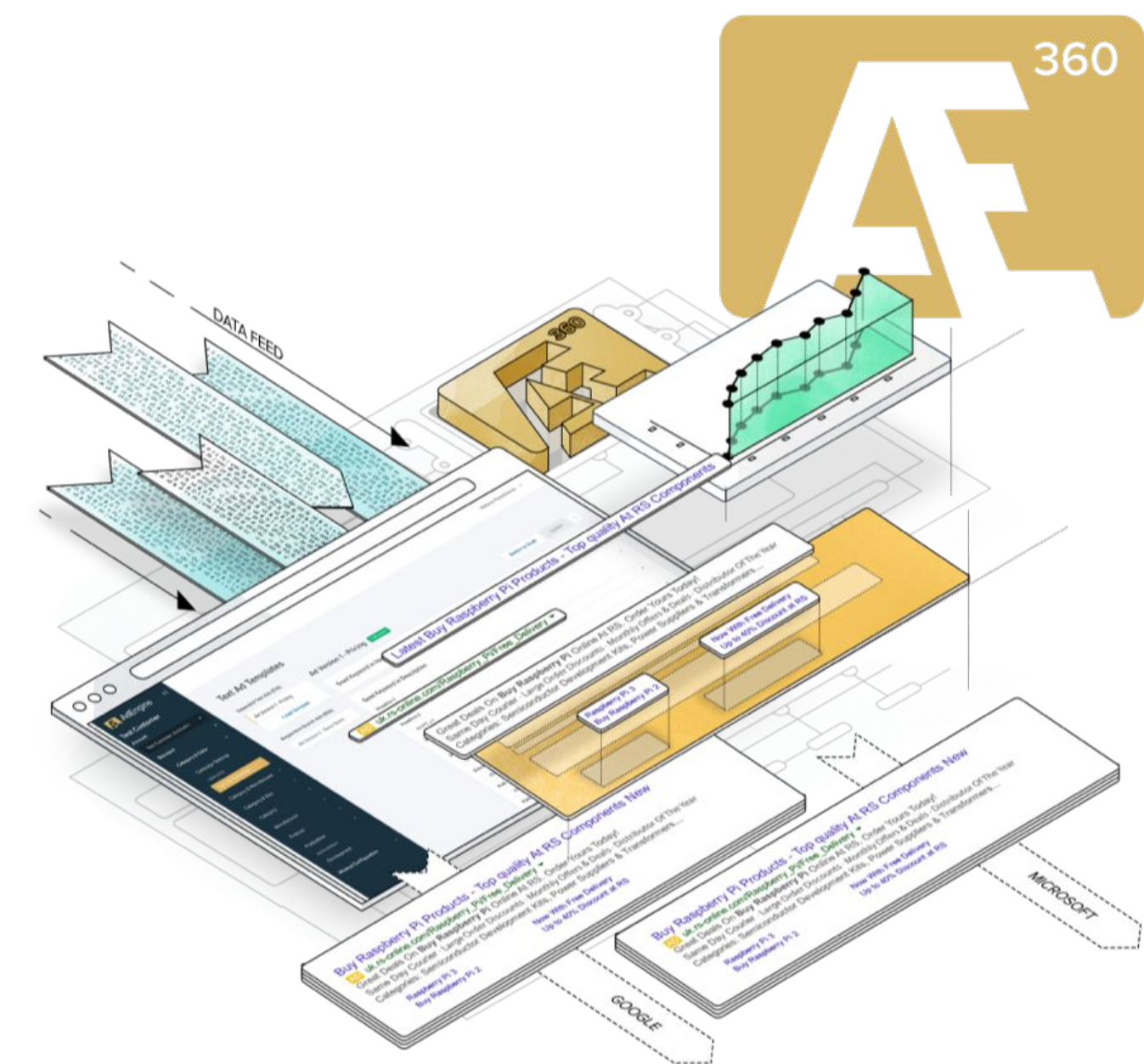


Automate your text ads for success

Increase performance and gain competitive advantages for ecommerce growth.



boost
your ad performance
across search engines



save time
and increase efficiency
with automation



automate
the management of
millions of text ads



trust
in highest technology
standards

FEATURES OF AdEngine 360

Standard campaign modules

We use your inventory data to create dedicated standard campaign modules with one click only

Multi-search-engine support

Easily display your ads in various search engines, such as Google, Bing, Yahoo etc.

