



Spring 2014

Digital Marketing Landscape: Search





Introduction

Keeping up with digital marketing concepts and technologies can be an overwhelming task for most marketers, as the landscape continually evolves and players shift. Numerous attempts have been made to make sense of display ad technology, social media, mobile marketing, and other major sectors of the broader digital ecosystem, including from the IAB and other industry organizations. But the most popular are a series of charts called LUMAscapes.

LUMAscapes provide a visual tool to help organize the multitude of players and specializations involved in digital marketing. They have been described as “the most recognizable and easily referencable maps of who’s involved in the buying and selling of ad inventory, be it display, search, social, video, mobile, etc.”¹ LUMAscapes are produced by a technology-focused investment bank, LUMA Partners, self-described as “a strategic advisory firm focused at the intersection of media and technology”.² Over 1,700,000 views and downloads suggests there’s a need for this kind of information. Our clients love these things, because they provide a quick snapshot of the landscape and help them better understand each space.

We thought, however, that they could be made even more valuable if they went a step further and included a detailed description of each of the categories they defined, and defined linkages between the categories. Marketers, after all, remain marketers, not technologists. So what we’ve attempted to do with this series of documents is to gather the best descriptions we could find rather than trying to develop wholly original material. **Following is our attempt to aggregate more detail around the search landscape.**

How to Use This Document

- As a general overview to provide top-line explanations and sharpen your general understanding of the search ecosystem
- To build shared definitions of industry jargon and common terminology
- As a reference guide for specific areas of need
- To identify the major players in various facets of search marketing at a point in time
- To inform you of external agencies and service providers and related resources

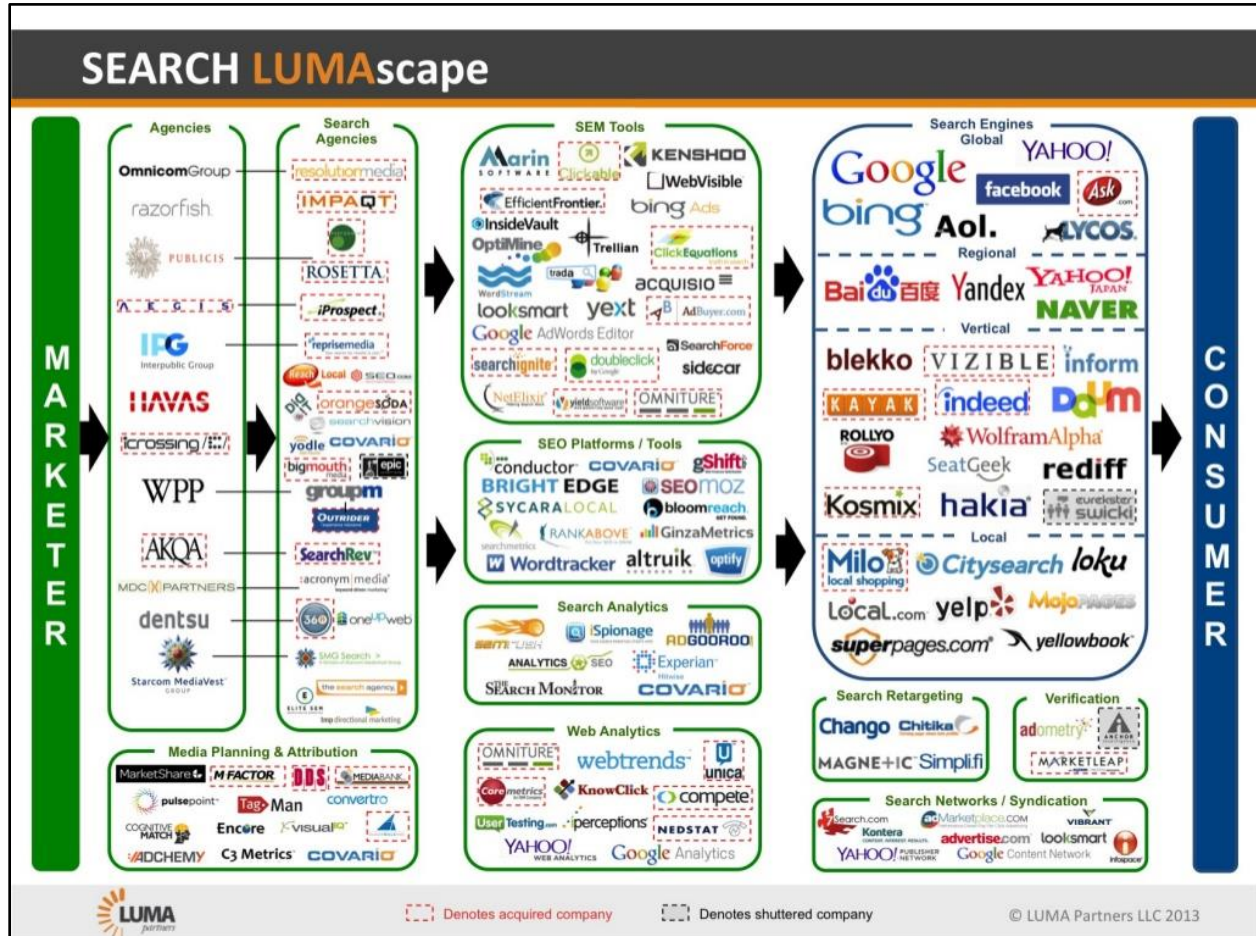
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We hope you find this as useful as we have inside our organization, in helping to educate our team and our clients, and to inform our activities in search marketing.

