

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.

Monitoring Tools

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
- Universal Search Results for Organic listings includes: organic, local, paid inclusion, shopping, blogs, news, video, images, and more.

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 & Landing Pages

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 & Landing Pages

Monitoring Facts

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

- 24 hours a day, 7 days a week
- Worldwide
- All Native Languages
- All Cities, Regions, & Countries
- Google Sponsored, Organic & Shopping
- Yahoo Sponsored & Organic
- Bing Sponsored & Organic
- Baidu Sponsored
- YouTube Sponsored
- Google Mobile Sponsored
- Google Shopping & other CSEs
- 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](#)

Customized Solutions

Reports

Every report in the TSM system is capable of being exported to Excel or CSV, emailed, and saved to your desktop. You customize dates, columns, and filters. Build your own custom spreadsheets, charts, and graphs. Automatically receive reports via email on your own schedule. Report on paid and organic data together in single reports.

Email Alerts

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

API / Private Label

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

About Us

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 to never 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.

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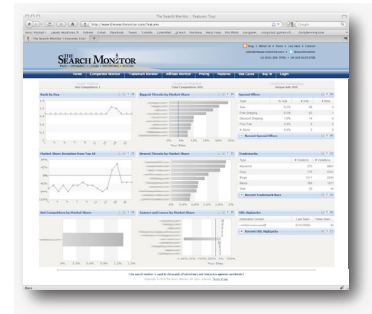
USA: 321-206-9705

UK: 020 8123 6760

Technology Facts

We place responsible crawlers to gather information:

- Global reach
- No undue burden on infrastructure or advertisers
- Designed to see geographically where and when individual marketers cannot
- Real-time data in an easy to use, customizable 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 Tabelaing, Rosetta