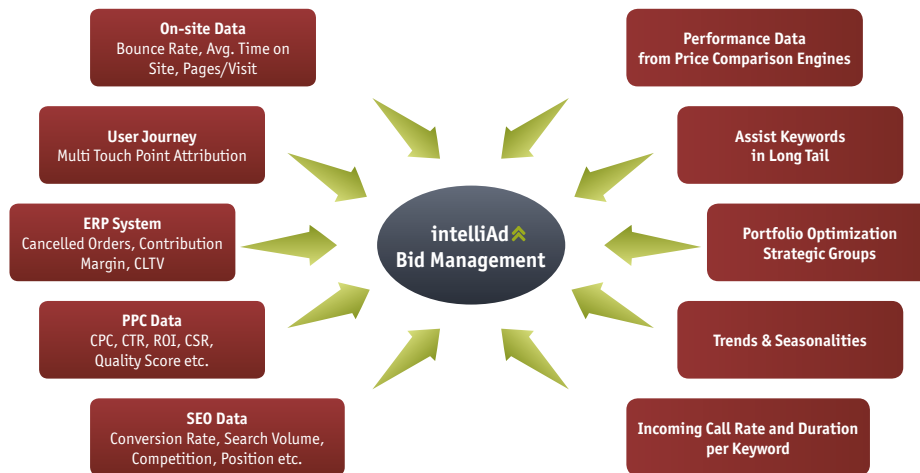


Bid Management

intelliAd’s Bid Management Tool allows you to automatically regulate each click price (CPC) of your online campaign. A factor based algorithm efficiently manages the bidding process. The Bid Management selects the optimum settings for the performance of your ads based on customized goals such as profit and conversion maximization. This can significantly reduce advertising costs and save time.



The intelliAd Bid Management uses a wide variety of factors to determine the best possible bid prices.

Product Features:

- ✓ Semi- or fully automated CPC bidding process
- ✓ Integrated optimization based on PPC and SEO metrics
- ✓ Capacity to import performance data, such as conversion rate and market sales volume, from comparison shopping sites
- ✓ On-site data parameters such as bounce rate and time on site
- ✓ Individual prioritization of the multi-user touch points within the user journey
- ✓ Consideration of offline data such as incoming call rate and duration
- ✓ Ability to increase overall profit, through connection to the ERP system
- ✓ Portfolio approach based on Strategic Groups

Who benefits from the product?

- All pay-per-click online advertisers
- Digital agencies managing a variety of client accounts

Customer Review



“Through the use of intelliAd’s Bid Management Tool we saved a lot of time and we were able to invest more time in the optimization process of individual campaigns. The Bid Management provided a real added value to our customers and our agency compared to the often slow and inefficient manual campaign management.”

Daniel Wette, CTO, FAIRRANK group