

OPTIMIZE YOUR PAID SEARCH AD SPEND WITH BRANDVERITY.

Leverage BrandVerity data to decide when to turn your campaigns on and off.



Did you know you can use our Paid Search Monitoring software to monitor your competitors' paid search efforts and adjust yours accordingly?

BrandVerity collects vast amounts of paid search campaign data from competitors, partners, and third parties. To support more effective paid search ad spend, BrandVerity enables customers to integrate this data into automated bidding systems, giving marketers the ability to know when to automatically turn paid search campaigns on or off based on other advertisers' bidding activity on those keywords.

USING THIS CAPABILITY, YOU CAN:



IDENTIFY PPC ACTIVITY ON A CUSTOM SET OF KEYWORDS.

Monitor which keywords your competitors and other advertisers are actively bidding on and when.



ONLY BID WHEN YOU NEED TO.

Turn "on" bidding in Google Ads when competitors appear on valuable keywords and turn "off" bidding when competitive bidding stops.



REDUCE OVERALL COSTS OF PAID SEARCH SPEND.

Only spend on ads when you need to—when other advertisers are also appearing or if your SEO isn't capturing those clicks organically.

This capability allows brands to make their overall paid search spend more effective, reducing costs while ensuring that customers searching for their brand or products are not diverted to a competitor's site.










AN EXAMPLE:

If you are a company that ranks at the top of the organic listings on the SERP and you find out that your competitors are not bidding on your branded terms, you too could pause your branded campaigns.

Or maybe you want to appear on your competitors' keywords when they don't appear. If you can collect and analyze that competitive intelligence, you can decide how best to spend your paid search dollars.

By turning your campaigns on and off, depending on the actions of other advertisers, you can more efficiently use your marketing budget.

BRANDVERITY PAID SEARCH MONITORING FEATURES:

 Gain Unmatched Visibility	 Pinpoint Threats	 Access High-Fidelity Data
Unlimited daily searches across device types, search engines, countries, and languages.	Customizable reporting and alert emails enable quick action.	Granular reporting with vetted, same-day data.
 Streamline Trademark Enforcement	 Stop Unruly Affiliates	 Increase Effectiveness
Bulk submission of trademark infringement complaints in just a few clicks.	Easily integrate your tracking programs with our patented affiliate detection.	Search engine approved submission process that is integrated with unique engine rules.
 Remediate Partner Violations	 Coordinate Across Teams	 See the Big Picture
Configurable email templates include evidence such as screenshots, tracking links, and more.	Collaborate with unlimited users across multiple teams and tackle your goals together.	Get insight into trends of top advertisers, brand abuse, and ad performance.



READY TO OPTIMIZE YOUR PAID SEARCH AD SPEND?

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