



Monitoring Facts

You supply the keywords, brands, and phrases, we monitor them:

- ▶ 24 hours a day, 7 days a week
- ▶ Worldwide
- ▶ All Native Languages
- ▶ All Cities, Regions, & Countries
- ▶ Google Sponsored & Organic
- ▶ Yahoo Sponsored & Organic
- ▶ Bing Sponsored & Organic
- ▶ Blogs and Forums
- ▶ News and Press Releases
- ▶ Web Site Landing Pages

"When we started using The Search Monitor, we envisioned it as a nice add-on. We were surprised when it rose to a critical component of our offerings - it is now a Must Have"

Troy Lerner, The Booyah Agency

Competitors, Trademarks, Brand Buzz, Affiliates – What Is Happening Online?

The Search Monitor is a comprehensive single platform that automatically crawls and monitors online advertising activity daily.

Competitor Monitor

Competitor Monitor gives you incredible insight into the paid and organic search advertising strategies of every competitor in your market. Includes:

- ✔ Rank by day, day part, campaign, ad group, and keyword
- ✔ Rank by top level domain to compare paid vs. organic
- ✔ Market Share by day, day part, campaign, ad group, and keyword
- ✔ Insights into budget fluctuations, strengths, and weaknesses
- ✔ New and historical ad copy, special offers, and promotions
- ✔ Keyword Coverage and missing keywords
- ✔ New Competitors
- ✔ Organic listings categorized as follows: map with position, paid inclusion, blogs, news, video, web site, sub-listings, and others.

Trademark Monitor

A powerful reputation management tool identifies unauthorized brand use on paid search and buzz on blogs, forums, news, and web sites. Includes:

- ✔ Identification of competitors and affiliates using your marks in titles, descriptions, and display URLs on sponsored search.
- ✔ Positive/negative/neutral buzz on blogs, forums, news, & web pages.
- ✔ Screenshots of SERPs for use when reporting infringers

Affiliate Monitor

The ultimate technology to assist your compliance team to identify affiliates abusing your affiliate program on sponsored search. Includes:

- ✔ Identification of affiliates by url and ID – yours and your competitors'
- ✔ Entire redirect path identified by affiliate program and linked advertisers (we crawl to the landing page and beyond)
- ✔ Customize your rules including: rank, copy, direct links, and keywords.
- ✔ Screenshots of SERPs for use when reporting infringers

Email Alerts

Each module of the TSM systems comes with email alerts detailing account activity – on a schedule that you create.

Excel/CSV Export

All reports can be exported to Excel or CSV.

API / Private Label

Choose from an API or private label for seamless integration into your existing reports and platform.



"The Search Monitor is quickly becoming a critical resource for online marketers. It tracks data that we can use directly to optimize campaigns as well as plenty of information that we can share with our clients to provide deeper insight into their business"

Jason Tabeling, Rosetta

Core Technology

The muscle behind The Search Monitor lies with its responsible crawlers placed around the world that gather information without placing undue burdens on infrastructure or advertisers. TSM crawlers are designed to see geographically where and when individual marketers cannot.

Reports

Every report in the TSM system is capable of being exported, emailed, and saved to your desktop. You customize dates, columns, and filters.

The screenshot shows a 'Rank Report' interface. At the top, there are filters for 'Report Dates' (All Dates), 'Keywords' (All Keywords), 'Competitors' (All Competitors), and 'Time Period' (Yesterday). Below the filters is a table with columns: Keyword, Avg Rank, Avg Rank Prev, Rank, Time Rank, Time Rank Prev, and Displaying results 1 - 20 of 20. The table lists various keywords and their corresponding ranking data.

Keyword	Avg Rank	Avg Rank Prev	Rank	Time Rank	Time Rank Prev	Displaying results 1 - 20 of 20
keyword.com	12	15	-03	12	16	
keyword.com	100	100	00	100	100	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	
keyword.com	100	100	-03	8	8	

Custom Research

In addition to full-time monitoring, we can provide custom research including:

- ▶ Organic to Paid Search Comparisons
- ▶ Industry research on defined verticals
- ▶ Identification of affiliate marketers using paid search for recruitment

Clients

Our clients consist of online advertising agencies, affiliate networks, and merchants carefully managing advertising in-house.

About The Search Monitor

The Search Monitor, based in Orlando, Florida, was founded by a group of search marketing enthusiasts. In 2003, we were part of the original team that pioneered KeywordMax, the first bid management tool to automate keyword bidding based on financial goals like CPA and ROI (now part of Digital River, Inc.). Our commitment is never to stop exploring new ways to automate information, intelligence, and work flow for sophisticated online marketers like you. We are FANATICAL about support - We listen to our customers, we watch as the industry continues to evolve, and we adapt our solutions to best meet the needs of today with a look towards tomorrow.

THE SEARCH MONITOR
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