



overdrive

Finding new business for your business

SEM Success for B2B

Presented By:

Harry J. Gold

CEO, Overdrive Interactive

About Overdrive Interactive

- Overdrive helps companies compete and win in today's digital marketplace
- Integrate:
 - Search marketing (seo/sem)
 - Account based marketing
 - Marketing automation
 - Social media marketing
 - Online media (banner/display)
 - Content and creative
 - Website and application development



| | |
|---|---|
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|  |  |

Brand

Drive

Search Engine Marketing

- Organic
- Paid
- Online PR/Linking

Online Media

- Sponsorships
- Banner Campaigns
- Product Listings
- Email/RSS Feeds
- White Paper Syndication

Social Media

- Social Networks
- Content Channels
- Blogs

Capture

Site Network

Main and Mini Sites



Landing Pages

Data Capture
Applications and
Incentives



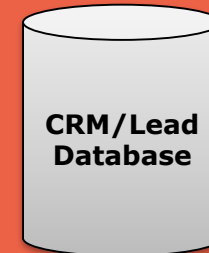
Webinars/
Trade Shows

Call Centers

Convert

Database

Marketing Automation/Nurture



- Telemarketing
- eAlerts
- Social/Viral
- Direct Mail

Sales Team



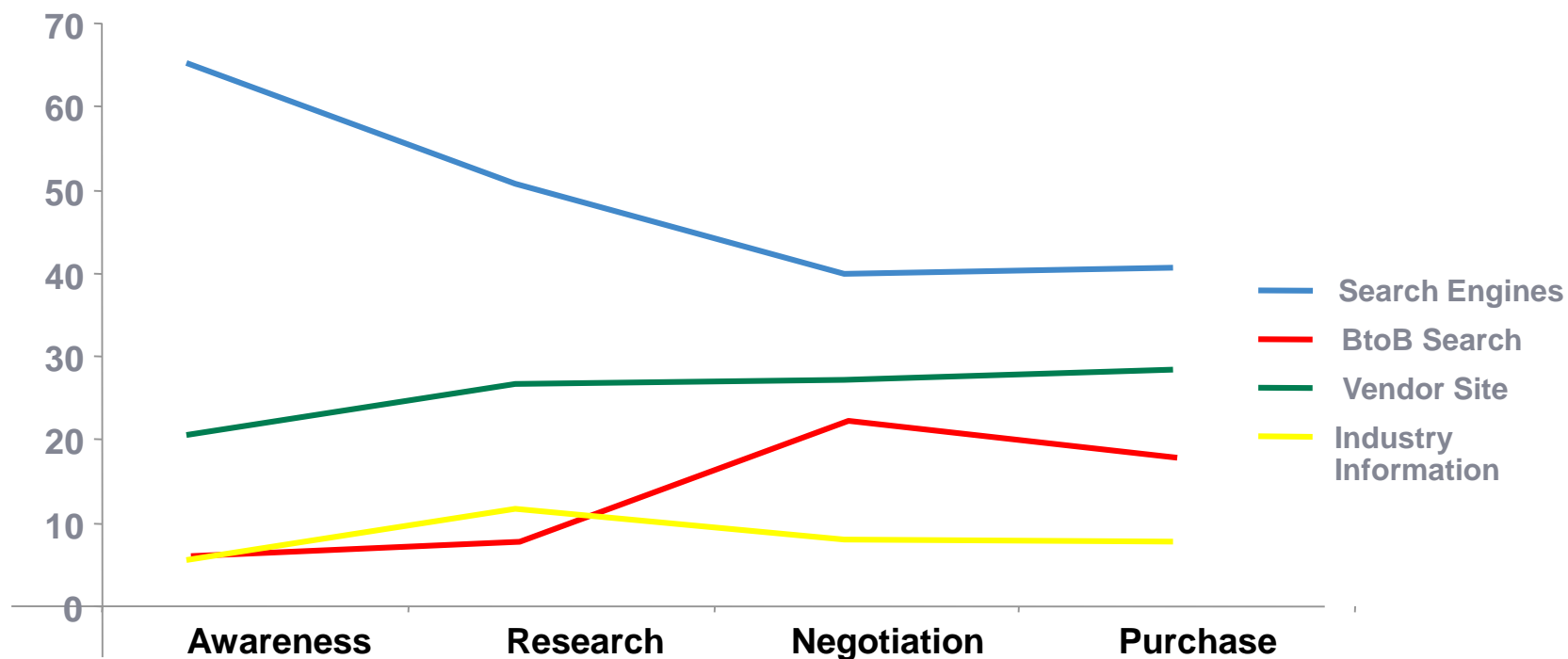
Sales Materials



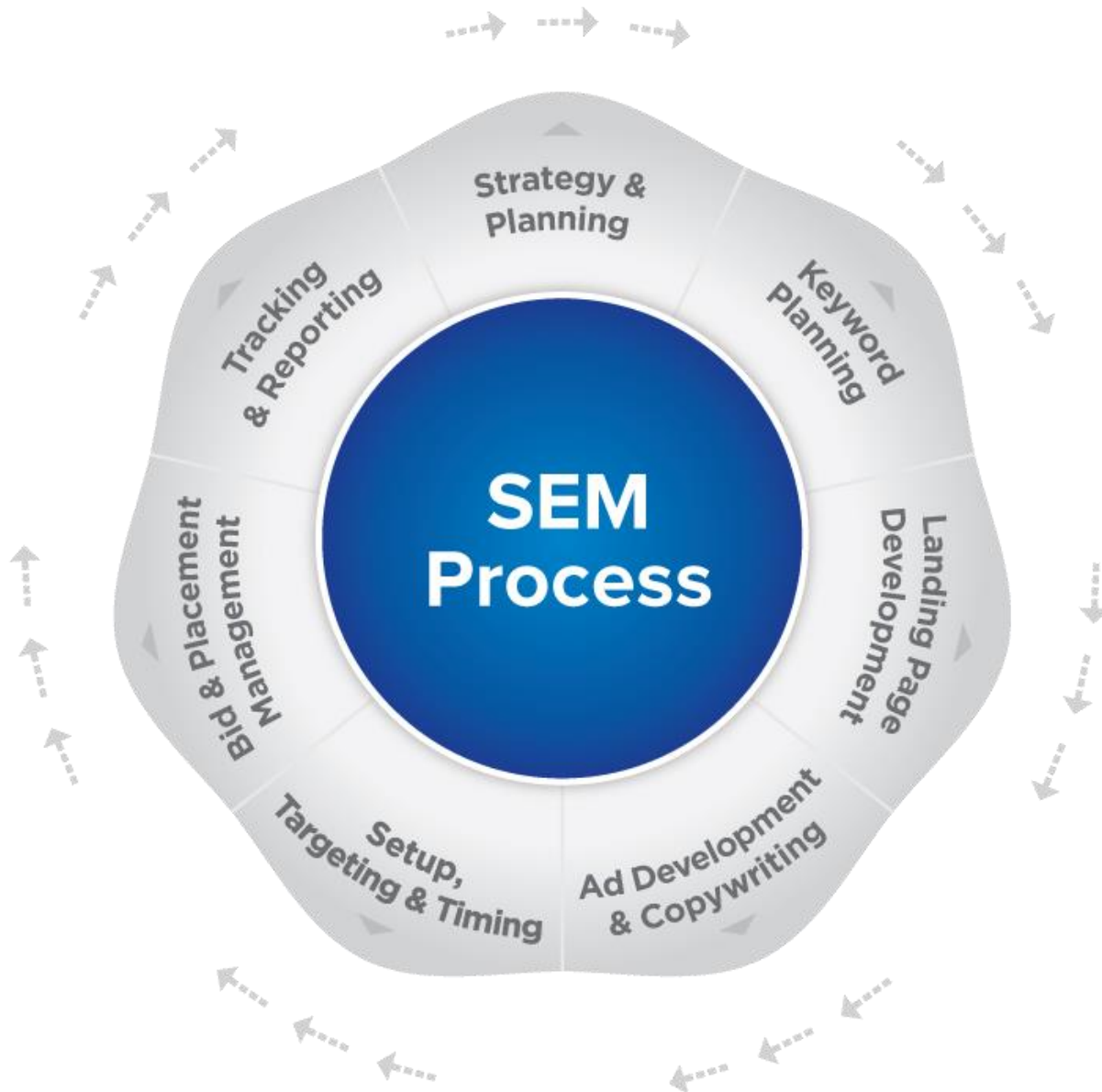
Optimize

Track, Report and Respond

Search is Primary Research Resource During All Phases of Purchase Funnel

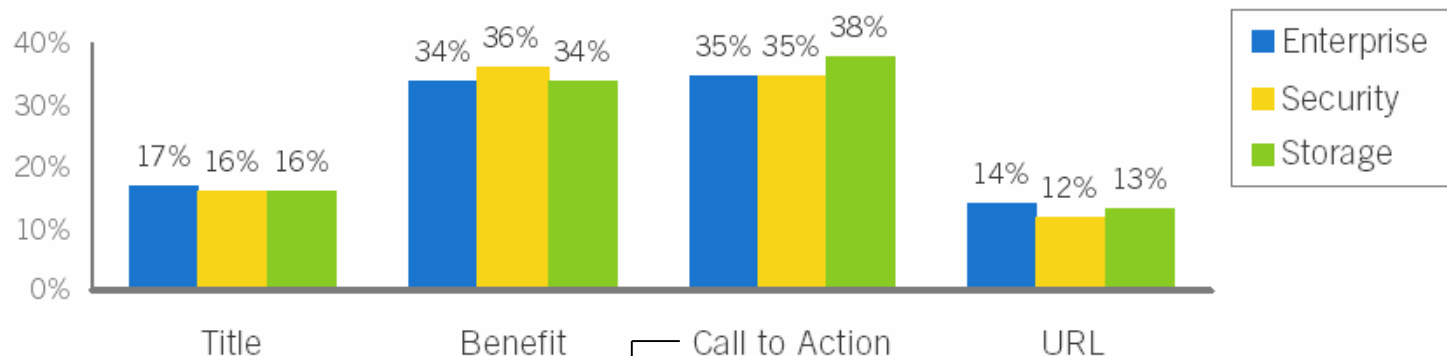


Paid Search Management Process



Keyword Ad Copywriting: Benefits and Offers

Influencers of Click Behavior



[Reduce Network Traffic](#)
Don't Pay for WAN Upgrades
Learn How With 20-Minute Evaluation
www.peribit.com

[{KeyWord: WAN Optimization}](#)
Optimize Performance Over WAN Links
Get Best Practices White Paper Now
www.peribit.com

Sample best practice
ads from Google
white paper.

Ads must point to conversion pages that deliver on ad copy offers.

Keyword Ads Benefit & Offer Matrix

| Product Name | Product Benefits | Offers |
|--------------------------------|--|--|
| | | |
| Adaptive Authentication | <ul style="list-style-type: none"> • Lowest impact on genuine users. • Proven, real time risk reduction. • Minimal total cost of ownership. | <ul style="list-style-type: none"> • White Paper: The Impact of Strong Authentication on Usability • Solution Brief: Adaptive Authentication for Web • Solution Brief: Complying with FFIEC Guidance • Demo/Quote Request |
| | | |
| AAA FraudAction | <ul style="list-style-type: none"> • Anti-phishing solutions that work. • Prevent 95% of network attacks • Decrease fraud losses by 50%. | <ul style="list-style-type: none"> • White Paper: Phishing Special Report: What We Can Expect for 2014 • Solution Brief: AAA FraudAction • Demo/Quote Request |

