THE SEARCHMONITOR

PROTECT YOUR BRAND WITH CONTENT MONITORING

Easily monitor web page & influencer content for costly regulatory & policy compliance issues

Discover

Identify content containing the brand, product, and/or affiliate links

- Sweep the web daily for relevant content
- Follow social posts and blog feeds

Examine

Analyze discovered content for compliance

- Compare content or source code against policy rules
- Mark content as passed or failed

Resolve

Take steps to address failed content

- Email findings to content owners
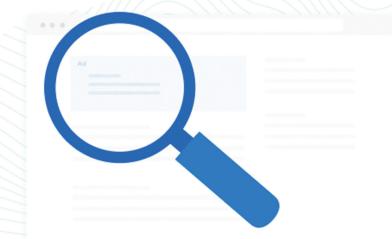- Re-examine content for compliance

Track Issues with Our Case Management System:

- ✓ View detailed case reports with pass/fail status

- ✓ Get highlighted screenshots

- ✓ Logs case history with date/ time stamps

- ✓ **Take actions:** email enforcements, whitelist publishers, add comments, and open/close cases.

GET THE DATA & RESULTS YOU NEED

Content Monitoring makes it easy for affiliate networks, affiliate managers, SEM marketers & brand managers to detect & verify:

- ✓ Non-compliant offer content
- ✓ Expired promo codes
- ✓ Unauthorized brand use
- ✓ FTC disclosure statements
- ✓ Proper Product disclaimers

Easily set-up and customize policies

- ✓ Define policies with easy 'if-then' logic
- ✓ Set start and stop times for examination
- ✓ Examine source code and text
- ✓ Examine only the page section you want: top, body, footer, or near brand
- ✓ Provide your own list of specific URLs or allow crawlers to discover relevant content
- ✓ Whitelist pages or publishers

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 Search Monitor monitors search engines globally, including Google, Yahoo, Bing, Baidu, Yandex, Naver, AOL, Sogou, Haosou, Shopzilla, Picegrabber, Amazon, and Google Shopping.

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