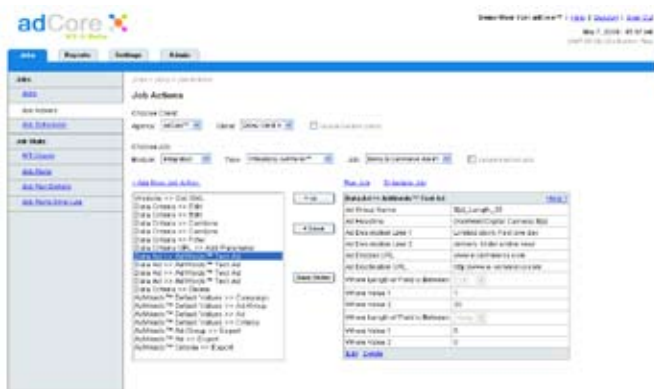
Designed to optimize campaign performance through the use of adCore's™ advanced algorithms including: bid management based on ROI goals, ads optimization, keyword level minimum bids and the campaign scheduler.

Reporting

Cross advertising channel data and activity reports sent directly to the user's email, and advanced online analytics reports assisting to monitor and manage paid search activity from anyplace.

Client Management

adCore™ offers SEM agencies the ability to fully manage client activity, set user permission for the system, manage client contracts and create custom billing reports.



INTEGRATION ACTIONS

Website to AdWords™, YSM or adCenter

Import website data via XML files, automatically generate campaign ad groups, ads and keywords and export the campaign to AdWords™, YSM™ or adCenter™.

AdWords™ to YSM™ or adCenter™

Import an existing AdWords™ campaign to adCore™ and transfer the campaign data to the YSM™ or adCenter™ format.

MAXIMIZATION ACTIONS

Keywords Bid Management

Automatically determine the optimal bid per Keyword based on Cost/Conversion, Cost/Transaction or Revenue/Cost goals.

adCore™ uses an advanced reverse engineering algorithm to set keyword level bids that meet the required goal.

Ad-Group Bid Management

Automatically determine the optimal bid per Ad-Group based on Cost/Conversion, Cost/Transaction or Revenue/Cost goals.

Keyword Minimum Bids

Increase or decrease active/inactive keywords to the required minimum bid set by each advertising channel.

Ads Optimization

Determine top performing ads based on clicks, conversions or transactions as well as the total cost of each text ad.

Campaign Scheduler

adCore™ provides advertisers the ability to increase or decrease campaign level budgets based on specific time periods.

REPORTS

Activity Report

Cross channel snapshot view of a specific campaign's activity or of all of the client's campaigns.

Benchmark Report

Compare any two activity periods to track improvements over time, helping to better monitor the effects of changes that are made to campaigns.

Optimization Reports

Including: Weekdays report which is designed to assist in optimizing the campaign scheduler. Ad Templates report used to view aggregated ads performance data and the Keyword Groups report used to view aggregated keywords performance data.

Scheduled Emailed Reports

Users can receive scheduled emailed activity reports on a daily, weekly and monthly basis sent through adCore™ based on their total activity.

CLIENT MANAGEMENT

Manage clients, contracts, users, media accounts and campaigns via adCore™, set the user's permission level and schedule emailed activity reports.

Contract Management

Set client contract terms by 6 possible frame types, bill clients using one of several types of activity fees and renew expiring contracts.

Billing

Monthly client billing reports which include: account activity summary, API usage and the breakdown of the client's management fees.

CASE STUDY

Background

adCore™'s client is an online reseller of designer clothing focused on men's jeans and apparel.

Search engine marketing goals:

Increase overall conversion rates, total number of conversions and the ROI compared to the client's old account.

Cost per conversion goal of \$100 USD in the United States and \$70 in International markets.

Solution

To achieve the set out goals, across the United States and International markets, the online marketing team set up a strategy based on two types of campaigns; generic campaigns and product specific campaigns. The adCore™ system was used to automatically generate and manage the campaigns in Google AdWords™.

- Generic Campaigns

Campaigns were divided up according to the target regions; United States, Canada, UK and International and focused on generic keywords based on the brands the client sold on the company's ecommerce site.

- Product Specific Campaigns

Campaigns were separated into two distinct categories; jeans and non jeans apparel and focused on the product models in order to develop campaigns based on the client's entire and current inventory level.

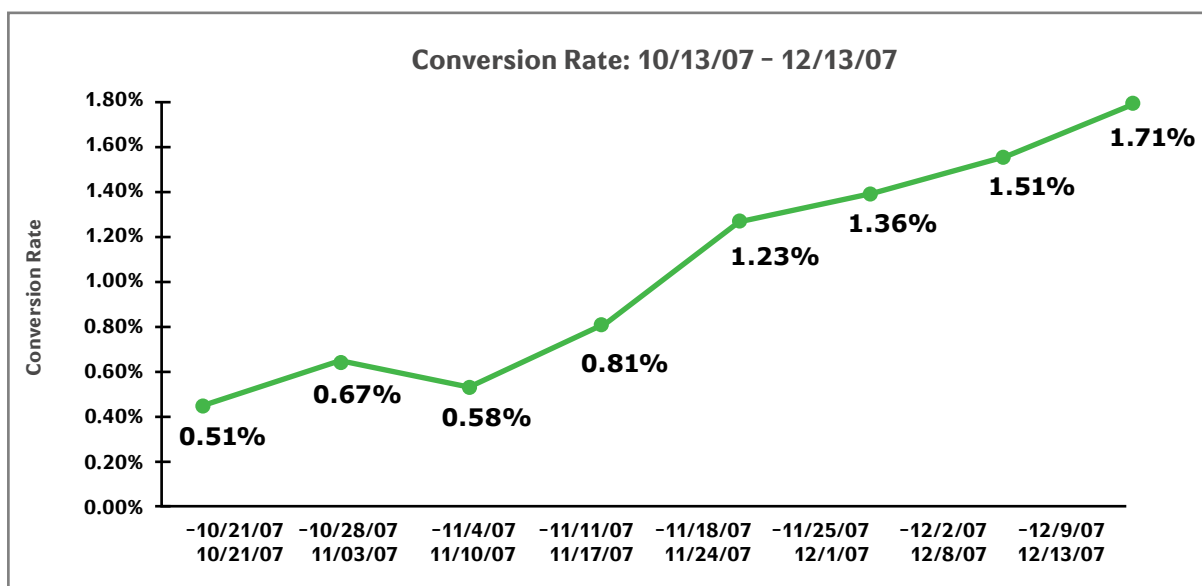
Results

Within two months of managing the campaigns through the adCore™ system, the average cost per click decreased by 44% from \$0.89 to \$0.50, total conversion rate increased by 362% from 0.37% to 1.71%, and the cost/conversion decreased by 86% from \$237.72 to \$32.56.

Table 1 - Metrics

Campaign	Old Account	adCore™ Account	% Change
Average CPC	\$0.89	\$0.50	44% ↓
Conversion Rate	0.37%	1.71%	362% ↑
Cost/ Conversion	\$237.12	\$32.56	86% ↓

Chart 1 - Conversion Rate





Podium Advertising Technologies Ltd.

31 Rothschild Ave. Suite #10

Tel Aviv,

Zip code 66883, Israel

Tel: +972.3.566.3444

Fax: +972.3.566.3434

Email: info@podiumadtech.com

Site: www.podiumadtech.com