Paid Search Master Plan

| CAMPAIGN: | UNI:Backup-Branded | | UNI:Backup-Branded | | UNI:Backup-Branded | |
|------------------------------------|---|--------|---|--------|---|--------|
| AD GROUP | Netware Backup | Length | Other Physical Backup | Length | SharePoint Backup | Length |
| Headline - 25 Characters | Unitrends Recovery-Series | 25 | Unitrends Recovery-Series | 25 | Unitrends Recovery-Series | 25 |
| Description Line 1 - 35 Characters | Unitrends® Backup Appliances can | 32 | Unitrends® Backup Appliances can | 32 | Unitrends® Backup Appliances can | 32 |
| Description Line 2 - 35 Characters | Protect Your Data. Try it for Free! | 35 | Protect Your Data. Try it for Free! | 35 | Protect Your Data. Try it for Free! | 35 |
| Display URL - 35 Characters | www.unitrends.com/Backup-Appliances | 35 | www.unitrends.com/Backup-Appliances | 35 | www.unitrends.com/Backup-Appliances | 35 |
| Destination URL - 1050 Characters | http://www.unitrends.com/ppc/unitrends-appliance?utm_source=Netware Backup | | http://www.unitrends.com/ppc/unitrends-appliance?utm_source=Other Physical Backup | | http://www.unitrends.com/ppc/unitrends-appliance?utm_source=SharePoint Backup | |
| Headline - 25 Characters | Unitrends UEB Backup | 20 | Unitrends UEB Backup | 20 | Unitrends UEB Backup | 20 |
| Description Line 1 - 35 Characters | Unitrends® Enterprise Backup can | 32 | Unitrends® Enterprise Backup can | 32 | Unitrends® Enterprise Backup can | 32 |
| Description Line 2 - 35 Characters | Protect Your Data. Try it for Free! | 35 | Protect Your Data. Try it for Free! | 35 | Protect Your Data. Try it for Free! | 35 |
| Display URL - 35 Characters | www.unitrends.com/Enterprise-Backup | 35 | www.unitrends.com/Enterprise-Backup | 35 | www.unitrends.com/Enterprise-Backup | 35 |
| Destination URL - 1050 Characters | http://www.unitrends.com/ppc/unitrends-enterprise-backup?utm_source=Netware Backup | | http://www.unitrends.com/ppc/unitrends-enterprise-backup?utm_source=Other Physical Backup | | http://www.unitrends.com/ppc/unitrends-enterprise-backup?utm_source=SharePoint Backup | |
| Headline - 25 Characters | Unitrends Recovery-Series | 25 | Unitrends Recovery-Series | 25 | Unitrends Recovery-Series | 25 |
| Description Line 1 - 35 Characters | Better Enterprise Data Protection. | 34 | Better Enterprise Data Protection. | 34 | Better Enterprise Data Protection. | 34 |
| Description Line 2 - 35 Characters | Sign Up for a Free Eval Unit Today! | 35 | Sign Up for a Free Eval Unit Today! | 35 | Sign Up for a Free Eval Unit Today! | 35 |
| Display URL - 35 Characters | www.unitrends.com/Backup-Appliances | 35 | www.unitrends.com/Backup-Appliances | 35 | www.unitrends.com/Backup-Appliances | 35 |