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The Search LUMAScape³



Basic Concepts

Search Engine Marketing

The concept behind Search Engine Marketing (SEM) is quite simple: when a consumer or business person searches the Web through either a text box or by clicking through a directory hierarchy, they are in "hunt mode." This mode is unique because it indicates that the person is looking for information, usually of a direct or indirect commercial nature. Marketers understand that this "hunt mode" means that the searcher may very well be somewhere in the buying cycle, researching a product or service to try and satisfy an immediate need or future need. That makes search engine results some of the best sources of targeted traffic, whether that traffic originates from "organic" unpaid search listings or paid advertising listings.



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To leverage the power contained within this targeted traffic source, marketers must understand how to effectively use both paid and organic SEM and what they can expect each methodology to achieve.

Search engine traffic is unique in the following ways:

- Search engine traffic is a non-intrusive method of Internet marketing. The majority of online and offline advertising intrudes on the audience, interrupting their activities. Search is unique in tapping a searcher at the exact moment they are seeking knowledge or a solution. Searchers are on a mission – it's "just-in-time marketing".
- Search engine traffic originates from a voluntary, audience-driven search. This means the visitors from a search results link have not only selected your listing from among your peers, but chose the search query that resulted in your listing being shown.
- Search engine traffic results from a fixed inventory of searches. To truly qualify as search engine traffic (or pure search traffic), the search must be one that the searcher initiated as a search, either by clicking a search link in a directory style portal or by filling out a search query box. See Contextual Link Inventory for an exception.

"Organic" search engine marketing (Organic Search Listings) combines the best practices of technology, usability, copy/linguistics and online PR. This is because many search engines base their relevancy algorithms on a combination of the text they see on a page or site, combined with external elements such as links and user behaviors/preferences.

Unpaid (otherwise known as organic or algorithmic) search engine traffic was once fairly easy to garner - before there were 3 billion documents competing for attention in the search engine databases.

Some marketers believe that there are "tricks" that will improve the relevancy of sites within the search engines that are spider (crawler) based. Not only do some of these tricks not work, many of them can result in negative relevance penalties as the engines take measures to punish search marketers who seek to manipulate ranking and relevance. That said, there are still compelling reasons to put legitimate efforts behind organic SEO optimization, particularly efforts in site design, HTML formatting, copy optimization and server platform adjustments. Within the last several years, paid listings have played an ever-increasing role in most marketers' minds, due to their increasing screen real estate (some engines now display more paid listings than free!).

The following types of paid listings are most common:

- Paid Placement
- Directory Paid Inclusion
- XML (Per-URL) Paid Inclusion
- Shopping Search
- Graphical (Rich Media) Search Inventory

Many marketers like to compare organic SEO to public relations because PR is so important to a company, yet the ROI on PR can sometimes be a challenge to measure. In both SEO and PR, marketers have the options of hiring internal staff, bringing in consultants, or using an outside agency. The same options apply for paid search marketing. However, often larger paid search campaigns are so large they may require some campaign optimization or bid management technology combined with internal or external expertise.

