# Third-Party Sponsored Search Tools

Ryan Gabbard

# SEM Consultants

Keyword space exploration

Tracking

Resource allocation

often integrated closely with your site

Efficient Frontier, Bloofusion, SearchRev, DidIt

Google and Yahoo seem to be integrating some of their functionality...

# A few particulars...

- SearchRev: implements Google-like ad rotation and exploration on Yahoo

- Hitwise: mostly for research, ISP-level data collection

- BlooFusion: "Competitive Intelligence" - analyzes your competitors' sites to find their marketing strategies, linking patterns, etc.

  - tries to find them breaking search engine policies to get them banned!

# Atlas Search

- cross-engine - Yahoo, Google, Ask Jeeves, etc.

- BidManager: "rules-based" bid-monitoring ($91-$16,000/mo)

- ProfitBuilder: tracking ($50-$1500/mo)

- CampaignOptimizer: machine learning to model advertising campaigns (free with other two)

# Bidding Robots

Multisite

Temporal management

Gap surfing

Competitor Tracking

Atlas, BidRank, Dynamic BidMaximizer, PPC Management, PPCBidTracker

# Gap Surfing

Suppose bids are:

- #1 $0.90 www.quack.com

- #2 $0.50 www.moo.com

- #3 $0.25 www.baa.com

- would bid $0.70 for a new site

# BidManager Strategies

- Jam competitor (make bid one cent below)
- Don't Jam Me (swap with comp. below who is jamming you)
- First Gap (in a range of positions)
- Largest Gap (in a range of positions)
- Move to Position X when additional cost <= Y
- Seek position relative to competitor (e.g. 2 above X)
- Caboose Rule: Jam first bid above minimum