Support of RSAs and ETAs

Automatically create Responsive Search Ads (RSAs) and standard Extended Text Ads (ETAs) from of your inventory.

Different feed import formats

We connect your feed no matter the format (Google Merchant Center Feed, proprietary Feeds etc.)

Predefined Business Rules (customizable)

Set rules that fit your business: steer when an ad will be shown, which URL you direct shoppers to & much more.

Retail-centric Text Ad Template

Easy to use templates with direct UI-feedback on syntax and length for quick setups and adjustment.

Advanced Fallback Logic

Overcome disapprovals and ensure continuous quality in the delivery of your text ads, also for edge cases.

Customization of names & hierarchy

Display your naming strategy of campaigns & ad groups within the automated text ads.

Individual adjustment of settings

Adjust the settings for dedicated or all campaigns to fit your specific needs.

Support of dynamic attributes

Make use of attributes which are dynamically created based on inventory data, like the minimum price or the amount of products.

FEATURES OF Search Ads 360

Distribution

Distribute and manage large marketing campaigns across **multiple search engines**. Run smarter campaigns that align with the rest of your digital efforts. **Streamline workflows** & access all your accounts for a better collaboration and overview.

Reporting

Get tailored reports to reduce complexity and improve collaboration, decision-making an results. **Track performance** across channels and engines and enjoy highest levels of accuracy through powerful **attribution** mechanisms.

Bidding

Meet business objectives with **best-in-class**, automated bidding powered by machine learning. Factor in more **data** than ever, review the effectiveness of your bid strategies and optimize for revenue, conversions, impression share and more.

The future of search ads automation

Automate & manage millions of text ads based on best-practises and highest technology standards.



AdEngine 360

Technology & Integration

- Cutting edge cloud technology
- Dedicated & isolated hardware
- Google Merchant Center or proprietary feed support
- Utilization of state of the art feed formats: csv, xml etc

Settings & Customization

- Individual customization via business rules
- Customization of campaign, ad group names & hierarchy
- Adjustment of settings for all or dedicated campaigns
- Modern UI & single page application
- Self-service possibility

Automation & Generation

- Feed transformation through patterns and rules
- Keyword Sourcing from Shopping campaigns
- Exclusion of non-performing brands, items, etc.
- Synonym supplementation
- Product Line support
- One-click, data-driven campaign module generation
- Inventory data based dynamic attribute generation
- Creation of text ad templates
- Advanced Fallback Logic for cases of exceeded character limits
- URL building to match your inventory and website

