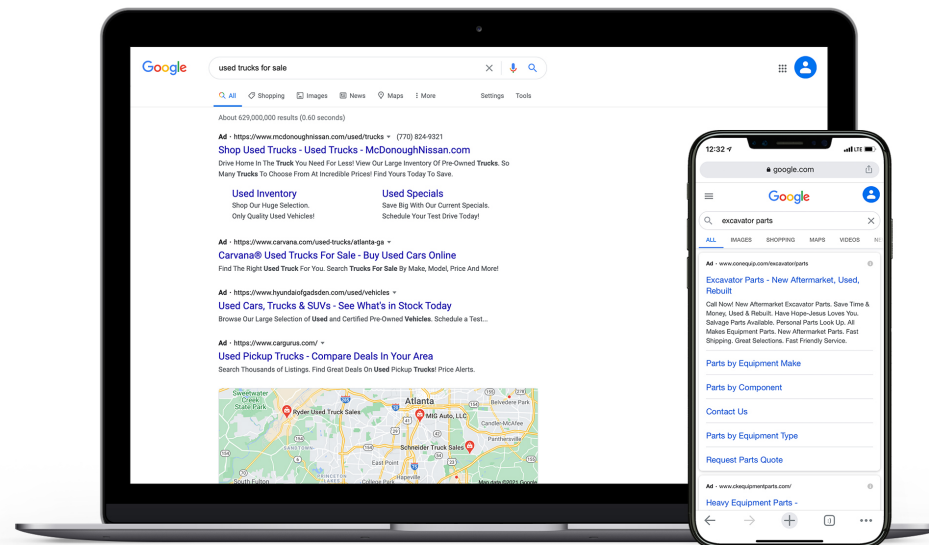


## Search Engine Marketing

A higher position on the first page of search is the difference between a lost opportunity and a sale.

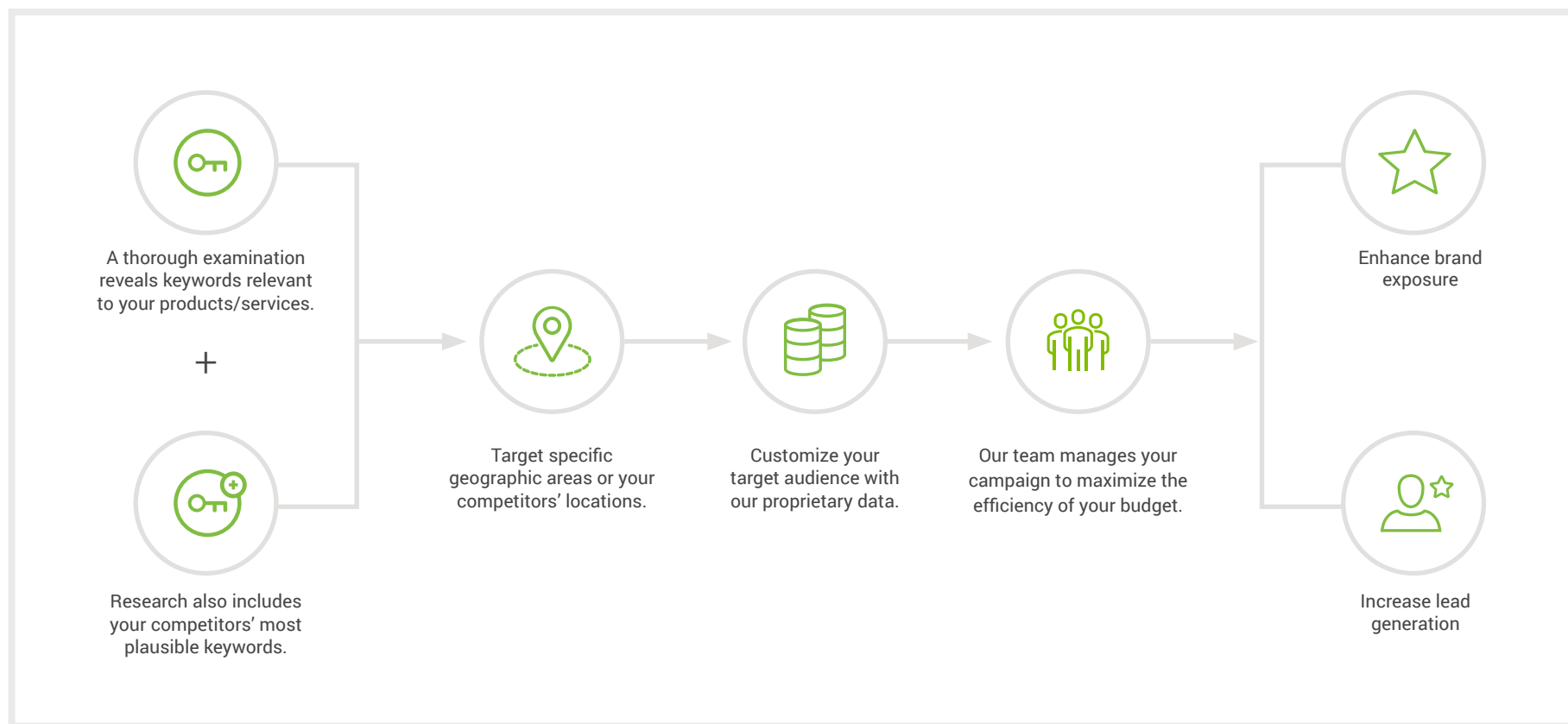
The first page of a Google search gets over 98% of all clicks, so it's crucial that you are listed among the top results. Harnessing the power of our proprietary data with insights like brand preference and propensity to buy, your customized audience can be targeted by geographic location, the locations of your competitors, and keywords to more effectively and efficiently position your products and services.



A recent 4-month SEM Campaign produced these results

	Month 1	Month 2	Month 3	Month 4	TOTAL
<b>Impressions</b>	8,021	14,611	16,656	19,756	<b>59,044</b>
<b>Clicks</b>	435	729	908	1,354	<b>3,426</b>
<b>CTR</b>	5.42%	4.99%	5.45%	6.85%	<b>5.80%</b>
<b>Leads</b>	6	14	18	23	<b>61</b>

## How SEM Works



**Talk to your Sales Representative today to start securing search results above your competitors.**