



851 SW 6th Ave., Suite 1600
 Portland, OR 97204
 1.503.294.7025
 fax: 1.503.294.7130

Webtrends Sales
 1.888.932.8736
 sales@Webtrends.com

Europe, Middle East, Africa
 +44 (0) 1784 415 700
 emea@Webtrends.com

For offices worldwide, visit:
www.Webtrends.com

SOLUTIONS BRIEF / **WEBTRENDS ADS**

The Promise of Digital Advertising Fulfilled

SCALE PROBLEMS: SO MUCH DATA, SO LITTLE TIME

Advertisers increasingly rely on performance marketing across paid search, content and social when managing their digital marketing spend. By focusing on end conversions — rather than clicks or impressions — brands and advertisers can manage and maximize return on ad spend and support the growth of their business.

Webtrends Ads: At a Glance

Optimize your global ad spend and conversions across paid search and Facebook Ads.

But performance advertising is challenging. Search engine marketing is full of “secret sauce,” ever-evolving networks and rules, and the unknowns of emerging social media channels. Add to that the complexities of hundreds of thousands of keywords, ever-changing product catalogs, seasonal shifts and the need to market both locally and globally and campaigning quickly becomes unmanageable and doesn’t scale well for most organizations.

WEBTRENDS OPTIMIZES AD SPEND TO YOUR BUSINESS GOALS

Webtrends Ads addresses the challenges for the advertiser through an end-to-end solution for improving ROI on digital marketing spend. Webtrends Ads optimizes ad spend and conversions across global search and content networks including Google, Yahoo!, Bing and Facebook Ads. Leveraging advanced technologies and comprehensive Webtrends data, our team of performance marketing experts will help get your program up and running effectively and provide you with the ongoing level of support and domain expertise you need to be successful.

A COMPREHENSIVE SOLUTION

Webtrends Ads is part of a comprehensive set of applications to create, measure, and improve your digital marketing programs:

- Data-driven optimization of all acquisition channels
- Improved landing page design and conversion processes
- Dynamic landing page templates with content configured in real-time
- Easy creation, promotion and measurement Facebook & Mobile marketing programs and applications



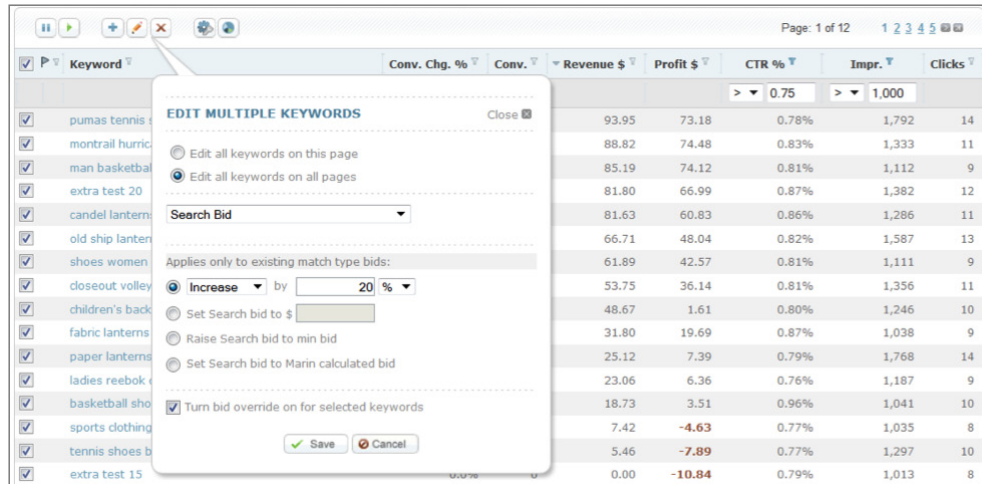
Baidu will be added in late Q4 2010.

EFFICIENTLY SCALE YOUR ADVERTISING SPEND

Webtrends Ads focuses on improving campaign set-up and change management workflow efficiencies to save you time, with features such as:

- Bi-directional sync with the networks so you can pick up the changes made by network account managers
- Alerts to enable exception-based management to your program outliers
- Bulk editing across search networks to save time in campaign set-up and execution
- Automatic and dynamic keyword expansion

Armed with these powerful features and our expert services, you'll spend less time managing tactics and more time on strategy.



Keyword	Conv. Chg. %	Conv.	Revenue \$	Profit \$	CTR %	Impr.	Clicks
pumas tennis			93.95	73.18	0.78%	1,792	14
montrail hurric			88.82	74.48	0.83%	1,333	11
man basketbal			85.19	74.12	0.81%	1,112	9
extra test 20			81.80	66.99	0.87%	1,382	12
candel lantern			81.63	60.83	0.86%	1,286	11
old ship lantern			66.71	48.04	0.82%	1,587	13
shoes women			61.89	42.57	0.81%	1,111	9
doseout volley			53.75	36.14	0.81%	1,356	11
children's back			48.67	1.61	0.80%	1,246	10
fabric lanterns			31.80	19.69	0.87%	1,038	9
paper lanterns			25.12	7.39	0.79%	1,768	14
ladies reebok			23.06	6.36	0.76%	1,187	9
basketball sho			18.73	3.51	0.96%	1,041	10
sports clothing			7.42	-4.63	0.77%	1,035	8
tennis shoes b			5.46	-7.89	0.77%	1,297	10
extra test 15			0.00	-10.84	0.79%	1,013	8

The innovative Analytics-to-Action interface of Webtrends Ads enables you to easily zero in on keywords that meet any criteria and bulk edit in just a single click across all networks.

