Give light and the people will find their own way
<table>
<thead>
<tr>
<th>Sales Flyer</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCPO.com</td>
<td>3</td>
</tr>
<tr>
<td>WCPO.com High Impact Ads</td>
<td>17</td>
</tr>
<tr>
<td>WCPO.com Newsletters</td>
<td>21</td>
</tr>
<tr>
<td>WCPO.com Sponsored Content</td>
<td>22</td>
</tr>
<tr>
<td>WCPO.com Keyword Contextual</td>
<td>23</td>
</tr>
<tr>
<td>Scripps Targeted Network: Site Examples</td>
<td>24</td>
</tr>
<tr>
<td>Scripps Targeted Network: Geography (Simpli.fi or GDN)</td>
<td>25</td>
</tr>
<tr>
<td>Scripps Targeted Network: Implicit &amp; Explicit (all STN - how data is derived)</td>
<td>26</td>
</tr>
<tr>
<td>Scripps Targeted Network: Demographics (Simpli.fi or GDN)</td>
<td>27</td>
</tr>
<tr>
<td>Scripps Targeted Network: Occupation (Collective)</td>
<td>28</td>
</tr>
<tr>
<td>Scripps Targeted Network: Topic / Contextual (Simpli.fi or GDN)</td>
<td>29</td>
</tr>
<tr>
<td>Scripps Targeted Network: Keyword Contextual (Simpli.fi or GDN)</td>
<td>30</td>
</tr>
<tr>
<td>Scripps Targeted Network: Placements (GDN)</td>
<td>31</td>
</tr>
<tr>
<td>Scripps Targeted Network: Search Retargeting (Simpli.fi)</td>
<td>32</td>
</tr>
<tr>
<td>Scripps Targeted Network: Site Retargeting (Simpli.fi or GDN)</td>
<td>33</td>
</tr>
<tr>
<td>Yahoo!</td>
<td>35</td>
</tr>
<tr>
<td>Embedded Video</td>
<td>50</td>
</tr>
<tr>
<td>WCPO Pre-Roll - Desktop</td>
<td>51</td>
</tr>
<tr>
<td>WCPO Pre-Roll Mobile App</td>
<td>52</td>
</tr>
<tr>
<td>Pre-Roll / Overlay on WCPO’s YouTube Channel</td>
<td>53</td>
</tr>
<tr>
<td>Scripps Targeted Network Pre-Roll</td>
<td>55</td>
</tr>
<tr>
<td>ABC Player</td>
<td>57</td>
</tr>
<tr>
<td>Mobile</td>
<td>58</td>
</tr>
<tr>
<td>Facebook</td>
<td>61</td>
</tr>
<tr>
<td>Business to Business Email Marketing</td>
<td>68</td>
</tr>
<tr>
<td>Business to Consumer Email Marketing</td>
<td>69</td>
</tr>
<tr>
<td>Search Engine Marketing</td>
<td>71</td>
</tr>
<tr>
<td>Search Engine Optimization</td>
<td>83</td>
</tr>
<tr>
<td>Website Development</td>
<td>88</td>
</tr>
<tr>
<td>Landing Page Hosted by WCPO</td>
<td>92</td>
</tr>
<tr>
<td>Dynamic Banners</td>
<td>93</td>
</tr>
<tr>
<td>Contesting / Sweepstakes</td>
<td>94</td>
</tr>
<tr>
<td>Java Call Tracking</td>
<td>102</td>
</tr>
<tr>
<td>Lead Conversion Tracking</td>
<td>104</td>
</tr>
<tr>
<td>Reputation Influence</td>
<td>105</td>
</tr>
</tbody>
</table>
WCPO.com Audience

AVERAGE 1,700,000+ UNIQUE USERS MONTHLY

GENDER
- 44% Men
- 56% Women

INCOME
- 39% $75K+
- 32% DMA

STATUS
- 57% Married
- 51% DMA

HH w/ KIDS
- 52% Kids < 18
- 39% DMA

COLLEGE
- 69% College+
- 55% DMA

AGE
- 30% Age 18-34
- 20% DMA
- 57% Age 25-49
- 42% DMA
- 37% Age 50-64
- 45% DMA

Source: Scarborough Cincinnati DMA Release 1 2014 “WCPO.com User” defined as A18+ who visited site in past 30 days. Uniques: Google analytics March, April, May 2014 avg
A viewer emailed: “I have only lived in the Tri-state area for about 6 years. I have been a fan of another local station but find myself gravitating toward WCPO! Great reporting, weather is outstanding, and I really love the website! Thanks WCPO!” - Robert Fugate, Lawrenceburg, IN
WCPO.com Won **“BEST LARGE MARKET WEBSITE”**

2014 EDWARD R. MURROW AWARDS

Align your brand with the highest quality, most respectable content in the region!

States included: Ohio, Michigan, Illinois, and Indiana. TV Sites
**WCPO.com Facts & Figures**

<table>
<thead>
<tr>
<th>WCPO.com</th>
<th>Visits</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop Web</td>
<td>1,673,014</td>
<td>684,786</td>
</tr>
<tr>
<td>Mobile Web</td>
<td>1,474,048</td>
<td>914,786</td>
</tr>
<tr>
<td>Tablet Web</td>
<td>292,155</td>
<td>146,352</td>
</tr>
<tr>
<td>WCPO Apps (Mobile/Tablet)</td>
<td>985,440</td>
<td>65,553</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,424,657</strong></td>
<td><strong>1,811,477</strong></td>
</tr>
</tbody>
</table>

Average 3 MINUTES on site/visitor

Source: Google Analytics June 2014
No matter which device our visitors use to access the WCPO.com, our responsive design will give them a seamless, user-friendly experience.

Mobile visits are over 50% of total (desktop and mobile) visits!

- 47% of our traffic comes directly
- 33% from SEO searches
- 20% from referrals like social media and links!

Source: Omniture July 2013; News Over Wireless July 2013
Build Your Own Brand In Your Community Using Your Trusted Local News Source

Place your ads in our local Cincinnati / Northern Kentucky market, to local customers who are most likely to engage with your products and services.

