



Paid search advertising delivers a clear benefit: a measurable way of attracting targeted traffic to your site at an economical price. The best way to create and manage effective paid search campaigns has been less clear. Ad Champion automates this task, bringing you more traffic, more easily and more profitably.

Ad Champion

Automated paid search campaign creation and management

Paid search advertising campaigns are a crucial part of your customer acquisition strategy. Managing these campaigns effectively is difficult: analyzing and compiling keywords, crafting ads that maximize click-throughs and developing landing pages that give the best chance of motivating purchasers. All of this must reflect the daily shift of pricing, margins, stock levels and shipping promotions common in ecommerce.

You might have your campaign working well today, but what about tomorrow – with new competitors, new products and changing customer preferences?

With Ad Champion, SLI Systems offers an automated tool for creating and managing the whole paid search process. Ad Champion manages all the variables required in a paid search campaign, producing ads more likely to match the needs of potential customers.

Harnessing Customer Intelligence

Ad Champion automatically implements rich, ever-changing paid search campaigns. It uses the common, and not so common search terms entered by customers on your own site search to drive campaigns on web search engines like Google and Yahoo.

Instead of your staff or consultants laboring to create exhaustive keyword lists, Ad Champion automatically extracts the terms used by your own customers on your site search. It then creates and manages ads for the thousands of keywords that your customers use. Ad copy, associated landing page and bid price are all tailored to each keyword - a task too enormous to manage manually.

Ad Champion generates ads using the information that is known to drive customer activity. It also sets your placement bid price automatically – using in-built rules to factor the price of the product, the margin and conversion rates.

SLI Systems

Ad Champion is a companion service of Learning Search, provided by SLI Systems. Learning Search is a site search technology that learns from visitor behavior to constantly improve their search experience. Visitors to NBC.com, Etronics.com and Tupperware.com are just some of the web users finding their search enhanced by SLI technology.

SLI Systems is a specialist provider of search technology with offices in the United States, Europe and Asia-Pacific.

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An Advertising Army

Rather than having one or two people in your organization running your paid search campaigns - with Ad Champion you have thousands. Each one of your site visitors is helping every time they use your site search.

Your paid campaign isn't limited by the physical resources you can apply to it. Ad Champion works 24/7 reviewing common customer search terms, calculating the most popular products for each term, and automatically placing ads that reflect your latest availability and pricing. And all of these factors are within bidding limits that are set to reflect the profitability of that product.

Ad Champion's automation also means you can mount a campaign of greater breadth. With a manual or semi-automated approach it wouldn't be cost effective to craft unique ad copy for search terms that are rarely used, but with Ad Champion it can be done automatically and profitably. Because many of these terms don't have the same level of competition from other advertisers, lower bid prices are likely to give better value for your advertising dollar.

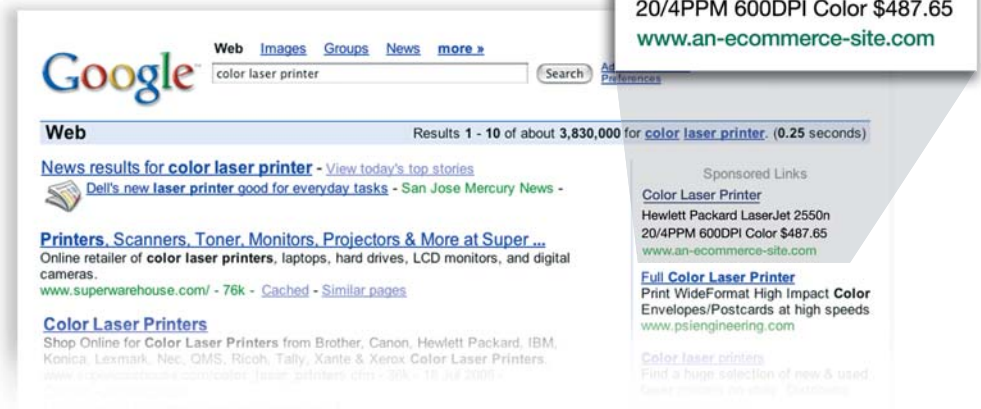
How Ad Champion works

For example, "an-ecommerce-site.com" sells a range of PC products, including printers. A common search term used by site visitors is "color laser printer" and the most clicked search result is a "Hewlett Packard LaserJet 2550n".

Ad Champion automatically decides to create a Google Ad for this search term.

When Bob decides to search Google for a "color laser printer", he clicks on an Ad Champion created ad that reads:

Color Laser Printer
Hewlett Packard LaserJet 2550n
20/4PPM 600DPI Color \$487.65
www.an-ecommerce-site.com



The ad Bob clicks on is the most popular product associated with the search term "color laser printer" on an-ecommerce-site.com's site. The landing page is the site search page for that keyword. The price of the ad is a function of the price of the product, its margin and the conversion rate.

Targeted, profitable traffic is the result.

For a **free trial** of Ad Champion visit **slj-systems.com**



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