

Smarter Ecommerce

Passion for PPC Automation meets
Software Development Power



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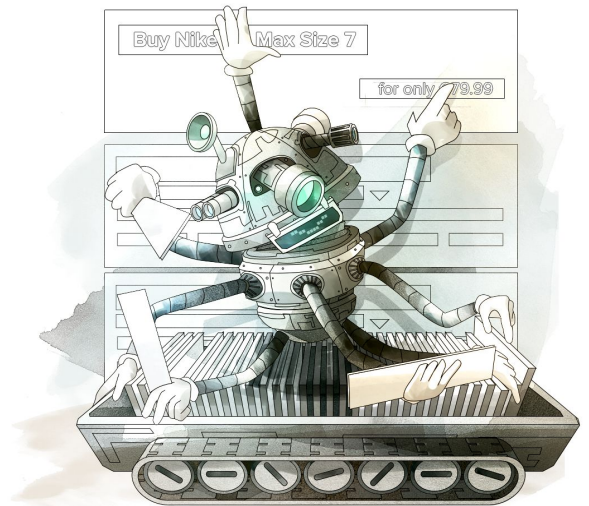
Smarter Ecommerce (smec) is a SaaS+ company with an international expert team committed to delivering propulsive, best-in-class software solutions custom-tailored to Google Ads.

Our approach is to leverage the balance of machine and human brainpower in order to maximise KPI-driven results while minimising tedious and iterative taskwork. Our landmark software solutions: Whoop! and the AdEngine. It all started in 2007: Managing Google Ads accounts and processing thousands of search queries and bids, we learned early on how maddeningly inefficient a manual approach can be. If you want consistent quality and thorough coverage of your assortment, manual implementation faces insurmountable barriers at scale. This was our starting point for the development of our software solutions. Now we offer comprehensive management solutions for the market's highest level of performance and control.



AdEngine stands for data driven, scalable text ad automation.

It aims to solve your biggest PPC challenges – high competitor density on the Google search result page, insufficient relevance for your target group, keyword scarcity, and lack of scalability due to heavy manual workload. The AdEngine creates ads, keywords, and ad extensions for large, complex, highly dynamic Google Ads accounts directly from your data feed. It uses business rules defined by the advertiser to communicate highly relevant information such as price and product availability to the target group.

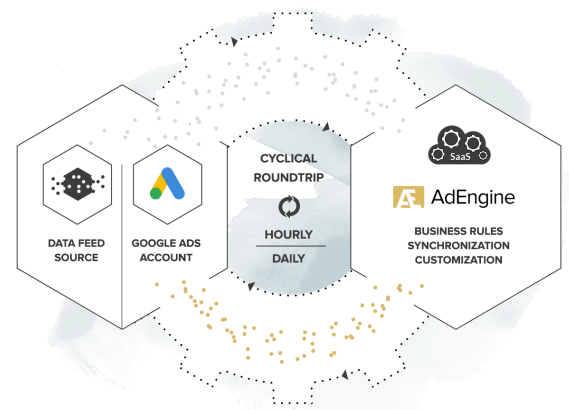


"smec's collaboration is a perfect example of how simple and effective it should be to work with a PPC automation company — even for a large enterprise with multinational branches. For years, their reliable touchpoints and market-responsive optimization have guaranteed our success in paid search advertising."

— **Sebastian Händeler**, Head of eCommerce, SSI Schäfer Shop GmbH

AdEngine is right for you if...

- your Google text ad quality does not meet the expectations of searchers
- your product assortment is too complex to manage product-specific ad texts manually
- you want your ads to reflect promotions, your USP, prices and product availability – in real time



This award-winning Google Shopping solution allows for automated campaign generation and goal-oriented bidding on the item level.

Whoop!'s predictive algorithm, with built-in burst detection, uses machine learning to assess the conversion potential of each SKU, taking into account hidden shopping cart values, margins, stock levels, seasonalities and the potential of product attributes such as brand, size, color and price. In serving their ads, retailers targeting Europe are free to choose between smec's CSS (smec Shopping) or Google's price comparison platform (GSE).

