

# ReachSearch™

Our award winning search marketing solution combines our marketing expertise and proprietary technology to optimize your marketing dollars, driving more leads to your business. But don't just take our word for it. Check out our Google Quality Awards! They speak for themselves.



## Breadth of Publishers

Get found across all major search engines and directories.

**98%** OUR NETWORK COVERS 98% OF PLACES PEOPLE SEARCH.<sup>1</sup>



## Conversion-Based Optimization

Your budget is automatically allocated to keywords and publishers driving the most calls, emails, and form fills.

**2X** YOUR BUDGET IS OPTIMIZED UP TO TWICE DAILY.



## Google Quality Account Champion

Our ads are proven to have the highest average Quality Score across their Channel Sales Partners.

**\$\$\$** BETTER QUALITY ADS CAN MEAN LOWER COST PER CLICK AND BETTER AD VISIBILITY.

## Not all search marketing solutions are the same.

### Let Us Do the Work

Our Marketing Experts use our proprietary technology to manage your search marketing campaign based on your specific advertising objectives and budget.

### Get Cost Effective Leads with Our Award-Winning Solution

We've won Google's Quality Account Champion Award 3 out of the last 4 years. That means Google recognizes our campaigns as "highly relevant" to searches we bid on. That ultimately translates to you paying less for leads like calls, emails, and form fills.

### Trust in Our Preferred Partnerships

We are a Google Premier Partner, Yahoo! Preferred Partner, AND Bing Elite Partner. This means ALL major search engines recognize us as utilizing best practices to maximize results for our clients.

### Rely on a Company with a History in Local Business

We've been helping local businesses for over 10 years with their search campaigns. We manage just under 14,000 unique campaigns each year for almost 12,000 clients. History shows that we know your business.

### Protect Your Quality Score

Search engines have a complex algorithm that determines Quality Scores for each of your ads. That score factors heavily into the price you pay per click. Our Marketing Experts constantly work to improve and protect those scores.

**"Most online marketing companies have either cutting-edge technology or excellent people. It's rare to find a company like ReachLocal that has both."**

Mary Thompson  
Mr. Rooter



# ReachSearch™

Finding the perfect search marketing partner isn't easy. There always seems to be something missing. Meet ReachSearch. The one to put the checkmark in all your boxes.



## Proprietary Technology That Does What No Human Can

Your budget is optimized up to twice daily across all publishers. We'll automatically drive traffic to the best performing keywords and publishers, and eliminate spend on poor performers. Whatever is converting best for you is where your ad dollars will be directed.



## Up to 500 Tried and True Keywords for Your Business

We have data from more than one million historic search campaigns for local businesses. From this data we customize a list of geo-targeted keywords to target, ultimately helping you drive more leads and capture new business.



## Transparent Reporting<sup>1</sup>

With online and mobile reports, you can view real-time data like site visits, calls, emails, and forms submitted, PLUS even listen to your recorded calls. That way, you always know exactly how your campaign is performing.



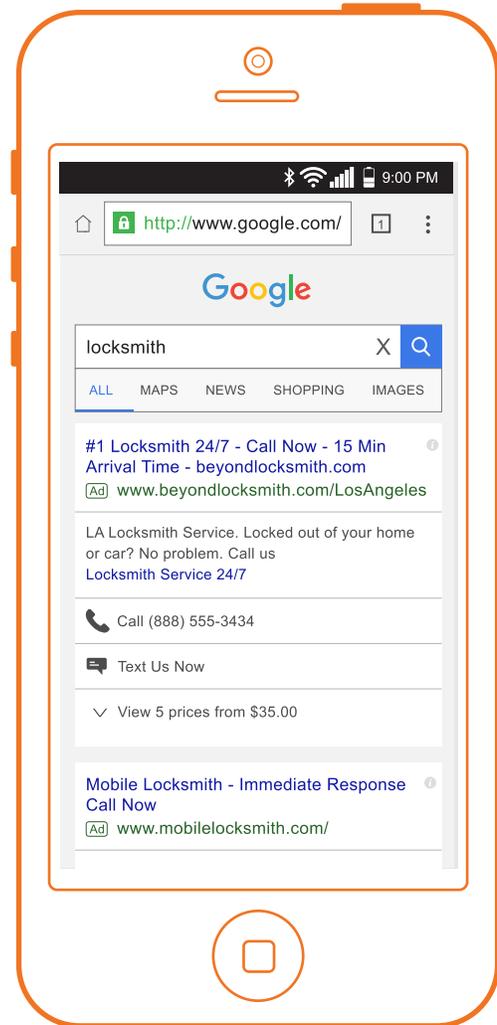
## Mobile-Optimized Experience

We use Google's expanded text ad format, allowing you twice as much ad text. Plus, your ads can be set up so mobile searchers can click to call or text you directly from your ad so you don't miss a lead.



## Message Extensions and TotalLiveChat<sup>2</sup>

Our chat agents can manage incoming texts from your ads (and help to capture lead info) with our 'text-to-chat' feature. Text exchanges are managed and saved through our TotalLiveChat software, allowing you to keep those business texts organized in one place vs buried in a cell phone.



# MOBILE AD CALL EXTENSIONS HOW IT WORKS

**i** Make it easy for your leads to talk to you when they need you the most.

**1.** Visitor does a mobile web search for a local product or service they need.



**2.** Your ReachSearch paid ad explains your product/service. Visitor wants to call your business without visiting your website OR call your business directly from your paid search ad.

**3.** Visitor clicks on the "Call" button (ie. Your ad "call extension").



**4.** The trackable phone number is directed to any office number, call center, or mobile phone you request.

**5.** You or your employee answer the call and close the sale.



**6.** Call info and recordings can be stored in ReachEdge<sup>2</sup> for lead management, real-time reporting, call monitoring, and future automated marketing campaigns.

# MOBILE AD TEXT-TO-CHAT HOW IT WORKS

**i** Let prospects text you their quick questions. We'll help convert them to leads.

**1.** Visitor does a mobile web search for a local product or service they need.



**2.** Your ReachSearch paid ad explains your product/service. Visitor has a few questions before they commit.

**3.** Visitor clicks on the "Text Us Now" button (ie. Your ad "message extension").



**4.** The text exchange can be directed to our agents as part of your TotalLiveChat<sup>1</sup> service, 24 hours a day, 7 days a week.

**5.** A TotalLiveChat agent will answer basic questions (based on pre-approved scripts), and work to qualify the lead and capture contact info.



**6.** Text transcripts can be stored in ReachEdge<sup>2</sup> for lead management, real-time reporting, chat/text monitoring, and future automated marketing campaigns.