



**SMARTSEARCH**  
marketing

# ROI Excelerator™

Marketing analytics  
and insights

**A rapid, iterative process based on actual online marketing results that enables continuous improvement and maximizes your marketing ROI.**

## **Driving prospects to your website is only half the battle.**

SmartSearch Marketing offers extensive Post-click Campaign Management Services™ designed to maximize your advertising (and website) investment.

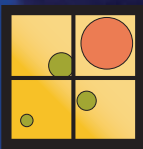
Our ROI Excelerator™ service delivers easy-to-understand marketing analytics and insights. By combining web analytics tools with our rapid, iterative improvement process we are able to continuously improve your search marketing results and maximize your ROI.

### **ROI Excelerator**

- Uses real-time results metrics to maximize your ROI
- Turns large volumes of website data into business insight
- Identifies problems quickly
- Helps you understand critical trends
- Allocates budget dynamically to the best-performing channels

ROI Excelerator is fourth in the suite of online marketing services called Search Lifecycle Management™ (SLM). SLM is designed to deliver results throughout the entire search marketing lifecycle, including Pre-click and Post-click Campaign Management Services — from Search to Sale.™ Via SLM we help you:

- Find qualified prospects online
- Drive searchers to your website
- Convert prospects into leads and customers
- Measure and continuously improve your marketing ROI



**Measure. Analyze.  
Optimize.**

"SmartSearch Marketing created an effective search advertising campaign for us very quickly. We started receiving customers immediately."

**Pat Dolan, CEO**  
Travel Company



## SMARTSEARCH marketing

**About SmartSearch Marketing**  
SmartSearch Marketing is a full-service search engine marketing agency that helps clients generate leads, acquire customers and position brands online. SmartSearch serves consumer and B-to-B clients by offering a comprehensive Search Lifecycle Management™ (SLM) solution that includes Pre-click and Post-click Campaign Management Services™ — integrating search engine optimization, pay-per-click advertising, website conversion, and marketing analytics.

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## Measure. Analyze. Optimize.

**It's true. You can't improve what you can't measure.**

SmartSearch Marketing's ROI Excelerator uses actual results data from your online marketing efforts to fuel a rapid, iterative improvement process. We turn volumes of your website data into business insights and effective improvement steps that drive better results.

ROI Excelerator enables continuous improvement across the entire online marketing lifecycle and maximizes your ROI from Search to Sale.

### ROI Excelerator service features:

- Tracking of website actions from multiple marketing sources (both online and off)
- Evaluation of conversions based on all campaign attributes (keyword, position, copy, landing page)
- Tracking of results from search to lead and ultimately to sale
- Continual improvement of ROI

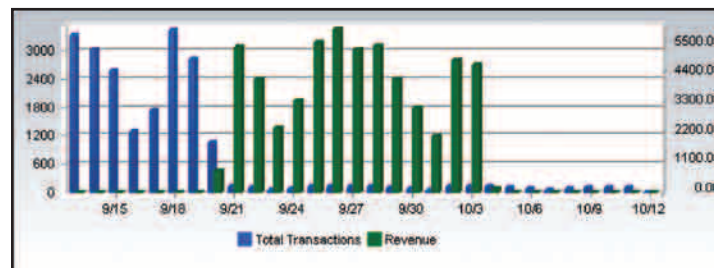
## What can SmartSearch do for your results?

**It's time to find out. Contact us now and take one of the following simple steps:**

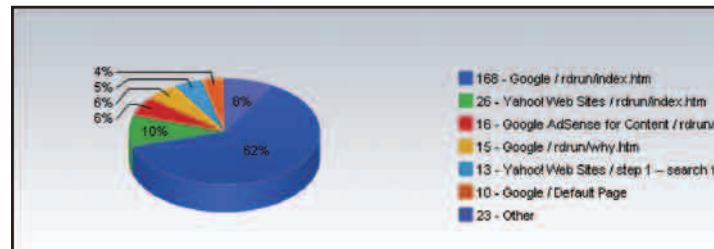
1. Request a Web Analytics Audit to find out if SmartSearch Marketing can improve your results.
2. Request a complimentary Telephone Consultation or Service Quote.



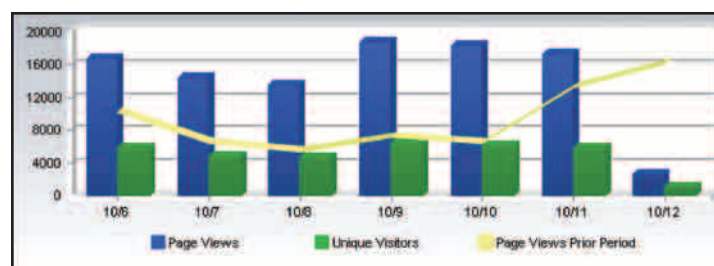
Monitor geographic dispersions



Track daily transactions vs. revenue



Search engine ROI



Comparative visitor and page view analysis