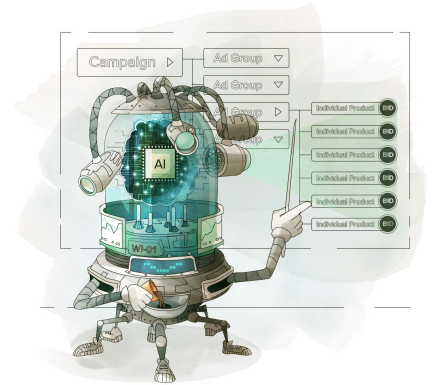
Your account's unique performance history forms the basis for Whoop!'s algorithm to self-learn and adapt. At the same time, users keep full control of the AI: Whoop!'s dashboard allows online marketers to easily and quickly define bidding goals for the whole assortment, plus highly specific Advanced Bid Strategies for sub-segments of the product catalog. You can define a ROAS goal for a single brand or bid more aggressively on products with certain margins — but ABS don't stop there: you can even define goals for single products.



Whoop! enables you to set highly accurate bids— on item level with one product group per item. With the Query Sculpting feature you are also able to set bids per query. This means reduced workload at the benefit of high control over bidding strategies.

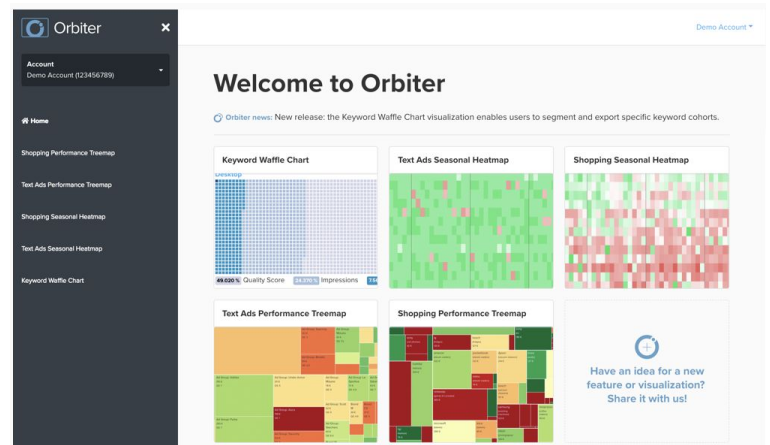
Whoop! is right for you if...

- Google Shopping results and efficiency-levels do not meet your expectations
- your assortment is too large for:
 - a manual SKU-based campaign setup
 - for utilising query splits effectively due to high workload regarding maintaining negative keyword lists
- it takes your team too much time and effort to manage Shopping ad bids



Make the most out of your data and visualise it at large and in detail

For paid search professionals who want to make data-informed decisions, Orbiter is a free data visualisation platform for Google Ads that delivers powerful, interactive charts, designed to express account health and surface hidden trends. Unlike other business intelligence tools, Orbiter is custom-built for Google Ads by a team of data scientists and paid search experts. Orbiter is a fast and free way to understand your Google Ads campaigns on a deeper level.



Orbiter is right for you if...

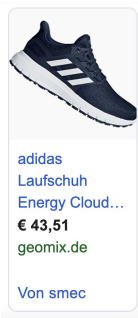
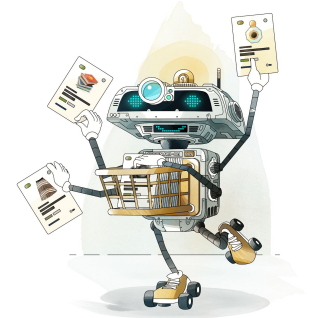


- you want to unpack your account structure
- you want to check trends and seasonal performance
- you want to find hidden champions and cost-drivers



A future-proof and reliable CSS partner: save money and outperform competitors with every click

With our Comparison Shopping Service (CSS) we generate millions of impressions for our retail clients. Want to increase the efficiency of your Shopping ads? Want to save money or strategically re-invest your savings? As a CSS Premier Partner we transform retailers into Shopping ad heroes.



Whether you want to run Shopping campaigns across Europe or want to focus on a specific target country – our CSS offers extraordinary flexibility so you reach your customers wherever they are. Additionally, you can freely choose between our self-service package and a CSS-integration with Whoop!. Unlike many other CSS, your Google Account Manager can continue servicing your account, while our opt-in extends visibility to Google's Shopping tab, image search and YouTube Shopping ads.

Our CSS shopping service is right for you if...