Search marketing has already proven itself a valuable part of an overall integrated campaign, for both branders and direct marketers. All kinds of marketers can easily benefit from a dialogue with a searcher; whether that searcher is facing a crisis, is in need of information, or is ready to purchase.⁵

Key search engine marketing terminology:

A/B Testing – A/B testing, at its simplest, is randomly showing a visitor one version of a page – (A) version or (B) version – and tracking the changes in behavior based on which version they saw. (A) version is normally your existing design ("control" in statistics lingo); and (B) version is the "challenger" with one copy or design element changed. In a "50/50 A/B split test," you're flipping a coin to decide which version of a page to show. A classic example would be comparing conversions resulting from serving either version (A) or (B), where the versions display different headlines. A/B tests are commonly applied to clicked-on ad copy and landing page copy or designs to determine which version drives the more desired result. See also Multivariate Testing.

CPC – Acronym for Cost Per Click, or the amount search engines charge advertisers for every click that sends a searcher to the advertiser's web site. For an advertiser, CPC is the total cost for each click-through received when its ad is clicked on.

CTR – Acronym for Click-Through Rate, the number of clicks that an ad gets, divided by the total number of times that ad is displayed or served. (Represented as: total clicks / total impressions for a specific ad = CTR). For example, if an ad has 100 impressions and 6 clicks, the CTR is 6%. The higher the CTR, the more visitors your site is receiving; CTR also factors into your advertiser search engine Quality Score and, therefore, your minimum keyword bids on Tier I engines.

Contextual Search – A search that analyzes the page being viewed by a user and gives a list of related search results. Offered by Yahoo! and Google.

Crawler – Automated programs in search engines that gather web site listings by automatically crawling the web. A search engine's crawler (also called a spider or robot) "reads" page text contents and web page coding, and also follows links to other hyperlinked pages on the web pages it crawls. A crawler makes copies of the web pages found and stores these in the search engine's index, or database.

Hidden text -- (Also known as Invisible text.) Text that is visible to the search engines but hidden to a user. It is traditionally accomplished by coloring a block of HTML text the same color as the background color of the page. More creative methods have also been employed to create the same effect while making it more difficult for the search engines to detect or filter it. It is primarily used for the purpose of including extra keywords in the page without distorting the aesthetics of the page. Most search engines penalize or ignore URLs from web sites that use this practice.

Keyword / Keyword Phrase – A specific word or combination of words that a searcher might type into a search field. Includes generic, category keywords; industry-specific terms; product brands; common



misspellings and expanded variations (called Keyword Stemming), or multiple words (called Long Tail for their lower CTRs but sometimes better conversion rates). All might be entered as a search query. For example, someone looking to buy coffee mugs might use the keyword phrase "ceramic coffee mugs." Also, keywords – which trigger ad network and contextual network ad serves – are the auction components on which PPC advertisers bid for all Ad Groups/Orders and campaigns.

Organic Search Listings - Listings that search engines do not sell (unlike paid listings). Instead, sites appear solely because a search engine has deemed it editorially important for them to be included, regardless of payment. Paid Inclusion Content is also often considered "organic" even though it is paid for. This is because paid inclusion content usually appears intermixed with unpaid organic results.

Paid Inclusion – Refers to the process of paying a fee to a search engine in order to be included in that search engine or directory. Also known as "guaranteed inclusion." Paid inclusion does not impact rankings of a web page; it merely guarantees that the web page itself will be included in the index. These programs were typically used by web sites that were not being fully crawled or were incapable of being crawled, due to dynamic URL structures, frames, etc.

Position – In PPC advertising, position is the placement on a search engine results page where your ad appears relative to other paid ads and to organic search results. Top ranking paid ads (high ranking 10 to 15 results, depending on the engine) usually appear at the top of the SERP and on the "right rail" (right-side column of the page). Ads appearing in the top three paid-ad or Sponsored Ad slots are known as Premium Positions. Paid search ad position is determined by confidential algorithms and Quality Score measures specific to each search engine. However, factors in the engines' position placement under some advertiser control include bid price, the ad's CTR, relevancy of your ad to searcher requests, relevance of your click-through landing page to the search request, and quality measures search engines calculate to ensure quality user experience.

PPC Advertising – Acronym for Pay-Per-Click Advertising, a model of online advertising in which advertisers pay only for each click on their ads that directs searchers to a specified landing page on the advertiser's web site. PPC ads may get thousands of impressions (views or serves of the ad); but, unlike more traditional ad models billed on a CPM (Cost-Per-Thousand-Impressions) basis, PPC advertisers only pay when their ad is clicked on. Charges per ad click-through are based on advertiser bids in hybrid ad space auctions and are influenced by competitor bids, competition for keywords and search engines' proprietary quality measures of advertiser ad and landing page content.

