

Podium Advertising Technologies Ltd.
adCore™



Digital Cameras Case Study

2/19/2008

1. adCore™ V3.0 Overview

adCore™ is a web based advertising technology used to fully automate paid search activity in Google AdWords™, Yahoo! Search™ and Microsoft adCenter™.

The system provides businesses the ability to automate the entire SEM process by offering complete integration between their ecommerce sites and their online campaigns, enabling advertisers to show real-time prices and automatically update campaigns based on inventory changes.

adCore™ is divided into three modules:

Integration – offering a complete integration and synchronization between website data and online campaigns, and between any two cross advertising channels.

Maximization – designed to optimize a campaign's performance through the use of adCore's™ advanced algorithms including: bid management based on ROI goals and ads optimization.

Reporting – cross advertising channels data and activity reports sent directly to email, and advanced online analytics reports helping ecommerce companies better monitor and manage paid search activity.

2. Case Study Background

adCore™'s client is an online reseller of digital cameras in the UK. The goals of the online marketing efforts were to increase the total number of conversions and the overall return on investment with a cost per conversion goal of \$16 USD in the UK.

3. Solution

To achieve the set out goals, in the UK market, the online marketing team set up a strategy based on two types of campaigns; generic campaigns and product specific campaigns.

1. *Generic Campaigns* – Campaigns focused on generic keywords based on the brands our client sold on the company's ecommerce site.
2. *Product Specific Campaigns* – Campaigns focused on the product models and developed the campaigns based on the client's entire and current inventory level. The online marketing team developed text ads through adCore™ which dynamically inserted the product price within the ad headline or description to focus on the purchasing phase of the buying life cycle.

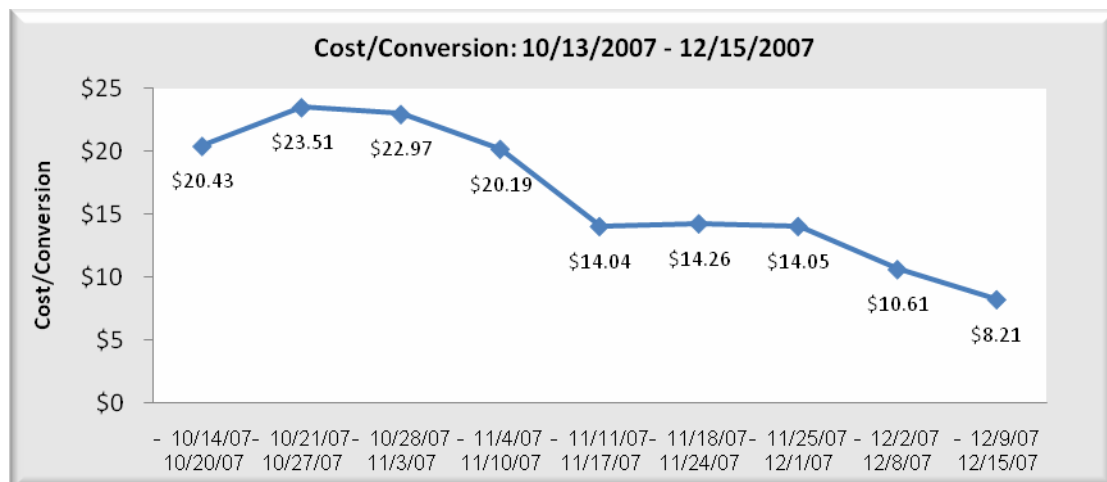
4. Results¹

Within two months of managing the campaigns through our PPC automation system adCore™ V3.0, we reached a cost/conversion of \$12.79, 25% lower than the required cost/conversion goal of \$16.00. Conversion rates increased from 1.25% to 3.77% and the total conversions increased from 48 to 194 before the holiday season, reaching 452 conversions in a week during the holiday season.

Table 1 - Metrics

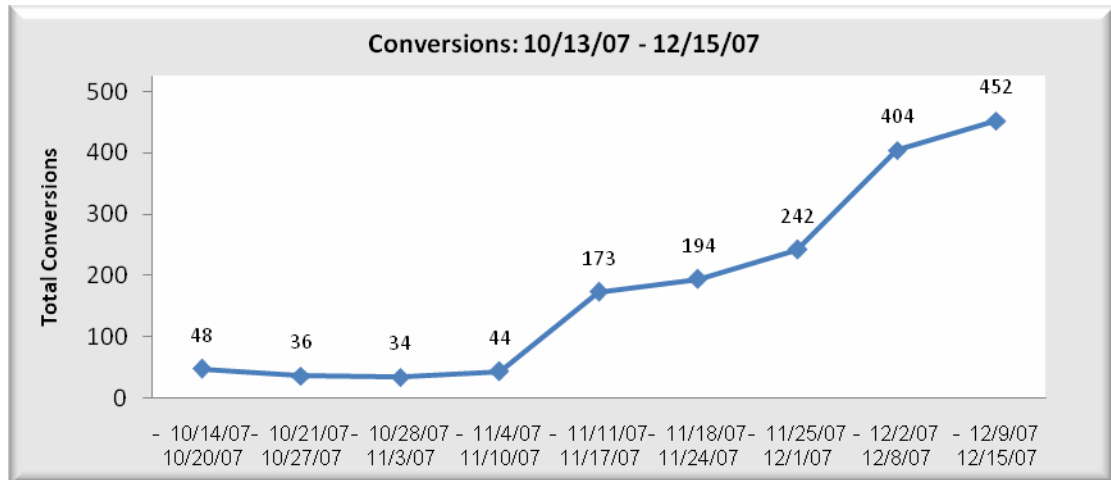
Criteria	Week of October 13 – 20 2007	Week of December 9 – 15 2007	% Change
Conversion Rate	1.25%	3.77%	↑ 202%
Total Conversions	48	452	↑ 842%

