

AdGooroo Industry Insight™

Digital Marketing Intelligence and Lead Generation Service



SERVICES OVERVIEW

Industry Insight is a powerful lead generation system that enables sales and marketing professionals to generate highly targeted prospect lists from over 500,000 businesses listed in AdGooroo's comprehensive Internet Advertising database. Choose from nearly two dozen advertising-focused selects, including paid search spend, display advertising reach, organic traffic, IAB vertical and more.

How It Works

Clients choose from a list of selection criteria spanning Pay-Per-Click, Organic and Display Advertising. These criteria are then matched across our global advertising databases and the results are joined to produce a single merged list.

For instance, to generate a list of high-value display advertising prospects for the AOL network, the following query could be used (see graphic below). This set of criteria not only identifies nearly 150,000 prospects from the AdSense network, it uses additional filters to narrow the list down by nearly 94%.

This manageable list of advertisers can then be further segmented by vertical, search traffic, or any number of other metrics to prioritize your prospecting efforts.

ADVERTISES ON AdSense = TRUE

146,974

PPC SPEND > \$2,000/MONTH

8,825

ADVERTISES ON AOL = FALSE

8,656

BENEFITS

- **Increase sales close rates**
Industry Insight allows you to narrow your efforts down to companies that meet your universal lead definition and in turn, will demonstrate higher close rates.
- **Accelerate sales velocity**
Reduce prospecting time by starting with prescreened leads.
- **Eliminate wasted efforts**
As much as 80% of sales representatives' time is spent pursuing unqualified prospects. Now you can eliminate many of these unproductive leads.
- **Global footprint**
AdGooroo collects advertising data in 49 countries.
- **Patent Pending Analytics**
AdGooroo has sole access to patent pending algorithms used to calculate search traffic, spend, and more. Industry Insight puts the power of these proprietary formulas in your hands.

AVAILABLE SELECTS

- Estimated Paid Search Spend (US, UK, and FR. Please inquire about other markets.)
- Number of Keywords Found
- Average CPC
- Average CTR
- Estimated Impressions
- Average Position in Paid Search Results
- Display Advertising Reach
- Display Network (AOL, Google, Doubleclick, Yahoo!)
- Search Network (Google, Yahoo, Bing, Baidu)
- Country
- Vertical (17)
- Business Category (330)

Since 2004, AdGooroo has been the leading provider of Digital Intelligence to online marketers. Our global network tracks all advertising activity across the Internet, empowering over 2,000 sophisticated agencies and advertisers with the insights they need to generate the highest possible return on advertising investment.

AdGooroo
730 West Randolph
Chicago, IL 60661
www.AdGooroo.com
866.263.9900
sales@adgooroo.com

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