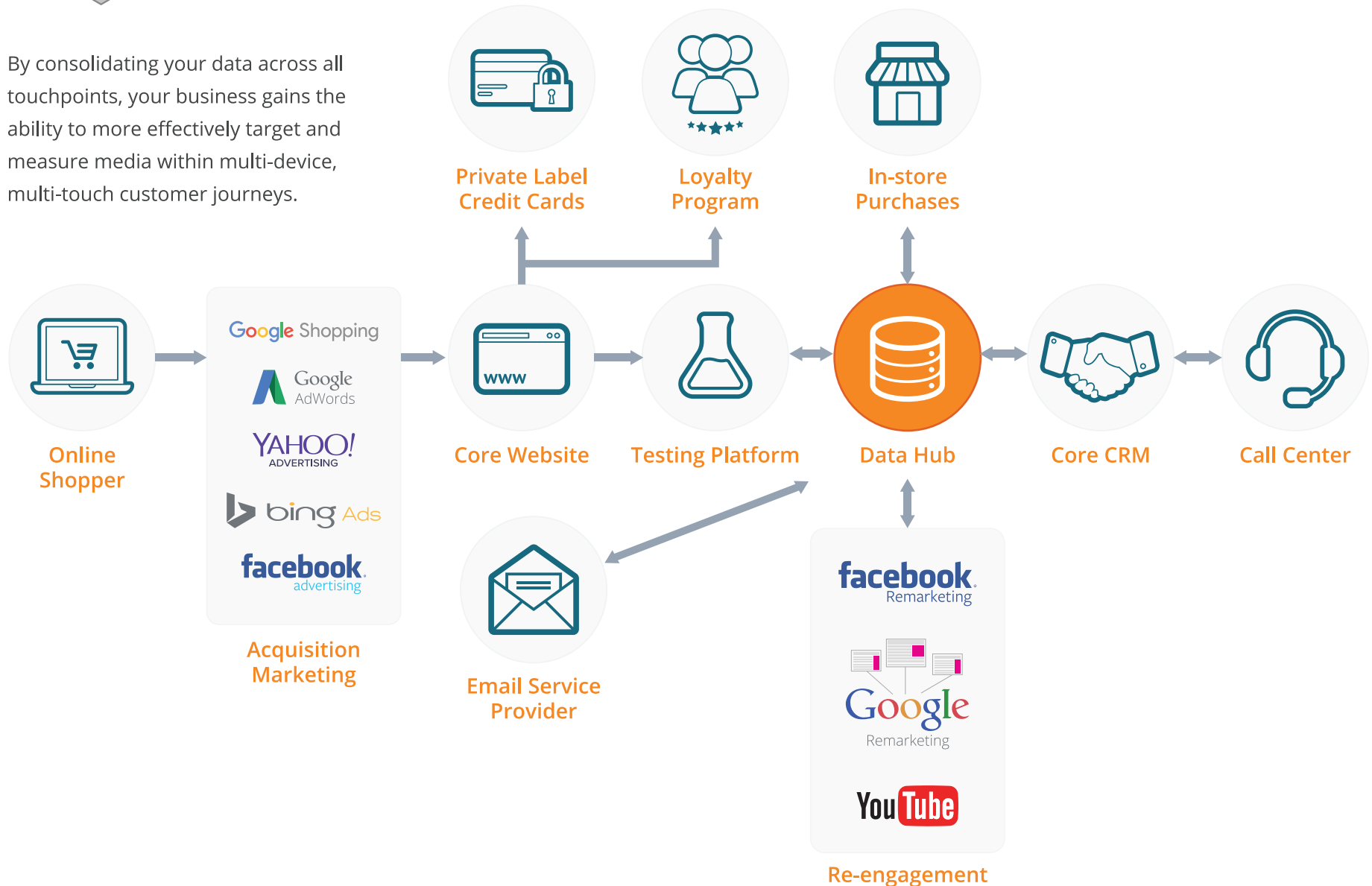




# How **Data** Drives a Competitive Advantage in Search (and beyond)

By consolidating your data across all touchpoints, your business gains the ability to more effectively target and measure media within multi-device, multi-touch customer journeys.



# How Data Drives a Competitive Advantage in Search (and beyond)



## Target the Right Audiences

Determine which users to serve search ads for, and then intelligently bid on keywords. This enables you to effectively create and scale search campaigns.



## Mine "High Value" Shoppers

Use audience attributes to bid on high-value users (for example, in-market users, shopping cart abandoners, lookalikes) to drive ad efficiency.



## Leverage Intelligent Bidding

Bid your users up and down based on their attributes to target them more effectively and save on your media spend.



## Extend Keywords

Bid on single and long-tail keywords only when your site visitors or prospects have specific audience attributes.



## Better Serve Customers

Create your top audiences and build greater loyalty by activating cross-device promotions and direct mail programs with unique offer codes.



## Deliver Personalization

Deliver tailored content and promotions following an initial search visit to drive higher levels of conversion and overall campaign profitability.



## Attribution Intelligence

Stitch together sessions to truly understand how search impacts all phases of your customer journey and channel revenues.



## Cross-Channel Ad Delivery

Use offline purchases to trigger complementary product recommendations through search, social, and email programs.