

### Challenge:

DoubleClick Performics needed more than post-click conversion data for its sophisticated brand-oriented client PPC search campaigns. The company needed to better understand how client programs compared to those of competitors; so DoubleClick Performics began to watch how their clients' competitors were using brand keywords and more granular "tail terms," new keywords being added by clients' competitors, and trademark infringements.

### Although the agency was able to make progress, it still needed to refine processes for:

- Gathering enough competitive search engine marketing data to effectively measure coverage across a wide range of client campaigns and keywords
- Effectively analyzing the data it did gather to understand coverage achievements
- Creating comprehensive competitor keyword lists  
trademark infringements

### Solution:

To gain the competitive intelligence it needed in a more reliable, automated and scalable fashion, DoubleClick Performics began licensing search engine marketing competitive intelligence tools from AdGoroo. Although DoubleClick Performics now uses all three of AdGoroo's primary competitive intelligence keyword tools, it initially implemented two:

- SEM Insight: enables DoubleClick Performics to:
  - Track user-identified pay per click keywords
  - Access detailed lists of competitors advertising on those keywords, campaign statistics, ad copy and more
  - Find competitors keywords
  - Improve ad copy
  - Benchmark their program against others
  - Rank and analyze search marketing program performance by many different variables, including rank and coverage
- Trademark Monitoring:
  - Easily solves the time/labor challenges of manually monitoring trademark usage
  - Identifies advertisers bidding on or incorporating a users' trademarks in ad copy
  - Provides automation and scalability to a previously manual and tedious process

### Results:

- Time management gains: no data collection or analysis; only automated custom reporting
- Smarter campaign management: automated tracking and reporting of coverage metrics, competitors' top keywords and more
- Reduced competitive trademark infringement, thanks to automated reporting

"Today, our use of AdGoroo tools sets us apart from most agencies, and we're working to develop custom applications that combine the resources offered by AdGoroo with those of post-click competitive intelligence providers to offer our clients something completely unique and continue to stay ahead of our competitors. AdGoroo's focus on pre-click data is unique in the market and a key ingredient for DoubleClick Performics' success in branding through search.

**Mike Lee**  
*DoubleClick Performics'*  
*Director of Strategic*  
*Partnerships*

### About DoubleClick Performics:

DoubleClick Performics, the performance-based marketing division of DoubleClick, provides online marketing services and technologies for leading multi-channel marketers, including affiliate marketing, paid search marketing and natural search optimization. DoubleClick Performics manages search engine marketing programs for some of the biggest brands on the Web and was recently named the top search engine marketing vendor for the *Internet Retailer 500*. *Advertising Age* rated DoubleClick Performics the #1 SEM, and Jupiter Research classifies the company as a leading Search Engine Marketer.

### Other benefits delivered by the AdGoroo tools:

- More new business: harnessing both pre-spend and post-click data provides a competitive advantage for DoubleClick Performics when speaking with prospective new clients
- Because DoubleClick Performics also operates one of the most established affiliate marketing networks in the industry, the company uses Trademark Monitoring as part of its internal safeguards to police members of its network of Web publishers
- Advanced application: merging pre-spend and post-click/conversion data that tracks clickstream data that tracks a consumer's path through the purchase funnel