Targeting Options:

- Geography (Zip Code or DMA)
- Time of Day
- Section
- Demographic:
  - Age, Careers, Education, Gender, HHI, Neighborhood, Household, Singles, Spanish Speakers, Urban
- Interest
  - Auto, B2B, Gaming, Diet/Fitness, Entertainment, Events, Finance, Green Living, Guys & Gear, Health, Hobbies, Home Improvement, Job Seekers, Offer Seekers, Parenting, Pets, Political, Real Estate, Sports, Tech, Travel
- Intent
  - Auto buyers, Services, Shopping, Travel
User has shown an intent to buy:

- Auto Buyers
- Services (listed)
- Shopping (listed)
- Travel (by type)

Our Intent segments are based on qualified targeting events that indicate purchase intent or conversion activity that occurs within the lower strata of the purchasing funnel.
By user demographics:
- Age & Gender
- Careers (listed)
- Education
- Lifestyles (Listed)
- Singles
- Spanish Speaking
- Urban

<table>
<thead>
<tr>
<th>Segment</th>
<th>Qualifiers (and/or)</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Age groups: 18-24, 25-34, 35-44, 45-54, 55-64, 65+</td>
<td>Top U.S. social networks and dating sites.</td>
</tr>
<tr>
<td>Careers</td>
<td>Accounting &amp; Finance • All Arts, Entertainment &amp; Gaming</td>
<td>Registration based sites collecting job &amp; education level data, and industry focused sites</td>
</tr>
<tr>
<td>Education</td>
<td>Cogno Grad • Grad Dogma</td>
<td>Top U.S. social networks and dating sites.</td>
</tr>
<tr>
<td>Gender</td>
<td>Female • Male</td>
<td>Top U.S. social networks and dating sites.</td>
</tr>
<tr>
<td>Lifestyles</td>
<td>Household Income: $100,000 Plus, $155,000 to $199,999, $250,000 to $249,999, $275,000 to $399,999, $375,000 to $749,999, $800,000 to $999,999</td>
<td>Digital divisions of leading offline data companies.</td>
</tr>
<tr>
<td></td>
<td>Neighborhood: Rural, Suburban, Suburban City, Urban, Urban Core</td>
<td>Top U.S. social networks and dating sites.</td>
</tr>
<tr>
<td></td>
<td>Lifestyle attributes, home ownership, rental, household income, presence of children, neighborhood type, and relationship status, based on census level consumer segmentation data.</td>
<td>Top U.S. social networks and dating sites.</td>
</tr>
<tr>
<td>Singles</td>
<td>Registered visitors to dating/social websites that have declared themselves as &quot;unattached&quot; in the last 30 days.</td>
<td>Top U.S. social networks and dating sites.</td>
</tr>
<tr>
<td>Spanish</td>
<td>Consumer data generated from Spanish language portals, social networks, and other leading Spanish text websites.</td>
<td>Top U.S. social networks and dating sites.</td>
</tr>
<tr>
<td>Speakers</td>
<td>Visitors to Hip Hop music/entertainment/ African American focused news websites</td>
<td>Top U.S. social networks and dating sites.</td>
</tr>
<tr>
<td>Urban</td>
<td>Visitors to Hip Hop music/entertainment/African American focused news websites</td>
<td>Top U.S. social networks and dating sites.</td>
</tr>
</tbody>
</table>
By interests:

Our Interest segments are based on qualified targeting events captured from online consumer interactions that indicate a proclivity or interest in certain topics, including memberships in a specific interest cluster or enthusiast group.
• 11% --sit-down restaurants 10X or more a month
• 18% more likely to buy a camera between $250-$500
• 57% more likely to buy a mattress for $3,000+
• 10% more likely to have an energy-saving appliances
• 28% --$100-$500 on cosmetics, perfumes or skin care items/month

Industry-Specific User Info (relating to company being pitched)

Source: Scarborough Cincinnati DMA 2014 Release 1 “9OYS User” defined as A18+ who viewers WCPO-TV Local News anytime M-Su 4A-2A and/or visited wcpo.com in the past 30 days.
The leaderboard is at the top and bottom of every page except only bottom on the home page. The medium rectangle is on every page on the right hand side, two ad units.
Ad resides next to the Search bar, promoting your brand, clicking through to your circular magazine.
Home Page Wallpaper with Topper (Skin)

1 Per Day Per Site on Home Page

Click For Sample
Hovers over chosen page
User can minimize and your brand remains on the screen in a smaller format
Stays on page during scroll

Value Story

Tecumseh! Wanted to increase ticket sales and utilized the hover ad on the front page of wcpo.com. WCPO digital was the only advertising they did in the Cincinnati market and said this was their best Cincinnati turnout to date!
Lebanon Mason Monroe Railroad wanted to increase ticket sales and utilized the floater ad on the front page of wcpo.com. Their online sales increased 40% and they sold out for this event! - Sept 2012

Ad resides in 800x600 area above content for 8 seconds, then disappears, with the 300x250 staying
Pencil Pushdown

1 Per Day Per Site

- Initially 994x300, then 990x30
- (1) 994x300 per user per day, 994x30 for all user sessions
Be the exclusive advertiser on WCPO.com newsletters, reaching local consumers who stay abreast of local updates from WCPO.com

1. Good Morning Tri-State
2. Don’t Waste Your Money
3. Breaking News Alerts
4. Latest Headlines

Be seen alongside Cincinnati’s trusted news source and reach thousands of people right in their inbox.

We currently have over 30,000 local newsletter recipients, all of whom opt-in!
Marketers, on average, spend over a quarter of their marketing budget on content marketing. (B2B Marketing Insider)
WCPO.com Keyword Contextual targeting delivers relevant messages to users based on the type of stories they consume. You can connect with interested consumers at the exact moment they’re actively engaged in highly relevant content across WCPO.com.

How it works:
• Potential customer is reading a related article/news story about a topic you want to surround (i.e., Halloween/Trick or Treat)
• Your ad would show up near the stories

Mama Mimi’s utilized keyword targeting to target those reading Halloween content on our site and saw an increase in store traffic that evening.
Scripps Targeted Network

Sites Such as But Not Limited to…

GEO Targeting

- Zip
- DMA
- State
- Radius around an address for web and mobile display

So what

- Target customers who are nearby and most likely to engage with your business
Scripps Targeted Network - Implicit & Explicit Targeting

**Explicit Targeting** - Ads appear to targeted demographics based on user-given information (Example: I provided my age to a website).

Targeting options:
- Age
- Children
- Education
- Ethnicity
- Gender
- Household Composition
- Household Type
- Marital Status
- Neighborhood
- Residence Length

**Implicit Targeting** - Ads appear to targeted-implied demographics based on site content. (Example: I visit eHarmony.com, so I’m likely to be single).