BIDDING WITH RULES OR BASED ON BUSINESS OBJECTIVE

Webtrends Ads lets you focus on optimizing conversion events to increase revenues. Our system enables:

- Algorithmic bidding, based on your business objectives
- Rule-based bidding, when you need more control

TESTING IN WEBTRENDS ADS, INTEGRATED WITH WEBTRENDS OPTIMIZE

Webtrends Ads provides A/B copy testing. And it easily integrates with Webtrends Optimize for landing-page and conversion-process optimization. This integration ensures that your bids are placed where they have the highest proven or most likely conversion, providing the greatest return on ad spend.

Headline	A/B Test
{Keyword:Womens Hiking Shoes}	WINNER
{Keyword:Womens Hiking Shoes}	DRAW
{Keyword:Womens Hiking Shoes}	WINNER
Mountain Shoes for Women	DRAW
Mountain Shoes, Shoes	LOSER
Total for all 5 creatives	

Integrated A/B copy testing ensures that the most effective copy is used to optimize conversion.

EXPLORING FACEBOOK?

For most performance marketers, Facebook Ads represents a small part of total ad investment, yet is expected to grow quickly. However, the Facebook Ads API lacks scale and is yet another system to manage.

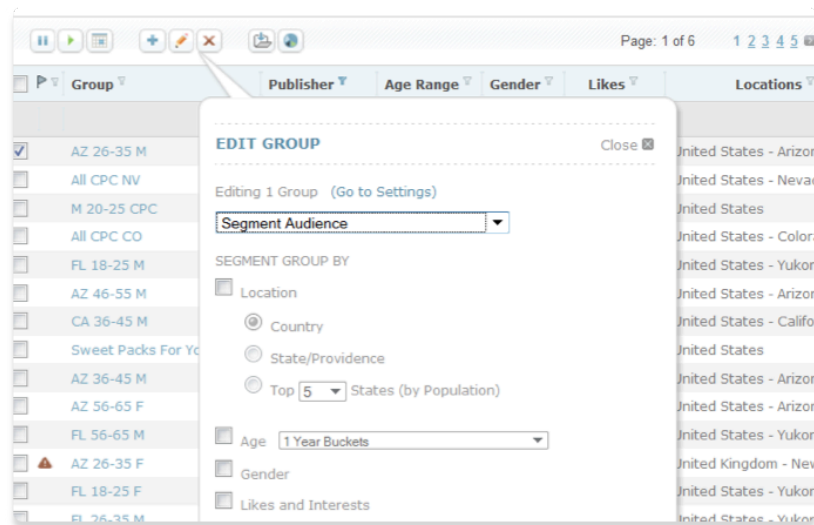
POWERFUL FACEBOOK PERFORMANCE FEATURES

Webtrends Ads integrates Facebook advertising creation, management and optimization to make it simple for the marketer to manage. Capitalize on the rich targeting capabilities inherent in Facebook, and leverage ad rotation to mitigate ad fatigue and performance degradation.

ONLY WEBTRENDS: ADS, APPS AND ANALYTICS FOR FACEBOOK

Webtrends offers the world's only platform for end-to-end management of Facebook initiatives.

- Create and publish compelling content, contests and offers through Webtrends Apps
- Drive prospects to the content through Webtrends Ads for Facebook
- Measure effectiveness of it all through Webtrends Analytics



Manage Facebook ads and hyper-targeting directly within the Webtrends Ads platform.

THINK GLOBAL, BID GLOBAL (AND LOCAL)

Webtrends Ads has the most expansive reach across global search, content networks and Facebook — all from the same platform. Supporting multi-byte characters sets many languages, Webtrends Ads can be deployed worldwide; There are clients managing as many as 70 countries. Webtrends Ads enables reporting in local currencies, while offering the ability to translate back to US dollars for billing and budgeting.

The Webtrends Ads user interface is available in English, French, German, and Japanese.

Results-Driven Services

- Campaign Strategy
- Keyword Generation and Expansion
- Reporting and Recommendations
- Creative and Copy
- Performance Reviews

EXPERT SERVICES FOR ADVERTISING OPTIMIZATION

Webtrends Ads combines innovative tools and technologies with the experience and expertise of seasoned search professionals.

Sophisticated advertising organizations globally rely Webtrends to manage their programs.

CREATE, MEASURE, IMPROVE WITH WEBTRENDS ADS

Getting started with Webtrends Ads is easy . We support our clients with varied levels of program support, from full service (strategy through ongoing execution) to providing a layer of staffing augmentation to simply helping to jump start your use of on Webtrends Ads. Our comprehensive range of results-driven services include:

- Strategic program development including customer acquisition and onsite conversion game plan
- Campaign Strategy
- Facebook and Apps strategy
- Campaign, group, and keyword creative design and copy creation / testing
- Development of an ongoing benchmarking, dashboarding and reporting strategy
- Weekly reporting and performance reviews
- Keyword expansion and restructuring including match type strategy and tail term expansion
- Onsite work sessions for strategy development
- Quarterly business reviews
- Extensive training for your staff

We tailor our expertise to your organization's needs . Just want to hand it off to us to achieve your goals? No problem. Want control yourself, with just enough strategic review to help keep you on track? Can Do.

Whatever level of service you require, Webtrends Ads is an effective solution to manage and optimize your performance marketing programs.

About Webtrends Inc.

Webtrends helps digital marketers create, measure and improve campaigns across all digital channels. Our leadership extends beyond the web analytics industry we founded in 1993 to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media, mobile and paid-search advertising. Our products and services are trusted by thousands of leading brands and global organizations, including Microsoft, Toyota, The Coca-Cola Company, The New York Times and General Mills. Webtrends is a registered trademark of Webtrends Inc. in the United States and other countries. All other trademarks and registered trademarks are the properties of their respective owners.