| Destination URL - 1050 Characters | http://www.unitrends.com/ppc/unitrends-appliance?utm_source=Netware Backup | | http://www.unitrends.com/ppc/unitrends-appliance?utm_source=Other Physical Backup | | http://www.unitrends.com/ppc/unitrends-appliance?utm_source=SharePoint Backup | |
| Headline - 25 Characters | Unitrends UEB Backup | 20 | Unitrends UEB Backup | 20 | Unitrends UEB Backup | 20 |
| Description Line 1 - 35 Characters | Better Enterprise Data Protection. | 34 | Better Enterprise Data Protection. | 34 | Better Enterprise Data Protection. | 34 |
| Description Line 2 - 35 Characters | Download a Free Trial Copy Today! | 33 | Download a Free Trial Copy Today! | 33 | Download a Free Trial Copy Today! | 33 |
| Display URL - 35 Characters | www.unitrends.com/Enterprise-Backup | 35 | www.unitrends.com/Enterprise-Backup | 35 | www.unitrends.com/Enterprise-Backup | 35 |
| Destination URL - 1050 Characters | http://www.unitrends.com/ppc/unitrends-enterprise-backup?utm_source=Netware Backup | | http://www.unitrends.com/ppc/unitrends-enterprise-backup?utm_source=Other Physical Backup | | http://www.unitrends.com/ppc/unitrends-enterprise-backup?utm_source=SharePoint Backup | |
| Keywords | Type | | Type | | Type | |
| | backup netware | Phrase | Active directory Backup | Phrase | backup sharepoint | Phrase |
| | backup netware 5 | Phrase | Active directory Windows Server Backup | Phrase | backup sharepoint 2007 | Phrase |
| | backup netware 6 | Phrase | Backup Active directory | Phrase | backup sharepoint 2010 | Phrase |
| | backup netware linux/suse | Phrase | Backup Active directory Windows Server | Phrase | backup sharepoint 2013 | Phrase |
| | backup netware netware oes | Phrase | Backup FreeBSD | Phrase | sharepoint 2007 backup | Phrase |
| | backup netware oes11 | Phrase | Backup HP-UX | Phrase | sharepoint 2010 backup | Phrase |
| | netware 5 backup | Phrase | Backup Lotus Notes | Phrase | sharepoint 2013 backup | Phrase |
| | netware 6 backup | Phrase | Backup MacOS | Phrase | sharepoint backup | Phrase |
| | netware backup | Phrase | Backup MSDE | Phrase | | |
| | netware linux/suse backup | Phrase | Backup MSDE 2000 | Phrase | | |
| | netware netware oes backup | Phrase | Backup MySQL | Phrase | | |
| | netware oes11 backup | Phrase | Backup Oracle | Phrase | | |
| | | | Backup Paradox | Phrase | | |
| | | | Backup PostGres | Phrase | | |
| | | | Backup Progress | Phrase | | |
| | | | Backup SCO OpenServer | Phrase | | |
| | | | Backup SGI IRIX | Phrase | | |
| | | | Backup Unixware | Phrase | | |
| | | | FreeBSD Backup | Phrase | | |
| | | | HP-UX Backup | Phrase | | |
| | | | Lotus Notes Backup | Phrase | | |
| | | | MacOS Backup | Phrase | | |

