



## How can Surround & Intent Marketing work for you?

Surround & Intent Marketing maximizes customer response through a data-driven understanding of online behavior that predicts intent, and drives action through a dynamic combination of search and social media marketing.

This results in measurably improved marketing performance.

## AUTOBID ENGINE™

AutoBid Engine™ dramatically improves performance across paid search campaigns through a learning algorithm optimized for your business.

## ARE YOU INTERESTED IN GETTING MORE FROM YOUR PAID SEARCH CAMPAIGNS?

### Features

- Automate sophisticated bid management strategies for thousands of keywords across all major search engines. Advanced strategies include ROI portfolio and CPA cluster optimization.
- Intelligent prediction engine forecasts and recommends ideal budget, bid levels and lead volumes
- Integrated reporting engine provides information on all key performance indicators



### Benefits

- Customized for your business/industry to maximize results on your marketing investments to fit your ROI requirements
- Increase market share and profitability by predictably estimating and scaling up paid search campaigns to adapt to your marketing goals
- Save time managing complex campaigns with hassle-free integration of bidding and reporting engines

### Pricing & Deployment

- The AutoBid Recommendations Engine™ solution deployment typically requires between 30-60 days to calibrate for your business/industry. Pricing is customized for a hosted solution or a licensed offering depending on your requirements.

#### Technology Solutions by Position<sup>2</sup>

AutoBid Recommendations Engine™  
 Analytics Configurator™  
 Conversion Optimizer™  
 Social Media Custom App Solutions

#### About Position<sup>2</sup>

Position<sup>2</sup> is a leading search & social media marketing firm that delivers continuous growth for its customers through the proprietary 'surround & intent marketing' methodology.

- Adaptive search technology solution that is customizable to different clients' evolving marketing needs
- Integrated social media marketing that engages your customers at multiple touch-points in the online environment
- Maximizes marketing cycles
- People, process, technology