Targeting options:
- Age
- Children
- Education
- Ethnicity
- Gender
- Household Composition
- Household Type
- Marital Status
- Neighborhood
- Residence Length
- Occupation
Demographic Targeting

• Enables you to target based on household characteristics like income, age, gender, ethnicity and more.

So what

• If you are a nail salon and you know 80% of your business comes from women 18-54, you can help them hit this target
Occupation Targeting

- Enables you to target based on someone’s occupation. From IT Managers to CEOs to Nurses, we can reach just about any occupation to ensure your message is being seen by the right decision maker.
Show ads on pages about specific subjects

Topic targeting is based on what sites users visit, whether desktop or mobile! Pick a topic like travel, entertainment, or fitness, and STN will show your ads on groups of quality sites related to that topic.

This is an easy way to get exposure on many relevant websites, without needing to target them one by one.

Example:
1. John visits USA Today and reads the Travel Section.
2. Ads are placed around travel-related articles or publishers.
Keyword Contextual targeting delivers relevant messages to users based on the type of content they consume. You can connect with interested consumers at the exact moment they’re actively engaged in highly relevant content across the entire STN.

Find engaged consumers who are interested in what you sell.

Keep your brand safe by making sure your ads don't appear next to undesirable content.

**How it works:**

- Potential customer is reading a related article/news story/blog about keywords you select (i.e., back pain)
- Your ad would show up on rotation

Utilizing keyword targeting, their jewelry lines saw a 460% increase in click-through-rates and their dresses campaign saw a 700% increase in ROI.
Do you already know which websites your customers visit? Show ads on specific websites that you suggest.

If you sell tulip bulbs, you can choose a website about gardening and then use keyword contextual targeting to automatically find the pages websites that discuss tulips.

There is no guarantee that your ad will appear on the sites you choose, but we will do our best!

Sites such as but not limited to:

careerbuilder®
Expedia®
ESPN
YouTube™
1. User performs a search based on your selected keywords including your competition!

2. User visits other popular websites and sees your ad

3. User clicks your ad and is directed to your website

Benefits

- Target potential customers quickly after they searched for your products/services on sites like Amazon, Expedia, USAToday, ZDNet, Parents, WebMD, and many more. (doesn’t include search engines)
- Ads shown on desktop and mobile, wherever the search was done!
Search retargeting ads can even appear in the form of a Facebook text ad, if desired

1. 36% of search retargeting ads appear within the first hour of the user’s initial search
2. We stop showing the ads if no further search has been done in 30 days!

Combine Search & Site Retargeting For Maximum Impact

Search Retargeting drives new visitors to your site
The audience is then retargeted and returns to your site and converts
1. User visits your website or landing page as a potential lead

2. User visits other popular websites and sees your ad!

3. User clicks your ad and returns to your website

Bring good customers back!

Retargeting ads are like a digital postcard you send to your favorite customers. The idea is simple: People who have already visited your site are shown your ads as they browse other sites on the STN.

Remarketing ads remind customers of your products and drive them back to your site to purchase. It’s a powerful way to match the right people with the right message.

Did You Know... 97% don’t take action on first visit. Have compelling offer display ads follow them around the web.
A unified advertising solution to deliver your message at scale and drive measurable results.

Advanced Targeting

- Starts with deep, addressable data on 100M+ registered users
- Adds accurate, recent and granular data from over 25 data partners.
Deliver **personalized** ad content that aligns your brand with consumers’ lives. With Smart Ads, ad elements are optimized on the fly according to user attributes and engagement.

**Adults, Ages 30-34**

Homes Ready **Now**. Move This Summer!

Search Inventory

**Adults, Ages 40-49**

You Deserve The Kitchen Of Your Dreams

View Kitchen Ideas Now

**Adults, Ages 55+**

Living The Drees® At Brightleaf

Search Available Homes

Ad content automatically personalized and optimized to each individual to achieve for increased awareness and conversion.
YAHOO! Smart Ads Feature Dynamic Creative

Dynamic creative is real-time creative assembly using multiple creative options all rotating within a single tag. Ad elements are chosen when the ad is served - delivering the right message to the right person at the right time, at scale.

Dynamic brand imagery

Dynamic messaging

Dynamic calls to action
So, How Do Smart Ads Work?

1. **COLLECTS DATA**
   The Smart Ads server begins with an even rotation of your creative to each user demographic.

2. **ANALYZES RESULTS**
   As data is collected, the Smart Ads server learns which creative each user group responds the most to.

3. **OPTIMIZES**
   Over time, users will be served the highest performing creative given their age, gender, geo and BT group.
The Yahoo audience is very loyal, visiting the Yahoo Homepage almost 21.3 times per month.
YAHOO! Home Page

**300x250**
- Prominent positioning above the fold captures user’s attention, ideal for branding campaigns
- Ability to apply DMA targeting
- Can rotate creative messages

**Textlink**
- Strategic position in the left rail near the navigation links
- The left rail “locks” in position after the textlink, making it still visible as users scroll down the page
- Ability to apply DMA targeting
- Can rotate in multiple creative messages. Great direct response placement.
Cumulative search % Lift From A Recent Yahoo Home Page Campaign

Source: 2012 Yahoo Internal Data (B cookies); See notes for additional details.
Search lift statistically significant at the 1% level
Yahoo Homepage Rotational

Benefits

- Prominent positioning above the fold captures user’s attention, ideal for branding campaigns
- Allows brands to stay top of mind while users are on the go and making purchasing decisions
- Can rotate in multiple creative messages

All Homepage opportunities must be worked on closely with Sales Manager and require Yahoo Brand and Creative approval

Source: Google Analytics June 2014
The Yahoo Login Execution Types

**Static Login**

- The Static Login allows an advertiser to use the broad creative canvas while maintaining price efficiency.
- Functionality includes a single click-through to the advertiser’s landing page.