PPC Management – The monitoring and maintenance of a Pay-Per-Click campaign or campaigns. This includes changing bid prices, expanding and refining keyword lists, editing ad copy, testing campaign components for cost effectiveness and successful conversions, and reviewing performance reports for reports to management and clients, as well as results to feed into future PPC campaign operations.

Rank – How well positioned a particular web page or web site appears in search engine results. For example, if you rank at position #1, you're the first listed paid or sponsored ad. If you're in position #18, it is likely that your ad appears on the second or third page of search results, after 17 competitor paid ads and organic listings. Rank and position affect your click-through rates and, ultimately, conversion rates for your landing pages.

SEM – Acronym for "Search Engine Marketing." A form of internet marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs). SEM methods include: search engine optimization (SEO), paid placement, contextual advertising, digital asset optimization, and paid inclusion.



When this term is used to describe an individual, it stands for "Search Engine Marketer" or one who performs SEM.

SEO – Acronym for "Search Engine Optimization." This is the process of editing a web site's content and code in order to improve visibility within one or more search engines. When this term is used to describe an individual, it stands for "Search Engine Optimizer" or one who performs SEO.

SERP – Acronym for Search Engine Results Page, the page delivered to a searcher that displays the results of a search query entered into the search field. Displays both paid ad (sponsored) and organic listings in varying positions or rank.

Sponsored Listing – A term used as a title or column head on SERPs to identify paid advertisers and distinguish between paid and organic listings. Alternate names are Paid Listings or Paid Sponsors. Separating paid listings from organic results enables searchers to make their own purchase and site trust decisions and, in fact, resulted from an FTC complaint filed by Commercial Alert in 2001 alleging that the confusion caused in consumers who saw mixed paid and unpaid results constituted fraud in advertising.

Tier I Search Engines – The top echelon, or top three, search engines that serve the vast majority of searcher queries. Also referred to as Major Engines, Top Tier Engines or GYM, for Google, Yahoo! and Microsoft Live Search.

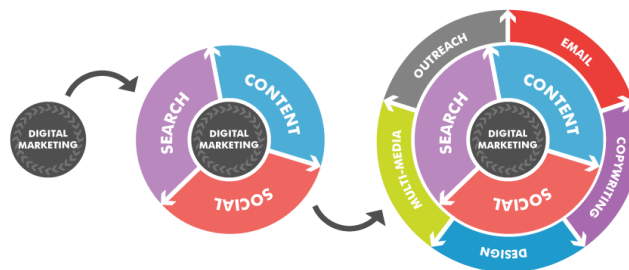
Tier II Search Engines – Smaller, vertical and specialized engines, including general engines, such as Ask.com and AOL; meta-engines that search and display results from other search engines, such as Dogpile; local engines, shopping and comparison engines, and business vertical engines. Tier II Search Engines don't offer the search query market share or features of the Tier I engines; however, Tier II engines can target specific, niche markets and are usually lower cost.

Tier III Search Engines – Contextual distribution networks, through which marketers' ads appear on pages within the PPC engine's content network, triggered by user web site page views at the moment that contain the advertiser's keyword in its content. Cost is usually through Cost-Per-Thousand-Impressions (CPM) charges, rather than Pay Per Click (PPC). As discussed in Fundamentals coursework, Google's contextual distribution program is called AdSense; Yahoo!'s is called Content Match.⁶

Agencies

A marketing agency is a strategic partner that helps clients achieve their marketing/communications objectives through messaging. Whether those objectives are brand or product awareness, sales, employee morale or reputation and buzz, an agency leads its clients by determining/creating the most appropriate content and contact for engaging with its target audience[s]. In the past 10 years, the definition of an agency's role has become and continues to be fluid with technological and digital advances, as well as the proliferation of social media.⁷

An advertising agency is a service business dedicated to creating, planning, and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.⁸ A digital agency can be defined as a company that provides creative, strategic and technical development of screen-based products and services.⁹



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Search Agencies

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising. SEM may use search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages, or use pay per click listings.¹¹ Search Agencies and technologies provide viable support for marketers for traditional search or discovery marketing programs. Agencies provide resources, ideas, and cross-platform services.¹² Services typically include management of paid search, search engine optimization, and local search.

10 Largest U.S. Search-Marketing Agencies

Ranked by 2012 U.S. revenue. Dollars in thousands.

