



FACTSHEET SEARCH ENGINE ADVERTISING

KEYWORD-BASED SEARCH ENGINE MARKETING

Whether you're an advertiser, a company or an online marketing agency, our certified experts can help by providing consulting and developing the design of your SEA methods. With the placement of ads on Google, Baidu, Yahoo and Yandex, we direct high-quality traffic to your website, thus increasing its performance. With over 10 years of experience, we can effectively embed your SEA strategy into your entire online marketing strategy in accordance with your company's objectives. Comprehensive analysis and proprietary technologies like SemSUITE® enable us to identify growth potential and increase the ROI from your SEA activities. For each measure, we provide you with a contact person who assumes responsibility for conceiving and managing your SEA campaign, transparently reporting results and further developing your campaign in close consultation with you. We take into consideration not only your search engine marketing objectives, but also your overall online marketing strategy.



- **Experience:** over 10 years of experience in Search Engine Advertising
- **Comprehensive service:** customized support from certified account managers and an international, highly qualified staff
- **Consulting:** analysis, guidance and optimization of your AdWords account; training and workshops; interim management
- **Controlling:** SEA strategy development and identification of KPIs
- **Data-driven optimization:** Intelligent bid management; Google Shopping and product data-feed optimization; and conversion optimization
- **Cross-media conception:** SEA remarketing, display advertising, mobile advertising
- **Transparency:** regular and comprehensive reporting

Summary:

Search Engine Advertising (SEA) improves your ranking in search engines and is an integral part of the online marketing mix. The majority of purchasing decisions begin with web searches using a search engine. Through in-depth account audits, new potential is identified and subsequently incorporated into targeted SEA methods. Continual optimization and the application of effective SEA tools lead to heightened brand familiarity and increased return on investment (ROI).



The Reach Group's goal is to make digital communication more efficient and effective. The core of this strategy is a steady focus on the end customer. Advertising methods dynamically address the personal needs of the consumer within the customer journey while taking into account current data protection regulations. The process starts at the first moment of contact with a brand, continues throughout the purchase decision process and goes beyond to the establishment of long-term brand loyalty.