4.1 Cost per Conversion: Oct. 13/2007 – Dec. 15/2007



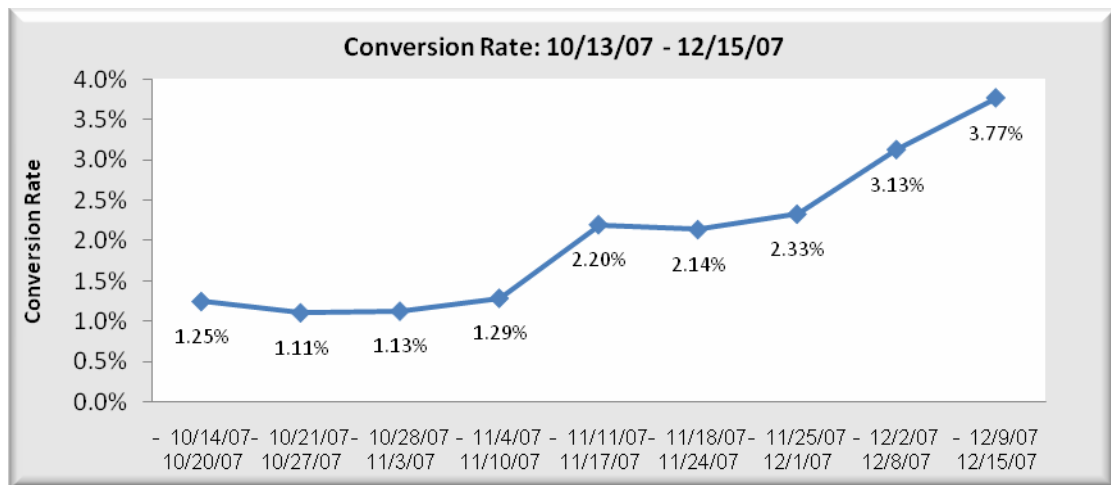
¹ Analysis is based on the time period of Oct. 13/07 to Dec. 13/07.

4.2 Total Conversions



- Total conversions increased on week to week bases; achieving a 260% increase in total conversions in mid November before the holiday season began.

4.3 Conversion Rate



- Conversion rates increased on week to week bases; achieving a 2.14% conversion rate in mid November and a 3.77% conversion rate during the holiday season.

5. Specific product models vs. Generic campaigns

adCore™ v3.0 provided us the ability to long tail keywords based on the client's current inventory levels. The system in an automatic fashion generated the campaigns ad groups, ad variations and keywords based on that current inventory level.

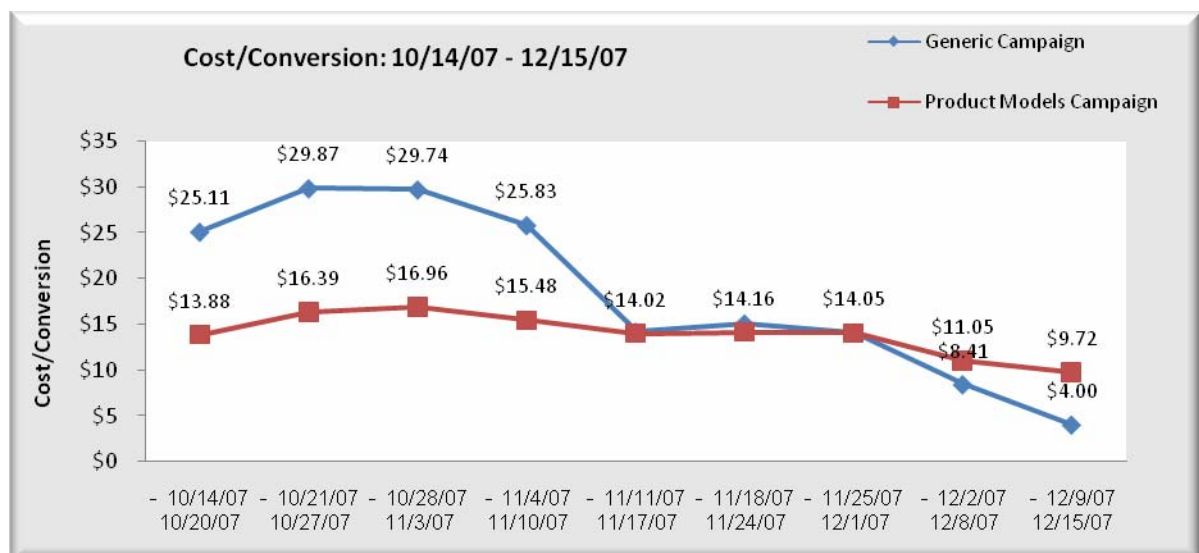
As our client's inventory changed, adCore™ paused keywords and ad groups that were no longer in stock and updated campaigns with new keywords based on the new product models being introduced to the market.

adCore™ supplied the client with a means to automatically generate entire campaigns based on current inventory levels. In this case, the generic campaigns were developed and managed outside of the system's framework. The differences between the results of the generic campaigns and the product specific campaigns, managed via adCore™ through XML feeds, are further outlined.