RANK		AGENCY (PARENT)	HEADQUARTERS	U.S. REVENUE	
2012	2011			2012	% CHG
1	1	iCrossing* [Hearst Corp.]	New York	\$110,000	4.8
2	2	360i* [Dentsu]	New York	65,500	3.9
3	3	iProspect* [Dentsu]	Boston	62,400	6.3
4	NA	PlattForm Advertising	Lenexa, Kan.	54,569	NA
5	4	Performics* [Publicis]	Chicago	40,460	19.0
6	8	Resolution Media* [Omnicom]	Chicago	38,042	21.0
7	6	Starcom MediaVest Group* [Publicis]	Chicago	33,990	3.0
8	7	The Search Agency*	Los Angeles	32,987	2.7
9	9	Acronym	New York	32,500	4.8
10	12	Covario*	San Diego	30,451	30.8

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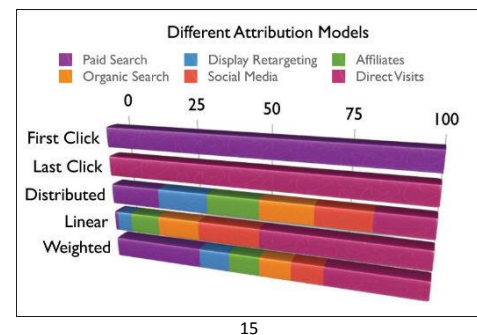
Media Planning & Attribution

Media planning is generally the task of a media agency and entails finding media platforms for a client's brand or product to use. The job of media planning involves determining the best combination of media to achieve the marketing campaign objectives.

In the process of planning the media planner needs to answer questions such as:

- How many of the audience can be reached through the various media?
- On which media (and ad vehicles) should the ads be placed?
- How frequent should the ads be placed?
- How much money should be spent in each medium?¹⁴

Attribution is the process of identifying a set of user actions (“events”) that contribute in some manner to a desired outcome, and then assigning a value to each of these events. Marketing attribution provides a level of understanding of what combination of events influence individuals to engage in a desired behavior, typically referred to as a conversion. Resulting from the disruption created by the rapid growth of online advertising over the last ten years, marketing organizations have access to significantly more data to track effectiveness and ROI. This change has impacted how marketers measure the effectiveness of advertisements, as well as the development of new metrics such as Cost per click (CPC), Cost per thousand impressions (CPM), Cost per action/acquisition (CPA) and click-through conversion. Additionally, multiple attribution models have evolved over time as the proliferation of digital devices and tremendous growth in data available have pushed the development of attribution technology.



- Single Source Attribution models assign all the credit to one event, such as the last click, the first click or the last channel to show an ad (post view). Simple or last-click attribution is widely considered as less accurate than alternative forms of attribution as it fails to account for all contributing factors that led to a desired outcome.
- Fractional Attribution includes equal weights, customer credit and U-curve models. Equal weight models give the same amount of credit to the entire media mix, customer credit uses past experience and sometimes simply guesswork to allocate credit, and the U-curve assigns all the credit to the first and last touch, discounting what happens in the middle of the conversion path.
- Algorithmic or Probabilistic Attribution uses science, usually proprietary algorithms, to assign conversion credit across all touch points preceding the conversion, using automated computation to decide where credit is due. Algorithmic attribution starts at the event level and analyzes both converting and non-converting paths across all channels. Weights are then combined by grouping such as placement, site or channel as reporting granularity is decreased, allowing the data to point out the hidden correlations and insights within marketing efforts.¹⁶

SEM Tools

Tools are essential for ensuring quality, consistency and enabling scale when it comes to just about any kind of digital marketing. SEM tools facilitate researching, submitting and positioning a Web site within search engines to achieve maximum exposure of your Web site.¹⁷

- Keyword Research
- Site Crawling
- Data Collection and Reporting
- Testing¹⁸



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SEO Platforms/Tools

An SEO platform provides a set of tools to help automate and bring more efficiency to a broad range of search optimization tasks that previously were a manual chore. The benefits are obvious: Well-performing organic content will continue to perform well, and the people responsible for maintaining websites don't have to agonize over keeping up with the algorithmic changes search engines continually make to improve the user experience and combat irrelevant or black-hat content.

