



TRAFFIQ Search Desk allows marketers to manage all of their search marketing campaigns easily and effectively from one central interface.

Whether you are a seasoned search marketer or a novice, the TRAFFIQ Search Desk can accommodate your needs. Make changes across search engines as you see fit instantly and easily.

The TRAFFIQ Search Desk also makes all of your campaign data readily available through web-based reporting. It gives you the visibility you need to identify your successes and the flexibility you need to quickly capitalize on them.

With the TRAFFIQ Search Desk, you can buy all of your search and display media through a single, simple platform.

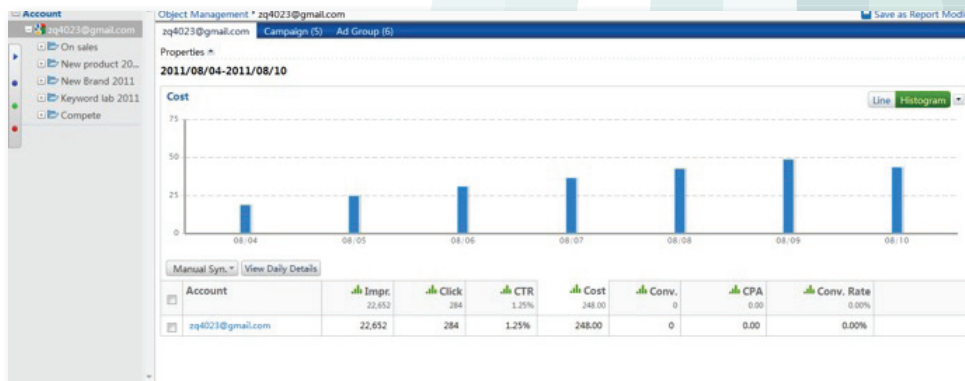
Contact us to learn how you can leverage the power of the TRAFFIQ Search Desk. Our dedicated support team is here to answer your questions and help you get your campaign up and running.

Major Functionalities of the TRAFFIQ Search Desk Include:

1. Campaign Management
2. Advanced Reporting
3. Tracking and Analytics

Functionality Details:

1. Campaign Management: Users can browse campaign structures, ad groups, keywords and performance. All campaign editing tasks typically scattered across different search engines are integrated inside the TRAFFIQ Search Desk web application.



Select an account from the account view, and then the impression trends and the details of last 7 days for this account will be displayed on grid view. Different data trends will be presented by clicking the "Cost" or other tabs on the grid view.

2. Advanced Reporting: TRAFFIQ Search Desk fully leverages rich reporting and analytic features such as charts, tables and pivot tables. We provide the following standard reports:

- Basic Delivery Performance Report
- Custom Keyword Grouping Performance Report
- New Ad Copy Performance Benchmarking
- Promotion Impact Assessment Report
- Aggregate Analysis

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Daily Details	Date	Impr.	Click	CTR	Cost	Conv.	CPA	Conv. Rate
		22,652	284	1.25%	248.00	0	0.00	0.00%
New product 2011	2011/08/04	3,200	48	1.50%	19.00	0	0.00	0.00%
New product 2011	2011/08/05	3,212	52	1.62%	25.00	0	0.00	0.00%
New product 2011	2011/08/06	3,224	40	1.24%	31.00	0	0.00	0.00%
New product 2011	2011/08/07	3,236	42	1.30%	37.00	0	0.00	0.00%
New product 2011	2011/08/08	3,248	46	1.42%	43.00	0	0.00	0.00%
New product 2011	2011/08/09	3,260	34	1.04%	49.00	0	0.00	0.00%
New product 2011	2011/08/10	3,272	22	0.67%	44.00	0	0.00	0.00%

By selecting a campaign or multiple campaigns and clicking the "View Performance Detail" button, users can view the daily performance data of these campaigns.

3. Tracking and Analytics: TRAFFIQ Search Desk tracks all activity in your search accounts. It also provides rich reports on click stream analysis as well as conversions.



The main dashboard displays the trends of performance data. Users are able to choose the date range and accounts from the options list placed in the top right corner of the main dashboard. Performance trends of different metrics can be accessed by simply click on the tab at the top of the chart.

Benefits Include:

Manage Campaigns Efficiently:

One interface to control all engines means no more logging into various interfaces and switching screens.

Bulk Editing:

Change keywords, campaigns, ad texts, budgets and just about anything else quickly and easily.

Custom Filters:

Quickly and easily access the most critical portions of your campaign and make updates in bulk.

Aggregated Reporting:

No more tediously combining reports from multiple disparate sources. All of your data is in one place.

Simple Pricing:

Transparent pricing with no hidden fees.

Unlimited Search Accounts

Create as many accounts as your team needs.

Direct Access

Access the Search Desk directly from your TRAFFIQ account.