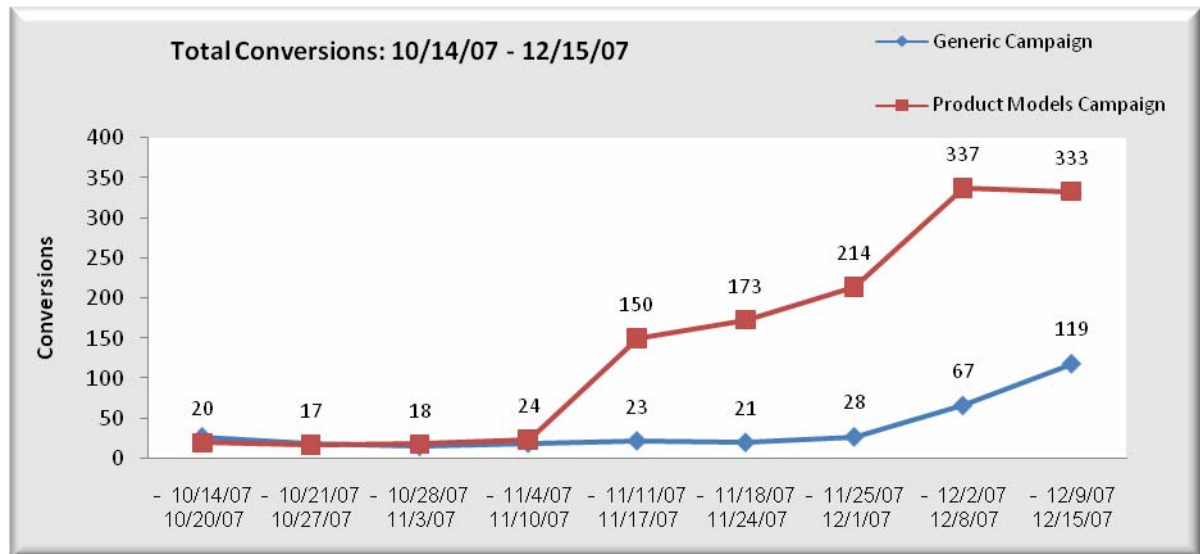
Table 2 - Metrics

Criteria	Generic Campaign	Product Models Campaign	% Difference
Conversion Rate	1.87%	2.64%	↑ 41.2%
Cost/Conversion	\$13.45	\$12.47	↑ 7.9%

5.1 Cost/Conversion: Oct. 13/07 – Dec. 13/07



5.2 Total Conversions: Oct. 13/07 – Dec. 13/07



5.3 Campaign Breakdown

Two key metrics that can be overlooked when developing keywords for campaigns are Impression Share (IS) and Exact Match IS. Impression share is an AdWords metric that represents the percentage of impressions where your ads were shown out of the total available impressions in the market you were targeting², while Impression Share Exact Match reports the impression share of your campaigns as if your keywords were set to Exact Match. This metric provides the ability to determine the share of the search for the exact keywords within the campaign and determine how relevant your keywords were to search results.

For the product specific campaigns we were able to achieve an Exact Match IS of 64%, resulting in an average position of 3.6 compared with 6.1 in the generic campaign and a conversion rate of 2.64%.

Table 3 – Search Campaigns

Campaign	Ad Distribution	Impressions	CTR	Avg. CPC	Impression Share (IS)	Exact Match IS	Avg. Position	Conversion Rate
Generic Campaigns	Search Only	1093112	1.47%	\$0.25	Less than 10%	22%	6.1	1.87%
Product Specific Campaigns	Search Only	2999735	1.51%	\$0.33	28%	64%	3.6	2.64%

² Google AdWords Impression Share (IS).

Link: <https://adwords.google.com/support/bin/answer.py?answer=52889&topic=29>

6. Podium Advertising Technologies

Podium Advertising Technologies Ltd. Company was founded in 2003 and specializes in online paid search advertising technologies.

At Podium we seek to maintain our advanced technology status and high level of professionalism in the online paid search advertising field by constantly improving our technology tools and deepening our SEM knowledge.

The company's offices are situated in the heart of Tel Aviv city known as the "Silicon Valley" of Israel. Our customers can benefit from our advanced technological know-how, wide professional knowledge and the constant drive towards innovation and creativity, characteristic of the Israeli technology.

The company caters to customers from all over the globe, including some of the Fortune 500: Microsoft, AIG, IBM, J&J, Air France, KLM and others.

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