Platform functionality typically includes:

- Auditing site content and structure for visibility in natural search results
- Identifying and valuing steps to boost search rankings
- Managing the SEO process²⁰



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Search Analytics



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Search analytics is the analysis and aggregation of search engine statistics for use in search engine marketing (SEM) and search engine optimization (SEO). In other words, search analytics helps website owners understand and improve their performance on search engines. Search analytics includes search volume trends and analysis, reverse searching (entering websites to see their keywords), keyword monitoring, search result and advertisement history, advertisement spending statistics, website comparisons, affiliate marketing statistics, multivariate ad testing, etc.

Search analytics data can be collected in several ways. Search engines provide access to their own data with services such as Google Trends and Google Insights. Third party services must collect their data from ISP's, phoning home software, or from scraping search engines. Getting traffic statistics from ISP's and phone homes provides for broader reporting of web traffic in addition to search analytics. Services that perform keyword monitoring only scrape a limited set of search results depending on their clients'

needs. Services providing reverse search however, must scrape a large set of keywords from the search engines, usually in the millions, to find the keywords that everyone is using.

Since search results, especially advertisements, differ depending on where you are searching from, data collection methods have to account for geographic location. Keyword monitors do this more easily since they typically know what location their client is targeting. However, to get an exhaustive reverse search, several locations need to be scraped for the same keyword.²³

Web Analytics

Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage. Web analytics extracts and categorizes qualitative and quantitative data to identify and analyze on-site and off-site patterns and trends. Analytic techniques and requirements vary according to organizational requirements. Web analytics services may be supplemented with related sources, including email marketing response rates, direct mail, sales and website performance data.



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Web analytics is not just a tool for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a web site. Web analytics applications can also help companies measure the results of traditional print or broadcast advertising campaigns. It helps one to estimate how traffic to a website changes after the launch of a new advertising campaign. Web analytics provides information about the number of visitors to a website and the number of page views. It helps gauge traffic and popularity trends which is useful for market research.

There are two categories of web analytics; on-site and off-site web analytics. Historically, web analytics has referred to on-site visitor measurement. However in recent years this has blurred, mainly because vendors are producing tools that span both categories.

On-site web analytics measure a visitor's behavior once on your website. This includes its drivers and conversions; for example, the degree to which different landing pages are associated with online purchases. On-site web analytics measures the performance of your website in a commercial context. This data is typically compared against key performance indicators for performance, and used to improve a web site or marketing campaign's audience response. Google Analytics is the most widely used on-site web analytics service; although new tools are emerging that provide additional layers of information, including heat maps and session replay. Key approaches to user data collection and report generation are log-file and page tagging. When a user accesses a Web browser, JavaScript facilitates page tagging and third-party server communication. In addition, log file analysis transfers data to a Web server to record all website transactions.

Off-site web analytics refers to web measurement and analysis regardless of whether you own or maintain a website. It includes the measurement of a website's potential audience (opportunity), share of voice (visibility), and buzz (comments) that is happening on the Internet as a whole.^{25 26}

Search Engines

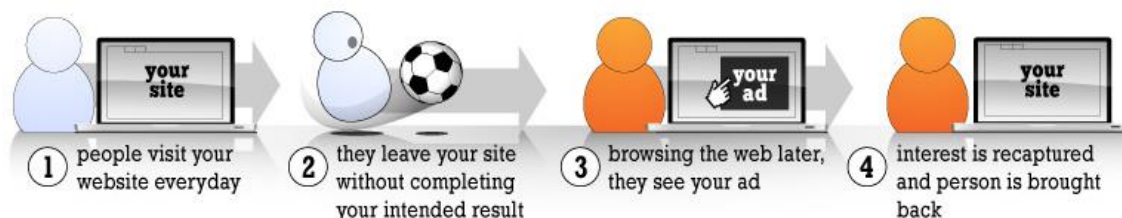
A search engine is a tool for finding information, especially on the Internet or World Wide Web. Search engines are essentially massive databases that cover wide swaths of the Internet. Most consist of three parts: at least one program, called a spider, crawler, or bot, which “crawls” through the Internet gathering information; a database, which stores the gathered information; and a search tool, with which users search through the database by typing in keywords describing the information desired (usually at a Web site dedicated to the search engine). Increasingly, metasearch engines, which search a subset (usually 10 or so) of the huge number of search engines and then compile and index the results, are being used.²⁷



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Search Re-Targeting

Retargeting is also referred to as behavioral retargeting or behavioral remarketing. Retargeting allows online advertisers to target consumers based on their previous interactions with their website. Retargeting advertisements are displayed to the user across the Internet via ad networks that the advertiser buys media from. Once an online user visits a site and shows interest and engages with a particular brand, product, or service that online user is “marked” and are shown banner ads for that brand, product, or service.²⁹