- you want to enjoy full transparency, independence and control over Shopping ad campaigns
- you want to manage campaigns manually – or with a tool of your choice
- you don't want to pay a margin fee to Google with every click on your Shopping ads
- you want to benefit from a bid discount of up to 20% compared to standard Shopping campaigns served "by Google"
- you want to run CSS Shopping ads in more than just one or two countries
- you don't want to continuously worry whether your CSS partner might drop out of the CSS program
- you aim at saving money or outperforming competitors who still advertise with Google's CSS

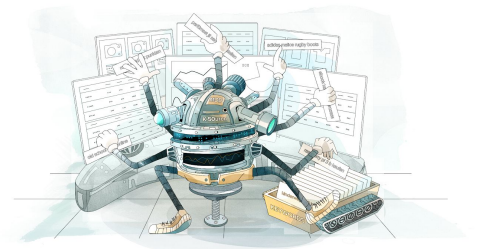
Keyword Sourcing

Harvest successful Google Shopping search queries from Whoop!

Deploy Google Shopping queries as keywords for text ad generation: we have automated the whole process of filtering high performing Shopping queries, generating single keyword ad groups, and producing relevant text ads linked to the corresponding product – an elegant feedback mechanism. We don't think of Google Shopping and Text Ads as two separate worlds, but as highly complementary platforms – the synergy can and should be taken advantage of.

Keyword Sourcing is right for you if...

- you use Whoop! to manage Google Shopping campaigns
- your text ad campaigns lack long tail (product-specific) keywords
- checking reports and adjusting keywords is too time-consuming



smec SERVICES

Benefit from our wide array of additional services

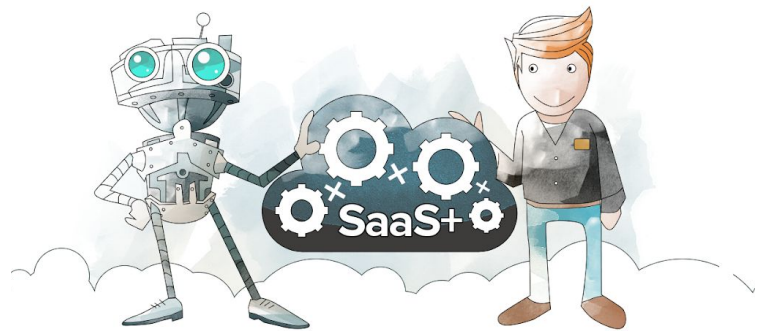
In addition to our products we offer our customers further services tailored to their specific needs:

- Programmatic Advertising
- Display & Retargeting
- YouTube Ads
- Facebook Ads
- Web Analytics
- Google Ads Management
- Microsoft Ads Management

Our SaaS+ approach

As product development evolved, we learned that for the most powerful solution and the highest standards of service, there would be a permanent need for human control of our tools.

For that reason we designed products which function most efficiently and effectively when they are supervised by an advanced PPC manager.

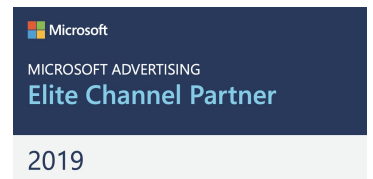
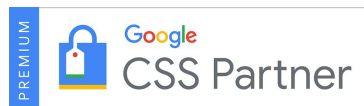


In automation, there are three primary levels of human involvement: humans can be in the loop, on the loop, or out of the loop – they are the impetus, the end result, and the entire reason for being. Machines, even robust ones like AdEngine and Whoop!, are simply facilitators, best used by ambitious retailers who are strategically involved in PPC management and who want to stay involved. Our mission is to leverage the balance of machine and human brainpower to maximise KPI-driven output while minimising tedious and iterative taskwork.

That means taking our software and injecting our veteran market perspective, which is informed by over 12 years of Google API experience, rapid adaptation, competent collaboration, and level-headed guidance. Retailers recognise us as an equal strategic partner with proven execution and an exciting runway for our products.

We don't think of Google Shopping and Text Ads as two separate worlds, but as highly complementary platforms. In fact, it's where these spheres overlap that our power lies: Here we can offer unique focus and deliver unparalleled gains to customers who want to dominate the SERP.

Our proactive technical support is way beyond anything else on the market: Operational and strategic sparring will not just ensure the perfect application of our software, but also optimise every inch of your account performance. We do not only provide tools – we are thought leaders and we use our know-how to benefit our clients.



www.smarter-ecommerce.com