



Pay-Per-Click Advertising Program

How PPC campaigns from Kellysearch.com turn search into results.

Right now, highly motivated B2B buyers are actively searching the internet for precisely what your company has to offer.

Kellysearch.com is here to bring you and these customers together – faster, more profitably and more cost-efficiently than you ever thought possible.

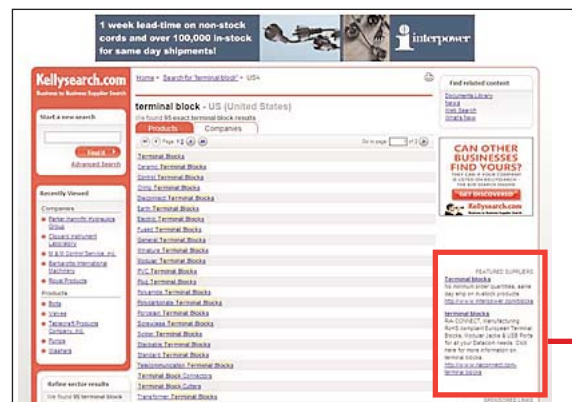
Kellysearch.com is B2B's leading vertical search engine. It stands to reason that investing in a Kellysearch PPC (pay-per-click) advertising program immediately makes your company more "relevant." We get your ad in front of potential customers looking specifically for a company like yours, which makes Kellysearch far more targeted and cost-effective than Google, Yahoo or MSN.

Like any PPC campaign, your ad only appears when a potential buyer is searching for your keywords and you pay only when someone clicks on your ad. But that just scratches the surface of the value of Kellysearch.

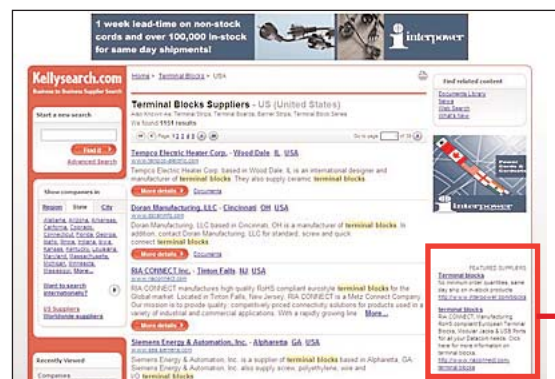
Here's Why...

- You get cost-per-click performance that's far more relevant for B2B advertisers and a far better value than Google, Yahoo or MSN.
- You'll get premium positioning, keeping your messages in front of your customers and prospects in the "hotspots" on the screen.
- You benefit from "geo-targeting" that enables you to customize your campaign to certain countries, states, cities – even zip codes.
- You get instant access to an account services team that helps you choose keywords, create copy and monitor your campaign – at no extra charge.
- Your ads will appear whenever the user is searching for your keywords – throughout the search process.
- You're not alone – you'll hear from us often, following up to optimize your campaign's performance and guide you through the PPC process.

Here's How It Works...



Product heading results page: Your PPC ad, shown in the red box above, occupies prime real estate.



Company results page: Your PPC ad, again prominently displayed, calls out to prospects looking for your products.



Pay-Per-Click Advertising Program

An Advertiser Speaks...

"Kellysearch PPC is our most cost-effective search engine solution. Compared to our other search engines in this channel it produces the lowest overall cost per lead for us. It's simple: the lower the cost of the service with a higher volume of user clicks will win this metric. For the past two years it has been Kellysearch. Our conversion rates are also among the the highest with Kellysearch as well. This is an important metric for us."

Scott Jones, Marian Mixers, Inc



Get More From Your Campaign

Day parting

We can now show you how to make sure your ads only appear when business to business buyers are looking.

Budget optimization

We can help you focus your budget on your best performing campaigns and control your spend on new campaigns.

Audience optimization

We'll work with you to get your ads in front of the right audience using the new Network Sub-Categories feature, as well as Negative Matching.

Conversion tracking

We will show you how to measure the Return on Investment for your campaigns with great accuracy using our Conversion Tracking tools.



Who's Using Kellysearch?

B2B Professionals in charge of buying what you're selling.

- 95% of users are responsible for sourcing products or authorizing the products.
- 73% of users make a purchase or purchasing inquiry from a company they found on Kellysearch.com
- 88% will return directly to Kellysearch.com again to source products.
- Buyers in virtually every B2B market segment, from manufacturing to distribution, from chemicals to electronics, and from communications to oil & gas.
- The professionals who matter to you: 42% of users answer to the job titles of Owner, Partner, VP or Director.

Source: Kellysearch survey, 2008



To Find Out How Kellysearch PPC Can Work For You, Contact:

Name: Kellysearch Marketing

Email: usmarketing@kellysearch.com

Telephone: 800-313-5478