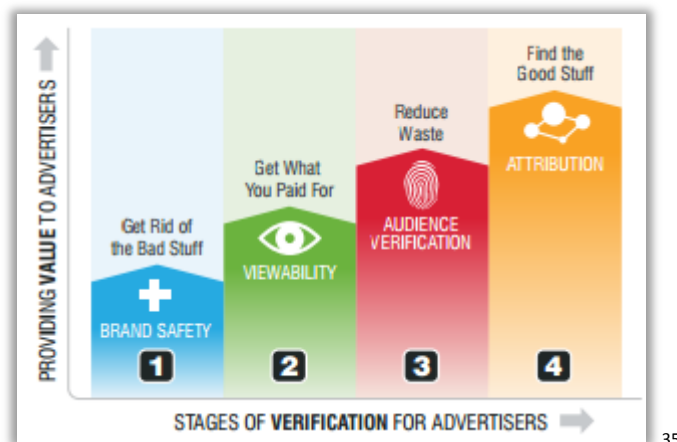
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Search retargeting is a form of behavioral retargeting employed by online marketers that target an audience based on the previous searches they conduct on other websites. Unlike site retargeting or site remarketing, search retargeting is designed to find new customers which have likely never been to a marketer's website before.

While search advertising is a method of placing online advertisements within the results of search engine queries, search retargeting attempts to extend the interaction with the same searchers when they move away from search query results pages to other online activities and websites. Search retargeting ads are typically displayed as banner ads.³¹

Verification

Ad verification is a service that offers technology to ensure that ads appear on intended sites and reach the targeted audience. Ad verification companies provide a system that ensures every ad impression is a quality impression, every impression is compliant, and every ad was served and displayed exactly as intended.^{32 33} Wrapping the marketer's ad with a snippet of javascript, these companies are able to read, or "scrape" the contents of the page calling the adserver and determine all kinds of information about the context and quality of the ad placement, as well as some information about the user viewing the page. Advertisers use this information to validate the publisher has implemented their ads correctly, and help measure user engagement.³⁴



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6 Critical Areas of Media Verification:

1. **Inappropriate Content.** Ads that are running on content that is deemed inappropriate (e.g. adult and illegal content) by both the media plan and guidelines received from the agency and advertiser. Criteria of the guidelines include:
 - a. **Black List:** a set of websites upon which ads should never be served.
 - b. **Approved White List:** a set of websites upon which ads can be served.
 - c. **Exact Partner White List:** a strict, exclusive set of websites upon which ads should only be served.
 - d. **Inappropriate Content Categories:** a set of content categories that define the type of websites upon which ads should not be served.
2. **Geo-Targeting.** Ads served outside of national and international targeting criteria and outside of designated regions as detailed in the media plan after the impression has been served.
3. **Competitive Separation.** When an advertiser appears on the same page or section as a competitor, as defined by the advertiser's media plan. The advertiser/agency determines the competitive set.

4. Ad Placement. Ad impressions that have been served that fail to adhere to details in the media plan in the following scenarios:
 - a. Above the fold/ below the fold placement: At least half of an advertiser's ad appears below the fold.
 - b. Double-serving: There is more than one impression on a single page from the same advertiser.
 - c. Road blocks: An advertiser reserves multiple ad units but only a portion of those placements are executed.
 - d. 100% share of voice: An advertiser was set to appear on 100% of a specific placement on a page or section of a site and at least one impression was served on that page or section without the advertiser's ad.
 - e. Section/ channel targeting: An advertiser reserved a section of the site and ads served outside of that section.
 - f. Frequency capping: An advertiser determines the number of ads to appear per user, by network, across any time frame and the ad delivery fails to meet the details outlined in the media plan.
5. Fraud Detection. Ads are running on sites that include malware and/or adware, invisible to the user (e.g. hidden ads), and are fraudulent with the placement of ad serving tags.
6. OBA (Online Behavioral Advertising) Compliance. Ads and Sites that adhere to the Digital Advertising Alliance's Self-Regulatory Program for online behavioral advertising. The Self-Regulatory Program requires that all members of the online advertising ecosystem that collect or allow third parties to capture user data that is used for behavioral advertising or re-targeting must provide consumers with clear notice and choice for their privacy online.³⁶

Here are some ways ad verification platforms are improving:

