

BRAND BIDDING COMPLIANCE

Easily Monitor Competitor & Affiliate Trademark Bidding Activity on Paid Search



As a result [of using The Search Monitor], our Brand CPC decreased by 64% clicks increased by 34% and cost decreased by 51%. The reduction in brand CPCs saved us thousands of dollars a year, which we reinvested to drive more awareness, more qualified site traffic, and ultimately more sales for Avery. ”



Avery, A manufacturer of office supplies.

THE
SEARCHMONITOR



Global Monitoring Technology

Worldwide, city targeted, keywords scans

Keyword scans launch every few milliseconds



Detects Brand Violations

Identifies competitors & affiliates bidding on branded keywords

De-cloaks affiliate direct linkers



Automated Enforcement

Email violation alerts to offenders

Automatically submits TM complaints to search engines for take downs.

IT PAYS TO PROTECT YOUR BRAND

12%

of your clicks are lost to competitors who advertise on your branded search keywords

10x

higher CPCs on branded terms now than they were 4 years ago due to competition

28%

of affiliates do not comply, many knowingly practice affiliate fraud

\$100,000s

of thousands of dollars are lost by retailers when publishers promote expired promo codes

GLOBAL MONITORING TECHNOLOGY

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

- ✓ **RANDOM CRAWLING**
Day part, keywords, and geos are randomized.
- ✓ **GEO-TARGETING**
Configurable by zip code, city, state, region, & country.
- ✓ **KEYWORD DISCOVERY**
Identifies commonly abused trademarks, typos, and brand-plus keywords.
- ✓ **AFFILIATE IDs**
De-cloaks affiliate IDs, domains, and referring links.
- ✓ **AFFILIATE PROFILES**
Searchable report of 60,000+ affiliates exposes threat rating and merchant relationships.



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.

DETECT BRAND VIOLATIONS

Scans ad copy for competitors & affiliates bidding on your brand




- ✓ Ad Copy Abuse
- ✓ Brand Bidding
- ✓ Out-Ranking
- ✓ Direct Linking

AUTOMATED ENFORCEMENT

- ✓ Auto-submit search engine complaints
- ✓ Set-up email alerts and save templates
- ✓ Screenshots with date, time and location

 THE
**SEARCH
MONITOR**

CONTACT US

-  sales@thesearchmonitor.com
-  @searchmonitor
-  the-search-monitor
-  321-206-9705