**Rotational**

- Reaches millions of users each day with one of the largest canvases Yahoo! has to offer
- Buy Login Impressions on a Rotational Basis
- Yahoo! Mail, Yahoo! Fantasy Sports, Yahoo! Finance or other verified points of entry

Source: Google Analytics June 2014
Best Premium Licensed Video Content

Yahoo! Finance:
- TheStreet.com
- FT.com
- Forbes
- CNBC
- SmartMoney
- BusinessWeek
- Bloomberg

Yahoo! Sports:
- UFC
- NFL
- VLS
- NASCAR

Yahoo! Movies:
- Lionsgate
- Sony Pictures
- Miramax
- Miramax

Yahoo! TV:
- Discovery
- NBC
- Bravo
- Fox
- Hulu
- USA
- CNN

Yahoo! News:
- BBC
- Reuters
- CNN
- ABC
- CBS
- AP

Yahoo! Music:
- Sony BMG
- EMI
- Universal

Professionally produced, contextually relevant, vertically and horizontally programmed video bolsters Yahoo!’s leading online properties = MASS ENGAGEMENT
Targeting Options

- Demographic Targeting: Gender M/F, Age Ranges
  - (13-17, 18-20, 21-24, 25-29, 30-34, 35-44, 45-49, 50-54, 55-64, 65+)
- Geographic: DMA/Geozone
- Time of Day
- Behavioral Targeting

Feature Your Message Alongside Superior Professional Video Content
Reach those audiences with the **interest** and **intent** to engage with your marketing messages.

- Enables you to confidently reach the precise audiences who will respond to your marketing messages.
- Leverages more than a decade of scientific research and behavioral analysis.
- Deep insights - 11% of US time spent online is on Yahoo!
- Yahoo!’s trusted, premium ad environment that lend credibility to your marketing messages.

Source: comScore, MediaMetrix, November 2011
YAHOO! Behavioral Targeting

Content

BT

Ad Clicks

Search

Search Clicks
User conducts a search for a particular product

Search results for that product appear on the search results page

60% of search referrals are from the top three positions on the search engine results page

Within seconds, display ads appear on pages the users visits on Yahoo!
Example: Search Retargeting Bundles for Automotive - SUV

Search Select: Search Retargeting based on the Top Keywords used to search for SUVs on Yahoo!

Key Benefits:

- Reach users that have demonstrated strong intent in search with compelling customized display advertising across the Y! Network
- Generate greater performance by marketing to a highly targeted audience
- Increase the ability to show the right ad at the right time to the right person

Example search terms qualified for this target:
Ford SUV, Jeep, Land Rover, CRV, Outlander, Range Rover, Jeep Wrangler, Hummer, Ford Edge, Kia Sorento, Ford Escape, X3, Explorer, Honda CRV, Rav4, X5, BMW X6, Kia Sportage

Source: 2012 Yahoo Internal Data (B cookies); See notes for additional details. Search lift statistically significant at the 1% level.
Engage your customers with an interactive experience!

Showcase your brand with video embedded ads.

- Play a video ad up to 30 seconds silently in a banner ad unit, until user presses PLAY to turn on audio. Runs in any size ad unit.
- Embed multiple links: sharing, website, maps, polls, lead generation, send to a friend, etc.

SAMPLE:

Food For Thought...

180 million people in the United States watched 36.6 billion online videos in one month *(comscore.com, 6/13)*
Your **VIDEO** ad plays prior to the news story on WCPO.com.

- Commercial must be watched; viewers cannot fast-forward.
- Can use existing TV creative to extend advertising on the web.

---

**Did You Know...**

45% of business professionals report that they contacted a vendor after seeing an online video ad. *(Forbes Insight)*
Did You Know…

47% of American adults get local news from their cell phone or tablet*.

*Source: Pew Internet, 2011-03-14/part-1-mobile-news-takes-off/
Your 15-Second VIDEO ad plays prior to a WCPO news story on YouTube. Commercial **must** be watched; viewers cannot fast-forward.

Use existing TV creative to extend advertising on the internet.

- The WCPO YouTube Channel Features over 24,000 Videos!
- You can geo-target your impressions to show to potential customers across the nation or right here in the Tri-State.
Your 480x70 Overlay Ad is seen on top of a YouTube Video
An optional 300x250 is included at no extra charge.

Target your potential customers on one of the most popular sites on Earth!

Did You Know...

- There are 6 Billion Hours of Video Watched on YouTube every month.
- 100 Hours of Video are uploaded to YouTube each minute.
- Regular Monthly YouTube Visitors: 49% of Baby Boomers, 58% of Generation X, 70% of Millennials, and 83% of Generation Z.
89 million people in the United States are going to watch 1.2 billion online videos today!*

This enables your VIDEO ad (up to 30 seconds) to be on a variety of sites within our portfolio as long as the user is someone who fits your target profile, whether on desktop, mobile or tablet!

These viewer-initiated commercials must be watched and cannot be fast-forwarded.

Websites include, but are not limited to:

- **Demo**: Gender/ Age
- **Geography**: Country, State, City, Metro Area, Zip Code

*Approximately 25% of the inventory contains optional 300x250 companion ad.
Interactive Pre Roll includes overlays and actions: Social media, multiple videos, gallery, and more

- Demo: Gender/Age
- Geography: Country, State, City, Metro Area, Zip Code

ComScore
This enables your VIDEO ad to be shown to ABC show audiences online locally in the Cincinnati DMA.

- Commercial must be watched and cannot be fast-forwarded.
- Build credibility for your brand by being seen alongside large, national advertisers.

Maximum Exposure

Only 2 local advertising spots are available, so your business receives maximum exposure!
• With 125 million smartphones in the hands of U.S. customers, the game has changed. \(\text{(comScore.com)}\)

• 1 in 3 minutes spent online is on mobile... and growing. \(\text{(comScore.com)}\)

It is more important than ever to have your business in front of customers who are doing their daily activities and searches from their mobile devices.
Geo-Target with Mobile

- You determine the radius around target markets
- Ads only appear on mobile phones within that radius utilizing the GPS enabled feature
- Focus marketing dollars for maximum impact
WCPO.com Mobile

Reach Your Audience At Any Place, Any Time, While They’re On The Go!

- 47% of American adults get local news from their cell phone or tablet*.
- Prominent – Ad stays visible while consumer scrolls through app
- Exclusive – Only 1 ad is displayed per page
- Simple creative delivers results with a high click-through rate.

Users can tap the banner to call you directly, or link your ad to your mobile website

* Pew Research Center, State of the News Media
facebook by the numbers

1.23 billion monthly active users
6 out of 10 users visit daily
almost 8 hours per month spent on facebook
6 billion likes per day
350 million photos uploaded daily
Facebook Text Ads

• Direct users to your website or Facebook page.
• Highest share of voice on the most highly visited pages on Facebook

Sponsored Stories

• See recommendations about your brand in Facebook newsfeed.
• 21st century solution to word-of-mouth advertising.

