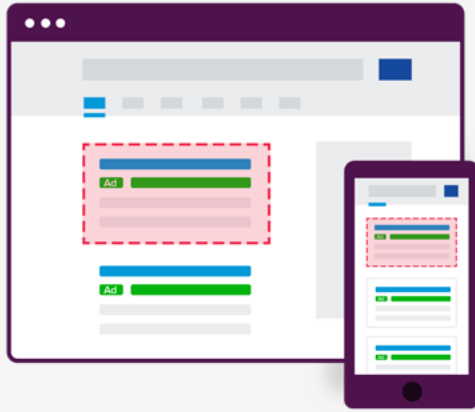


Paid Search Monitoring

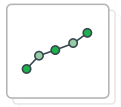


Defend Your Paid Search Channel

Marketing teams in retail, travel, consumer finance, and more rely on BrandVerity's automated Paid Search Monitoring solution to protect their brand and maintain compliant marketing channels.

Rogue partners and trademark abusers use a variety of techniques including dayparting and geo-targeting to evade detection. Manual monitoring can't uncover these deceptive practices. Stop competitor trademark infringements and partner non-compliance with our brand protection tools.

BENEFITS



Protect your most valuable traffic

Branded traffic is some of the most highly-converting. Keep your partners and affiliates from diverting your traffic and ensure they are following your agreements.



Remove unnecessary competition from the SERP

Control the SERP and don't let trademark violators increase your CPCs and drag down your CTRs.



Safeguard your brand

Take control of your customer journey by ensuring compliance with search engine trademark rules.



Get expert guidance

Our Customer Success Managers, who are PPC compliance experts, will help you achieve your compliance goals from setup through implementation.

Satisfied BrandVerity Customers:

Booking.com

Alaska
AIRLINES

lyft

HAWAIIAN
AIRLINES

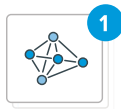
BLUE NILE

boohoo

zipcar

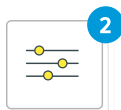
HOW IT WORKS

BrandVerity's automated tool finds infringing ads and helps you take them down in just a few clicks.



Find

Set up custom parameters including **keywords, country, device types, and frequency** to ensure you uncover all infringements across **all major search engines**.



Filter

The violations are then automatically filtered and prioritized so that you can review and take action. Included in the results are details such as **SERP screenshot, ad copy, and ad click URL**.



Remediate

Taking action is easy. **Submit search engine infringements for takedown in bulk** and reach out to partners with **pre-populated email templates**, all within the app.

FEATURES

Gain Unmatched Visibility

Unlimited daily searches across device types, search engines, countries, and languages.

Access High-Fidelity Data

Granular reporting with vetted, same-day data.

Stop Unruly Affiliates

Easily integrate your tracking programs with our patented affiliate detection.

Remediate Partner Violations

Configurable email templates include evidence such as screenshots, tracking links, and more.

See the Big Picture

Get insight into trends of top advertisers, brand abuse, and ad performance.

Pinpoint Threats

Customizable reporting and alert emails enable quick action.

Streamline Trademark Enforcement

Bulk submission of trademark infringement complaints in just a few clicks.

Increase Effectiveness

Search engine approved submission process that is integrated with unique engine rules.

Coordinate Across Teams

Collaborate with unlimited users across multiple teams and tackle your goals together.



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