- Viewability. One of the more interesting aspects that has come out of ad verification is monitoring campaign viewability. This includes both the page location of the ad when it first loads (e.g. below the fold, top of the page or in content) as well as monitoring the user level visibility of the ad (i.e., did the user scroll the ad into view, and how long was the ad in view for the user?). In ad servers, an impression counts the same whether it's viewed for 30 seconds by the user or never seen at all. Now, with ad verification, advertisers have the ability to calculate real reach numbers based on actual viewing, to measure which buys are providing the most value.
- Audience Verification. Inventory is frequently purchased based on audience, either using site demographics services or audience targeting services. The best verification products have the capability to show advertisers what audiences they are reaching with their campaigns across multiple networks and publishers, allowing advertisers to check not only for contract compliance, but also to optimize their ad buys.
- Attribution. Ad verification platforms collect more data than existing ad server logs, such as content classification, viewability metrics and audience data. With attribution modeling tied to verification data, an advertiser can measure how this new data impacts their campaign, how

different audiences perform across different types of sites, how site level frequency combined with viewability can identify which sites are really performing best, and more.³⁷

Search Networks/Syndication

Google and Yahoo!/Bing. About 70 percent of all searches take place via Google and Yahoo!/Bing. But the other 30 percent is a sizable portion, and advertisers are realizing that pay-per-click ads placed from those traffic sources can deliver solid results. Syndicated search—the name for the other 30 percent—encompasses a wide range of search options such as type-in domains (where people type search terms directly into their browser’s navigation bars), on-site search boxes and tool bars, search apps and mobile-based Web search.³⁸

Ad distribution	Website URL
Search	10.188.10.24
Search	2benet.com
Search	aheadcreditcard.com
Search	api.parked.com
Search	bedandbathsense.com
Search	Bing and Yahoo! Search Properties Only
Search	cheapsportscar.com

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About Anthem Marketing Solutions

Anthem Marketing Solutions helps clients turn big data into smart growth. We are a data-driven marketing agency that provides strategy and cutting-edge tools to solve challenges for today’s omni-channel marketer. Serving a broad range of industries, from casual dining to home services and B2B product distribution, Anthem Marketing Solutions is one of the fastest growing companies in America, according to *Inc. Magazine’s* Annual Inc. 500|5000 rankings in 2012 and 2013.

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[C3 Metrics](#)
[Covario](#)

SEM Tools

[Marin Software](#)
[Kenshoo](#)
[Bing Ads](#)
[Inside Vault](#)
[Optimine](#)
[Trellian](#)
[Wordstream](#)
[Acquisio](#)
[Looksmart](#)
[Yext](#)
[Google AdWords Editor](#)
[Search Force](#)
[SideCar](#)
[Net Elixir](#)

SEO Platforms/Tools

[SEO Conductor](#)
[Covario](#)
[GShift](#)
[Bright Edge](#)
[SEO Moz](#)
[Sycara Local](#)
[Bloom Reach](#)
[Search Metrics](#)
[Rank Above](#)
[Ginza Metrics](#)
[Word Tracker](#)
[Altruik](#)

Search Analytics

[iSpionage](#)
[Adgooroo](#)
[Analytics SEO](#)
[Hitwise](#)
[The Search Monitor](#)
[Covario](#)

Web Analytics

[Webtrends](#)
[Know Click](#)
[User Testing](#)
[iPerceptions](#)
[Yahoo Web Analytics](#)
[Google Analytics](#)

Search Engines - Global

[Google](#)
[Bing](#)
[AOL](#)
[Yahoo](#)
[Facebook](#)
[Lycos](#)

Search Engines - Regional

[Baidu](#)
[Yandex](#)
[Yahoo Japan](#)
[Naver](#)

Search Engines - Vertical

[Blekkio](#)
[Inform](#)
[Daum](#)
[Wolfram Alpha](#)
[SeatGeek](#)
[Rediff](#)

Search Engines - Local

[Citysearch](#)
[Loku](#)
[Local.com](#)
[Yelp](#)
[MojoPages](#)
[Superpages.com](#)
[Yellowbook](#)

Search Retargeting

[Chango](#)
[Chitika](#)
[Magnetic](#)
[Simplifi](#)

Verification

[Adometry](#)

Search Networks/Syndication

[Search.com](#)
[Kontera](#)
[Admarketplace.com](#)
[Advertise.com](#)
[Google Content Network](#)
[Vibrant](#)
[Looksmart](#)
[InfoSpace](#)

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