See Sample

Google Display Network & Retargeting

The screenshot shows a TechTarget website with several Google Display Network ads. A red box highlights a SIEM Buyer's Guide ad, and another red box highlights a LinkedIn Jobs ad.

TechTarget SearchSecurity Data Security and ... > All Search the TechTarget Network

-ADS BY GOOGLE

SIEM Buyer's Guide: 2015
dcig.ndm.net/logrhythm
Review The Leading SIEM Vendors Identified by DCIG. Free Report

Latest TechTarget resources

SearchCloudSecurity

Card Autographed!
[Strasburg's Topps Rookie Card Available Exclusively Online During His MLB Debut](#)
[IPL and Topps Partner to Introduce Exciting Range of Collectables](#)

The rise of
[Star Wars Galaxy 5 Now Available](#)
[Garbage Pail Kids Flashback On Sale Now](#)

Cloud

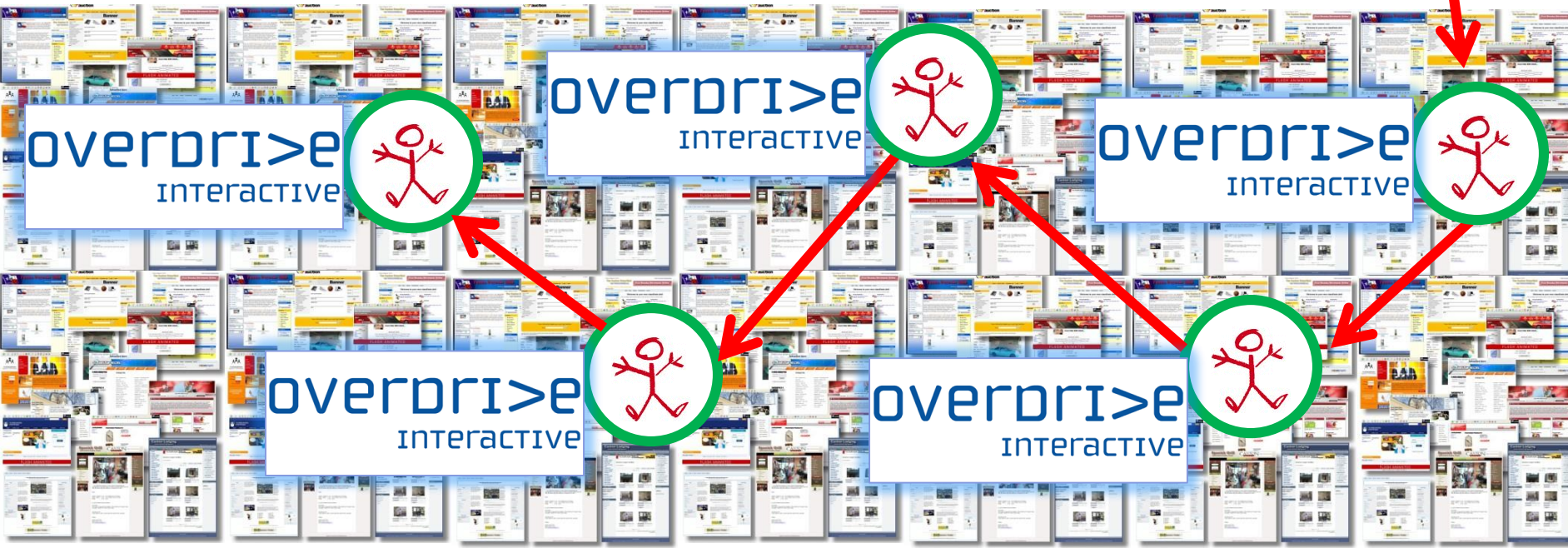
Insider edition:
[2009 Bowman Sterling NFL Case Rip-party](#)
[Click here to watch 09 NFL Rookie interviews!](#)

