

# Search Engine Marketing (SEM)

## Capture High-Value Demand

Search Engine Marketing (SEM) **connects brands with high-intent consumers** actively searching for products and services across search engine result pages such as Google and Bing. SEM uses a **pay-per-click (PPC) model** designed to help marketers increase brand exposure, drive quality traffic to a website or landing page, and achieve measurable results.

## Dominate the Search Landscape

**86.7%**

Of search engine traffic goes through Google

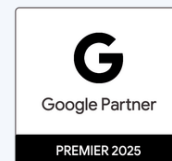
**\$26B**

Projected AI-powered search advertising spending in the U.S. by 2029

**\$102.9B**

Paid search ad revenue in the U.S. or almost 40% of total U.S. digital ad revenue

### Premium Partnerships



## Optimize for Maximum Impact

- **Clean data integration** – Leverage seamless data flow between SEM platforms and website tracking to **improve lead quality and campaign effectiveness**.
- **Holistic digital strategies** – Maximize reach with AI-powered automation and expert oversight to **drive engagement and conversions** while maintaining brand integrity.
- **AI-driven campaign structure** – **Streamline account setup with smart automation**, eliminating the need for complex manual adjustments.

## Clarify with Every Click

Optimize campaigns for your KPIs, including in-target audience reach, return on ad spend (ROAS), and cost per action (CPA). With expert guidance and regular performance reporting, Q1Media ensures **every dollar spent delivers measurable results**.