WCPO Sponsored Posts

WCPO has nearly 100,000 fans on Facebook. Let us help drive our fans to your page!
Off Site Ad (we don’t have admin access)

Page LIKE sponsored story

Page LIKE ad

Page Post Link Ad

Page Post Photo Ad

Event ad

Event Ad Sponsored Story
Grow Your Fan Base!

Facebook contests build Likes for your page and encourage engagement, which in turn allows you to reach a wider audience and maintain visibility in your fans’ News Feeds.

- Grow your revenues, build your email database and boost your social media followers at the same time.
- We take care of the Official Rules.*

“2012 was a prosperous year due in part to our Facebook advertising exposure created by Scripps - this was the only program added for 2012.... The marketing team has been very proactive with the monthly reporting and keeping creative fresh according to our marketing goals for optimal response...” - Darrell Straub

* If located in a Scripps DMA
Grow Your Email Database
Adding the opt-in to all of your contests allows you to end your contest with a giveaway and a database of newly engaged, potential customers.
Put your fans to work for you! Allow them to share your contest with others to receive additional contest entries.

Food For Thought...

There are over 26 million moms on Facebook, and 56% of moms say they are likely to share / pass along info to their friends.
What Can A Facebook Contest Do For Your Business?

Success Story

$18,000 in Revenue
Doubled Likes in 2 weeks
1,000 Gift Cards sold

$500 Facebook Sweepstakes
Undisclosed Bank

Sold by Entercom Radio New Orleans
Reach Your Target Customer By Delivering Directly To Their Email

Your customers check their email several times a day. Reach them where they are... their inbox!

You provide the info you want to share, and we’ll provide the eye-catching creative.

Advanced Targeting Capabilities

- Type of Business
- Industry Type or Business Name
- Size of Business
- Years in Business
- Number of Employees
- Sales Volume

- Square Footage
- Business Expense
- Credit Rating
- Geography
- Job Title or Contact Person
- Location Type
- Many other criteria, just ask!

Re-blast your email 7-30 days later at no charge
Reach Your Target Customer By Delivering Directly To Their Email

Your customers check their email several times a day. Reach them where they are... their inbox!

You provide the info you want to share, and we’ll provide the eye-catching creative.

Advanced Targeting Capabilities

- Location
- Age
- Birth month
- Estimated household income
- Marital status
- Gender
- Home Value
- Housing Type
- Length of Residence
- Homeowner or Renter
- Personal Finance
- Hobbies & Interests
- Children in HH
- Age of child in HH
- Grandparents
- Veterans
- Ethnicity
- Religion
- Voter information
- Mailing Address Options
- Travel interest
- Wealth of household
- Investment location
- Types of financial donors
- Many other criteria, just ask!

Re-blast your email 7-30 days later at no charge
Dearborn County CVB targeted 50,000 veterans in the region to promote the Tour U.S. Navy Ship LST-325 and had great success!

“So the LST was a HUGE success!! Huge crowds! ....The line to get onto the ship stretched for three-quarters of a mile down the road…. The captain of the ship actually decided to stay through Tuesday (they were scheduled to depart Monday night) due to the large crowd. He said he had never seen such crowds in all his years of touring. .......

Our hats go off to you and the folks at WCPO. We know the ad campaigns, both online and broadcast, brought in many people. .... Thank you again for all your hard work and expertise - along with providing the personnel, the vehicles, and the audience to deliver a very successful ad campaign.”

- Bill Beinkemper, Dearborn County CVB’s Ad Agency
• 30% of search clicks are on sponsored ads (SEM)
  • Mostly clicked on when consumers are in PURCHASE mode
  • Call to action message
  • Only pay when the ad is clicked on

• 70% of searches are on the organic listings (SEO)
  • Mostly clicked on when consumers are RESEARCHING
  • Generic copy pulled from website, no call to action message

http://www.agencypost.com/the-value-of-seo/
• 97% of consumers search online before making a purchase

• 91% of consumers use Internet search engines when hunting for information before purchasing a product or service

• 86% of consumers who use search engines to find a local product or service follow up with a phone call or in-store visit.

• 61% of those searchers end up making their purchase off-line.

Did You Know...

77% of all users don’t look past the first 3 organic results
95% of all users don’t look past the first 10 organic results

http://community.telustalksbusiness.com/blogs/talk_business/2012/08/16/forget-about-seo
### Your Industry Is Being Searched

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Monthly Searches</th>
<th>Google position</th>
<th>Yahoo position</th>
<th>Bing position</th>
</tr>
</thead>
<tbody>
<tr>
<td>cincinnati birthday parties</td>
<td>1000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>cincinnati birthday party</td>
<td>1900</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>party supplies cincinnati</td>
<td>480</td>
<td>5</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>birthday party tips</td>
<td>5400</td>
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<td>-</td>
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</tr>
<tr>
<td>birthday party ideas</td>
<td>260</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>party supply stores</td>
<td>91</td>
<td>4</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Cappel's</td>
<td></td>
<td>1</td>
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</tr>
<tr>
<td></td>
<td>9131</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Over ________ LOCAL monthly searches related to your industry within 30 days on average ...on these keywords alone. That’s good news! However, your website doesn’t always show up in the first three results. **Note:** A dash mark means you are not in the top 200 search results (first 20 pages).

**SEM allows your business to play with the “big guys” and get on Page 1 of Google.**
• **CUSTOM CAMPAIGN CREATION.** A specific marketing approach based on your product or service.

• **TARGETED MARKETING.** Appear only when/where you want to. Target by both desktop and mobile devices.

• **AFFORDABLE RESULTS.** You pay only when a consumer clicks on your ad to visit your site or calls from their mobile device.

• **MEASURABLE RESULTS.** Ongoing reports and metrics to show you what’s working and what needs improvement.

• **SUPPORT.** Our team ensures results by monitoring and making appropriate adjustments.
**Sitelink Extension** - Ads that give the ability to promote additional landing pages below standard ad text and gives the user an opportunity to go to more specific pages on your site.

**Location Extension** - Allow you to incorporate your business address and telephone number into your ad by adding an extra line to your ad and often including map references.

