

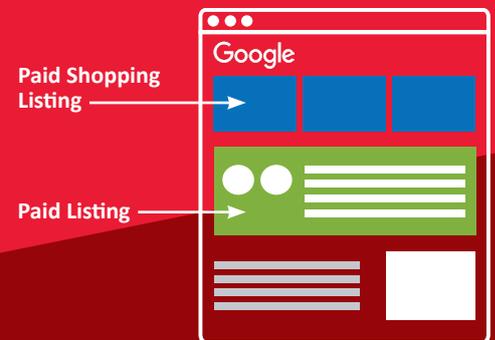
## Search Engine Marketing

Using agile adaptive optimisation through machine learning and data driven decision support, we give clients a competitive advantage to help with a 71% average conversion increase.

Machine learning and artificial intelligence (AI) innovations have already redefined marketing and advertising as we know it, allowing marketers to solve increasingly complex problems faster than ever before. Using optimisation algorithms that adjust bids every 30 minutes, we offer transparent, comprehensive, performance-based SEM campaigns.

Our proprietary smart technology is utilised by our team of highly trained marketing specialists ensuring that your campaigns not only have all the benefits of artificial intelligence but, also the creativity, knowledge and expertise of a hands-on team.

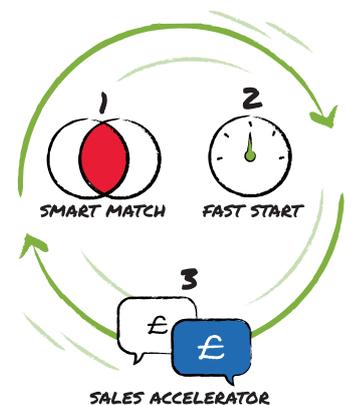
Taking the time to understand you and your business, we ensure a custom strategy is put in place to help you reach your goals and take advantage of every opportunity.



### We help increase conversion through:

- Matching the right message to the right prospect
- Getting campaigns up and running further along the learning curve
- Quickly optimising campaigns on a real-time basis

Our unified approach considers activity across other marketing channels to drive high-quality leads at the lowest possible cost. We work with advertisers to reduce their cost per lead by improving on the quality of their ads and landing pages, by using different match types, restructuring their campaigns and optimising their bids. Most importantly, we work with you to avoid wasting money on clicks or engagements that won't convert into a sale.



### Our SEM experts can help with:

- Search Campaigns (including RLSA)
- Display Campaigns (including Retargeting)
- Adwords Shopping Campaigns
- All Targeting methods (Ad Schedule, Location, Audiences, Placements, Topics etc.)

As a Google Premier Partner and a Bing Advertising Partner with over 20 years' online marketing experience, we have the expertise and relationships needed to make your business stand out in search results – no matter how your potential customers are searching.