Search Ads 360

Distribution & Integration

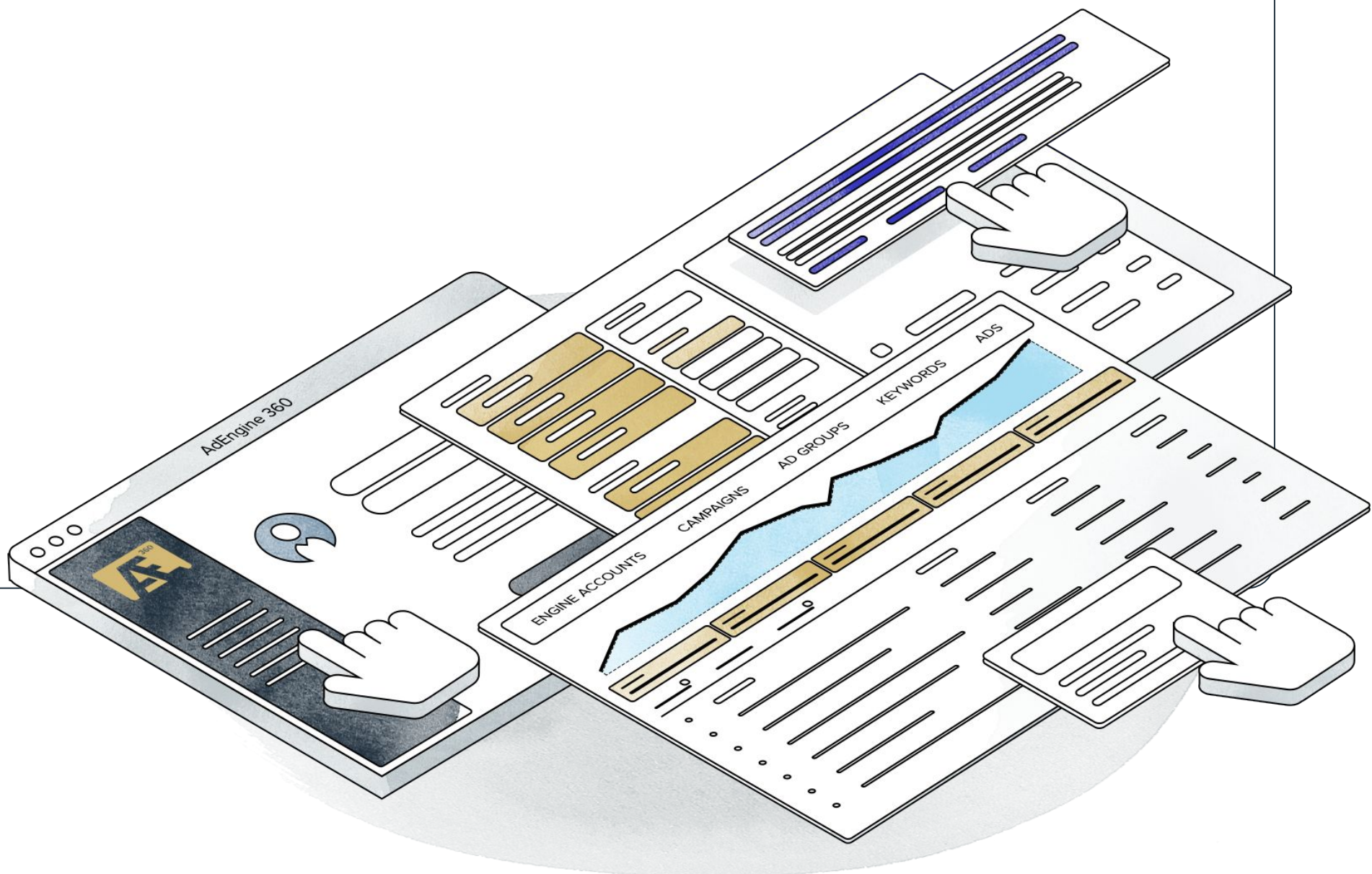
- Fast and reliable ad distribution
- Management of multiple accounts & media channels
- Multi Search-Engine support

Reporting & Tracking

- Cross-engine & cross-channel reporting
- Custom floodlight variables
- Accurate and tailored attribution
- Sophisticated, real-time insights

Bidding & Steering

- Machine learning based bidding strategies
- Utilization of real-time data
- Smart bidding visualization



Combining innovative technology with best-in-class services.

Expert consultancy from day one

We combine intuitive technology with elaborate onboarding and proactive support. With 14+ years of experience in ecommerce we are happy to share our expertise with you to solve your specific challenges.

Growth beyond text ads

We excel in more areas than text ad automation. Depending on your needs we help you to optimise and automate all your campaigns from Shopping and Display to Programmatic.

Excellent data utilization

We help you to get the most out of your data. Structured insights allow you to take informed decisions not only to improve your performance, but also to stay ahead of competition in a demanding environment.

Get in touch