**Call Extension** - Allow you to incorporate your phone number in text ads, making it easier for customers to contact you directly, featuring your phone number on desktops and tablets, and a “Call” button on high-end mobile devices.
Click Through Rate & Ad Position Comparison

While 85% of Adwords clicks are from the top 3 paid ads, only 24% of advertisers appear in those top 3 results.
Search Engine Marketing Testimonials

**Fence Company**
Received 80 clicks to their website the first month and quoted “We have had a few leads from your services. We are happy. I think that I have my dad convinced that internet marketing and advertising is the way to go.” Ran 4 months in 2011 and renewed for 2012 and 2013.

**Custom Home Builder**
In first 2 months of SEM, they closed 2 new clients for home sales! Said SEM is their lowest cost per lead advertising source. Increased SEM budget as a result.

**Family Law Firm**
A local law firm was spending $1,500 per month & receiving 50-70 phone calls each month! They decided to increase their budget to $2,100 to cover a larger area & now receiving over 100 PHONE CALLS per month.

**Auto Dealer Firm**
“Scripps has been instrumental in helping Larry Hill Auto Group execute and refine our search engine marketing program. Scripps has a very systematic, disciplined approach to search engine marketing. They have successfully executed an on going campaign that has resulted in dramatic short term traffic growth through PPC ads. They are a highly responsive, responsible and valued part of our team.” Sandy Pursley, E-Commerce Director, Larry Hill Auto Group

**Auto Dealer**
“We started our Search Engine Marketing Campaigns with Scripps in May ‘13 with a strong concentration on Used Car Inventory. For the first time in 8 months, we met our Used Car Goal of 65 Sold Units. This is an increase of 10-15 units over the past several months’ performance. I strongly believe our new partnership with Scripps is playing a major role in this improvement.” - Mark Williams, Used Car Manager, Mountain View Ford, Chattanooga, TN
Search Engine Marketing

Why Start An SEM Campaign With Scripps?

✓ Scripps is 1 of 20 national SMB (small-medium sized business) premier partners with a direct relationship with Google
  ✓ Strategic relationship with a dedicated Google partner manager, who provides us the latest AdWords products and insights
  ✓ Bi-weekly phone conference with Google
  ✓ Scripps has a DEDICATED Team with In-Depth AdWords Experience
    ✓ AdWords Certified
    ✓ Stay up to date on changing search trends
    ✓ Participate in Training sessions
    ✓ Beta testing
  ✓ Active campaign management assures optimum results
  ✓ Each campaign is customized for YOUR business and YOUR market
  ✓ Geo-target your audience to the specific area you want to reach
  ✓ Face-to-face service with a dedicated Account Executive
  ✓ Ongoing optimization and monthly reporting to maximize your campaign results / ROI
  ✓ Opportunity to extend campaign to Bing and Yahoo

Pick one of the three slides. This slide is for those that are NOT doing SEM at all.
Let Scripps Take It Off Your Plate!

- Time: Saves you time so you can run your business
- Experience: Scripps is 1 of 20 national SMB (small-medium sized business) premier partners with a direct relationship with Google
  - Strategic relationship with a dedicated Google partner manager who provides us the latest AdWords products
  - Bi-weekly phone conference with Google
  - Scripps has a DEDICATED Team with In-Depth AdWords Experience
    - AdWords Certified
    - Stay up to date on changing search trends
    - Participate in Training sessions
    - Beta testing
- Active bi-weekly campaign management assures optimum results
- Opportunity to extend campaign to Bing and Yahoo for you
- Possible wasted dollars if not managed effectively
- Allowing Scripps to leverage your current AdWords data into a successful campaign
- Ongoing optimization and monthly reporting to maximize your campaign results / ROI
- Face-to-face service with a dedicated Account Executive

Pick one of the three slides. This slide is for those that are doing SEM in-house themselves.
Why Scripps SEM vs. The Rest?

- Scripps is 1 of 20 national SMB (small-medium sized business) premier partners with a direct relationship with Google
  - Strategic relationship with a dedicated Google partner manager, who provides us the latest AdWords products and insights
  - Bi-weekly phone conference with Google
  - Scripps has a DEDICATED Team with In-Depth AdWords Experience
    - AdWords Certified
    - Stay up to date on changing search trends
    - Participate in Training sessions
    - Beta testing
  - Active bi-weekly campaign management assures optimum results
  - Custom keywords and ads for YOUR business and YOUR market (some SEM companies have the rep plug in keywords then pass off). No national industry templates are used
  - We don’t blitz sell specific verticals in the same market, which drives up the click cost
  - Ongoing optimization and monthly reporting to maximize your campaign results / ROI
  - Competitive pricing: On average we spend 30% more of your dollars on keywords that drive calls and clicks than competitors
  - Face-to-face service with a dedicated AE
  - “One-stop-shop” for TV/Digital advertising needs
  - Opportunity to extend campaign to Bing and Yahoo

Pick one of the three slides. This slide is for those that are doing SEM with someone else.
Google Partner Programs

Find a Partner

About the Certifications

It’s important to invest your budget where you’ll get the greatest return. And there’s no more cost-effective investment than working with Google’s worldwide network of Certified Partners to optimize your usage of products like Google AdWords, Google Analytics and Website Optimizer.

Thousands of companies have worked hard to meet the qualifications in order to be part of one of these partner programs.

A Google Certified Partner, Trainer or Premier SMB Partner logo represents our endorsement of this partner’s expertise and experience.

- **Google Certified Partners** can help you outsource AdWords program management or implement Google tools to measure and improve your program ROI.

- **Google Certified Trainers** have met rigorous requirements to offer in-depth in-person or classroom training on AdWords, Analytics and many more Google Products.

- **Google Premier SMB Partners** provide professional, full-service AdWords account management, from account setup and activation to ongoing campaign monitoring and optimization and quality customer support.

You can click on any product in this list to find Google Certified Partners, Trainers and Premier SMB Partners, and find out how to become a partner yourself.

<table>
<thead>
<tr>
<th>Products</th>
<th>Partner Programs Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google AdWords</td>
<td><img src="Image" alt="Certified Partner" /> <img src="Image" alt="Certified Trainer" /> <img src="Image" alt="Premier Partner" /></td>
</tr>
<tr>
<td>Google Analytics</td>
<td><img src="Image" alt="Certified Partner" /> <img src="Image" alt="Certified Trainer" /></td>
</tr>
</tbody>
</table>
Full access to your campaign’s progress 24/7 allows you to stay abreast of your SEM progress.

Access this dashboard as often as you like to see the latest info about your campaign.

What’s In It For You?

