

SEARCH ENGINE INSIGHTS

Grow Page Share
& Compare Visibility
Across Paid, Organic
& Shopping Ads

Global
Monitoring
Supported

Geo-Targeting
To The City



THE
SEARCH
MONITOR

STATISTICS MONITORED



PAID SEARCH

Benchmark

Trend SOV, Rank,
Spend, & CTR

Write Better Ads

Score ad copy &
identify offers

Combat Threats

Quantify brand
bidding & market
share swings

Find New Value

Identify new bidding
opportunities



PLA INSIGHTS

Benchmark

Trend rank, SOV, &
brand reach

Catch Undercutting

Monitor pricing by
brand & seller

Improve Offers

Identify competitive
offers and sales

Find Top Sellers

Compare brand
reach across sellers



ORGANIC LISTINGS

Benchmark

Trend rank, SOV,
& page reach

Grade Content

Uncover the best &
worst performing URLs

Analyze Page Sections

Get local rank data or hotel pack
rank, rates, & parity

DRIVE BETTER MARKETING RESULTS

Competitive Research

Discover new opportunities
and benchmark your
performance.

Business Development

Identify prospective customers
by quantifying size and reach
across industries.

Media Planning

Use visibility scoring to define
SEM, SEO, & PLA cross-channel
keyword strategies.

Brand Protection

Identify costly brand &
affiliate violations on brand &
brand plus keywords.

GLOBAL MONITORING TECHNOLOGY

The Search Monitor's SmartCrawler™ Technology adapts to the market as it evolves.

- ✓ **REAL PEOPLE:** Our crawlers look like real people to elicit the same ads that a person receives.
- ✓ **GEO-CONTROL:** Vast worldwide footprint with configurable crawling by city, state, region, and country.
- ✓ **RANDOMIZED CRAWLING:** To detect day parting, the crawler's randomize crawl times, keywords, and geos.
- ✓ **MULTI-PLATFORM:** Listings are crawled from desktop, tablet, iPhone, and Android points of view.
- ✓ **CAPTURES SCREENSHOTS:** View screenshots of the search results page and landing pages.
- ✓ **CUSTOMIZABLE KEYWORD LISTS:** Develop your own keyword lists, integrate the list from your search engine account, or use our library of industry keywords for your analysis.



CUSTOMIZE YOUR SET-UP

- ✓ **Consolidated Reporting:** Analyze across paid, organic, and PLA in one report.
- ✓ **Frequent Monitoring & Alerts:** Hourly crawling with email alerts.
- ✓ **Data Access:** Web reports, excel export, excel plugin, API, or FTP. Schedule reports & email to anyone!
- ✓ **Geo-Targeting:** Configurable by zipcode, city, state, region or country
- ✓ **Integration with 3rd Party Tools:** Salesforce and Business Intelligence Tools

The Search Monitor captures advertising activity on paid search, product listing ads, organic search, and shopping engines worldwide. Search marketers, agencies, and affiliate marketers use The Search Monitor to analyze ads for brand compliance, affiliate / reseller compliance, and competitive insights.

 THE
SEARCHMONITOR

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