- Web Traffic
- Email Inquiries
- Phone Calls
Search Engine Optimization

Play the image to watch a quick video that explains SEO!

Why SEO?

✔ Customers are searching for YOUR products or services, can YOU be found?
✔ When properly used, SEO can increase traffic to our YOUR site
## Search Engine Optimization

### Your Industry Is Being Searched!

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</tbody>
</table>

The keywords listed is a sample to give you an idea of what search volume and positioning your business has. A sold campaign’s keywords will be dependent on our team’s recommendations so the keyword list on this document is not the actual list of keywords and will be modified to ensure best results.

Over ________ LOCAL monthly searches related to your industry within 30 days on average ...on these keywords alone. That’s good news! However, your website doesn’t always show up in the first three results. **Note:** A dash mark means you are not in the top 200 search results (first 20 pages).

### Did You Know...

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- 95% of all users don’t look past the first 10 organic results

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http://community.telustalksbusiness.com/blogs/talk_business/2012/08/16/forget-about-seo
The 4 Key Components to build SEO, most important being Content.

- **Relevancy** and **Trustworthy** are the two main factors for SEO.
- Lasting visibility on major search engines
- Get an edge by being top of mind in search results
Basic SEO Services included:
- Keyword Selection
- Account Management
- Account Set up and Review
- Rankings & Reporting
- Onsite Edit Recommendations & Implementation

Results take time, but creates a foundation for lasting results and traffic!

Slow & Steady wins the race!

Value Stories

“I noticed our Crystal Awards Key words climbing in organic ranking... Something you guys are doing is working. Well done!”
- Jason Collins, Director of Internet Marketing & Development

“We are incredibly pleased with the all the hard work that Scripps has done for us. We started our campaign in March ‘13 with a placement of 101 on Google. Within 5 months we moved up to 17th place. We couldn’t have done it without the help of the SEO team! I would recommend them to any business that is looking to grow and strengthen their online presence.”
- Jennifer Illanz, Marketing Manager
Have your Products & Services be Found

1. Welcome Call - We learn your business and your customer and determine 3-5 specific keywords.

2. Monthly Work - Month 1 starts with getting basics in place such as sitemap creation, submission or resubmission to the 3 major search engines, and local profile creation/correction. After the initial basics the team will begin to focus on the activities outlined in the quote.

3. Analysis and Improvement - Each month we will analyze the progress of the SEO efforts and identify areas for improvement.

Track Work & Progress

24/7 access to your campaign dashboard allows you to stay abreast of your SEO progress at any time.
We show you our work! Simply click on a task and see our work!

- Example: We created a blog entry on 8/28 – which links directly to the client’s webpage. Link Building through blog entries is a huge SEO builder!
Basic Template Website Development

- Domain name
- Professional SEO-friendly design
- 3 Design revisions annually
- Manage your own site content
- Create email addresses
- Capture leads directly from your site
- Host image, audio, video and PDF files
- Integrate Google Maps
- Integrate social media
- Maximize site visibility
- Site hosting

Food For Thought

Your website is your 24/7 sales associate. Make sure it is capturing your customers’ attention and growing your business.
Website Development

http://www.christopherjacksonlaw.com
http://www.trammellandmills.com
http://www.Periodontal-Specialists.com
http://www.DinoKidsDDS.com
http://www.MorganMillerPlumbing.com
http://www.JocoAuto.com
http://www.FmaPetVet.com
http://www.FixMyACFast.com
http://www.Elite4loans.com

Standard - Templates at www.specpress.com
As Mobile Search Rises, Desktop Search Declines

Make sure your website is capturing your future client’s attention and business! 20% of all page views come from smart devices.

- Click to call feature
- Manage site content
- Create email addresses
- Capture leads directly from your site
- Host image, audio, video and PDF files
- Integrate Google Maps
- Integrate social media
- Maximize site visibility

Mobile Website Development Sample Work

www.gailsharleydavidson.com
www.firstfinancialoftennessee.com

Our professional design team will build a 1-page landing page to provide your business with the appropriate click-through URL, w/ our w/o WCPO branding

- Easy to match content with your online campaign.
- No need to update your website
- WCPO landing page builds SEO Value for your site!

“If you could do one thing to dramatically improve your marketing ROI today, it would be to use landing pages on your website.”

- Hubspot.com
Engage your customers with an interactive experience!

Dynamic Banners allow your customers to shop your inventory without leaving their current site.

- Video listings within a Dynamic Banner feature up to 12 images, music and text-to-speech voiceover, bringing each listing within the Dynamic Banner to life.
- Call-to-action buttons (send to a friend, contact, share, Facebook like, and more)

See A Sample Here

Did You Know...

Dynamic Banners generate 2 times the interaction rate of standard Rich Media Ads.
Who Doesn’t Like To Be A Winner?
Grow your customer base and keep them engaged in a fun way.

- Online contests/sweepstakes can be featured on your own website, mobile, and of course...Scripps Targeted Network and WCPO.com!
- A fantastic tool to build your email database and social media followers.
- Build your Facebook fan base by requiring users to Like you on Facebook to see contest details.
- We take care of the Official Rules!

Custom Contest / Sweepstakes Types

- Submit a Photo (cutest baby, look-alike, etc.)
- Submit a Video (singing tryouts, etc.)
- Enter to win (win tickets, electronics, etc.)
- And More!

Jet’s Pizza had 6,276 entries in their sweepstakes “Free Pizza for a Year” and since renewed, alongside two more franchise groups.
Contests are a text link on every page of our website, so it’s easy to find!
Contesting / Sweepstakes

Use The “Thank You” Page To Drive Traffic To Your Website

Custom Fields To Collect The Data You Need
Contesting / Sweepstakes

Promoted On Home Page Spotlight

Promoted Via Banner Ads
Contesting / Sweepstakes

Promoted Via Email Blast

Over 35,000 emails in our database!
Contesting / Sweepstakes

Promoted Via WCPO Facebook and Twitter Posts

The contest winner is promoted on WCPO’s Facebook & Twitter pages, too!
Embed your contest/sweepstakes into WCPO’s Facebook Page & Your Facebook page under the Contest tab!
WCPO Contesting / Sweepstakes Package Overview

- Client to provide prize of value and product/service as agreed by WCPO
- Mention on Contest section with thumbnail image and copy
- Mention on Spotlight
- Email to WCPO subscribers twice, inviting participation
- At least two Facebook posts on WCPO’s page and two Tweets on WCPO’s Twitter page
- Build your email database - Excel doc providing participants’ information for those that don’t opt-out
- 150,000 Banner Impressions on WCPO.com web & mobile promoting contest/sweepstakes (300x250, 728x90, 320x50 mobile)

Option 1: $3,200 for above program, plus client to provide prize

Option 2: $3,450 for above program, plus client to provide prize AND embed into Client & WCPO Facebook page
Java Call Tracking

HOW IT WORKS: Once your ad is clicked on, the phone number swaps out with the call tracking number, which forwards to your regular line, so we can track the number of calls made from your campaign.

CALL RECORDING: If you agree to call recording, there will be a message to both parties as the call is answered to say “This call may be recorded for quality purposes.”

REPORTING INCLUDES: Day, Time, Number called, Duration of call, and Recording of conversation.
## Call Tracking Reporting

### Latest Leads

#### Lead Summary

**Call Distribution by time of day:**

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00am</td>
<td>2</td>
</tr>
<tr>
<td>6:00am</td>
<td>0</td>
</tr>
<tr>
<td>12:30pm</td>
<td>4</td>
</tr>
<tr>
<td>6:30pm</td>
<td>1</td>
</tr>
</tbody>
</table>

**Lead Distribution by campaign type:**

- **100.00%**

### All Leads - Total Leads: 15

<table>
<thead>
<tr>
<th>Edit</th>
<th>Source</th>
<th>Date/Time</th>
<th>Note</th>
<th>Name</th>
<th>Number</th>
<th>Message</th>
<th>Duration</th>
<th>Grade</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SEM campaign - Google</td>
<td>4/25/2014 11:25 AM</td>
<td>Add Note</td>
<td>POTTS Phone ON</td>
<td>(905) 592-9320</td>
<td>-</td>
<td>00:20:59</td>
<td></td>
<td>CALL</td>
</tr>
<tr>
<td></td>
<td>SEM campaign - Google</td>
<td>4/24/2014 10:56 AM</td>
<td>Add Note</td>
<td></td>
<td>(817) 368-2999</td>
<td>-</td>
<td>00:02:12</td>
<td></td>
<td>CALL</td>
</tr>
<tr>
<td></td>
<td>SEM campaign - Google</td>
<td>4/23/2014 12:46 AM</td>
<td>Add Note</td>
<td>Hiraldo R</td>
<td>(678) 735-1075</td>
<td>-</td>
<td>00:03:38</td>
<td></td>
<td>CALL</td>
</tr>
<tr>
<td></td>
<td>SEM campaign - Google</td>
<td>4/22/2014 1:54 PM</td>
<td>Add Note</td>
<td>Cell Phone DC</td>
<td>(202) 340-5545</td>
<td>-</td>
<td>00:01:22</td>
<td></td>
<td>CALL</td>
</tr>
<tr>
<td></td>
<td>SEM campaign - Google</td>
<td>4/22/2014 11:27 AM</td>
<td>Add Note</td>
<td>Cell Phone FL</td>
<td>(661) 797-7656</td>
<td>-</td>
<td>00:00:42</td>
<td></td>
<td>CALL</td>
</tr>
<tr>
<td></td>
<td>SEM campaign - Google</td>
<td>4/21/2014 7:24 PM</td>
<td>Add Note</td>
<td>Ward Adam</td>
<td>(808) 778-7883</td>
<td>-</td>
<td>00:01:43</td>
<td></td>
<td>CALL</td>
</tr>
<tr>
<td></td>
<td>SEM campaign - Google</td>
<td>4/21/2014 3:41 PM</td>
<td>Add Note</td>
<td>Cohn Marc</td>
<td>(561) 739-8224</td>
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<td>00:01:11</td>
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<td>CALL</td>
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<tr>
<td></td>
<td>SEM campaign - Google</td>
<td>4/17/2014 10:43 AM</td>
<td>Add Note</td>
<td>Sibulkin S</td>
<td>(603) 261-0597</td>
<td>-</td>
<td>00:02:33</td>
<td></td>
<td>CALL</td>
</tr>
<tr>
<td></td>
<td>SEM campaign -</td>
<td>4/14/2014</td>
<td></td>
<td></td>
<td>(513) 650-4712</td>
<td>-</td>
<td>00:01:21</td>
<td></td>
<td>CALL</td>
</tr>
</tbody>
</table>
Once your ad is clicked on, we can track how many converted to a lead, having completed a form of some sort.

Conversions tracked include:
1. Contact us form completed
2. E-Commerce transaction / sales
3. Appointments scheduled
4. Reservations booked
5. And more!

Our reporting will show the number of conversions:
Why? It’s Simple: Because Your Reputation Is Everything

"It takes 20 years to build a reputation and five minutes to ruin it." - Warren Buffett

It pays to keep on top of what your customers are saying about you. A positive comment can be highlighted and shared with your customers, while a prompt response to a negative review can turn a critic into a fan.

Did You Know...

47% of Americans say Facebook is their #1 influencer of purchases

Reputation Intelligence

Your customers are freely sharing their comments about your business on local review websites and social networks. Why not listen in?

We’ll Listen On:
• Websites and blogs
• Social media (Twitter, YouTube, public Facebook pages…)
• Local review sites (Yelp, Citysearch, and dozens of others…)

Sources are scanned **continuously** and **automatically** to bring you the most complete and up-to-date data on how your business is perceived by your customers. The data is broken down, analyzed, and collected in **intelligence reports** that can help you target your marketing and increase your online customer engagement.
Visibility:

Is your business listed on major search engines, local review sites, online business directories, and social networks?

The Visibility feature gathers all the locations on the web where your business listing can be found - and shows where you're underexposed.

Keywords & Top Sources

Keywords and top sources provides a snapshot of how and where your customers are talking about your business.
The Share Of Voice graph shows how your business fares against your competitors in local internet searches.

**Sentiment:**
Whenever the system finds a place where your business is mentioned, the content is automatically analyzed for sentiment - in other words, is this comment positive, negative, or neutral?
2 Types of Notifications:

1. Every time **new results** are found you'll be notified by email so you can respond promptly to new conversations as they arise.

2. Every week you'll be emailed an **Executive Report** that breaks down how your business is faring in online conversations:
   - The five most positive and the five most negative comments about your business
   - The keywords that came up most frequently in online conversations about your brand
   - A list of the sites where your business has been mentioned
   - ...and more!

Of course, you can adjust the frequency of all of your email notifications.