LinkedIn Jobs Get 50% off your first job post. [GET STARTED](#) *disclaimer

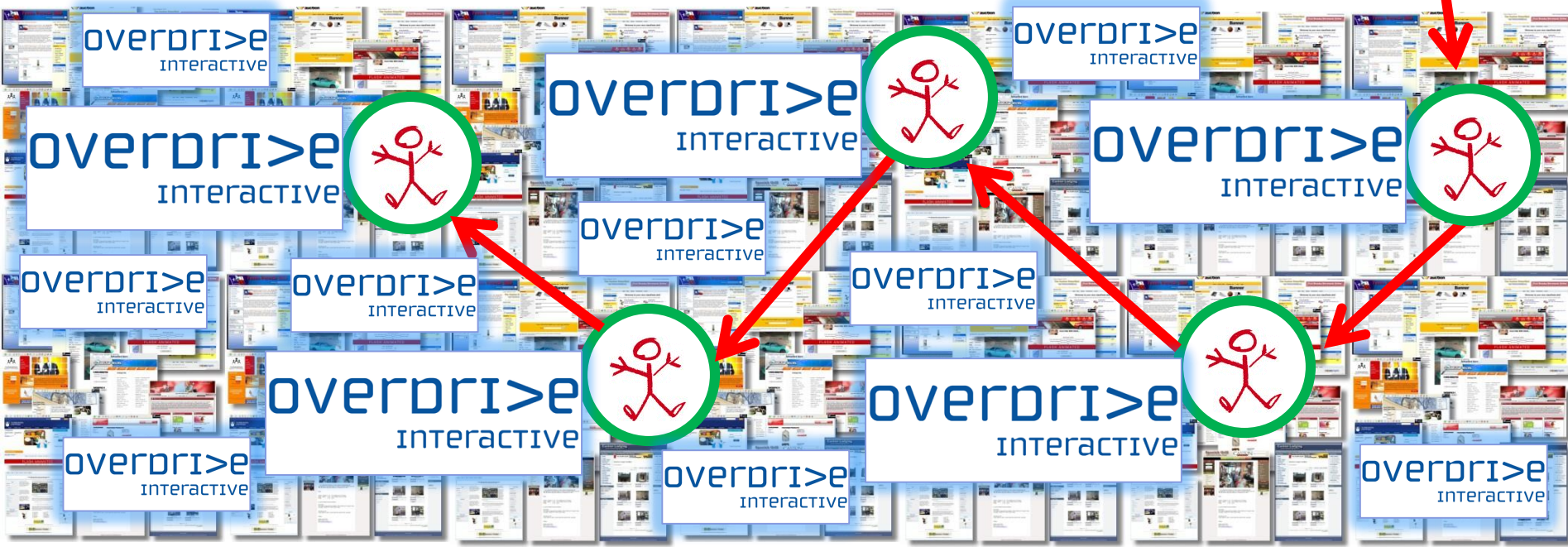
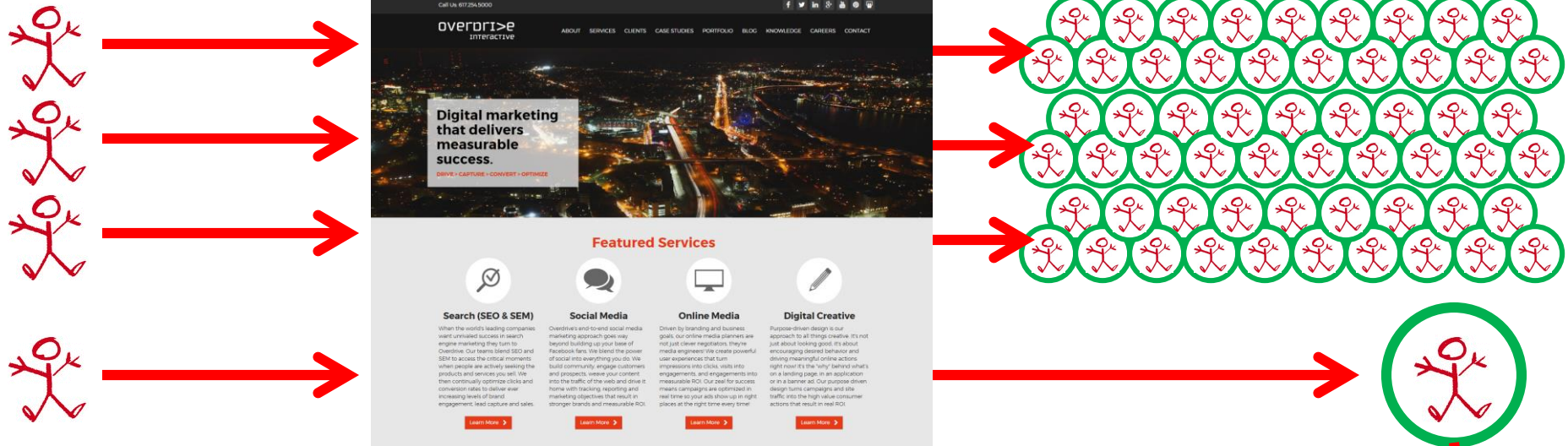
Ads by Google

CPA Tracking Label Information Privacy Policy Terms & Conditions Contact Us Corporate Partners Topps of the Class FAQ Customer Support
Topps is a registered trademark of The Topps Company, Inc.

Google Content Network Retargeting



Retargeting Growth (Community of Customers and Prospects)



Keyword Selection

No Magic Algorithm for B2B SEM

- Unlike ecommerce sites with thousands of SKUs and unlimited search terms, SEM for B2B is typically limited to a small group of terms that drives the majority of search volume*
- You need to be at the top for this small universe of terms – bottom feeding puts your brand at the bottom

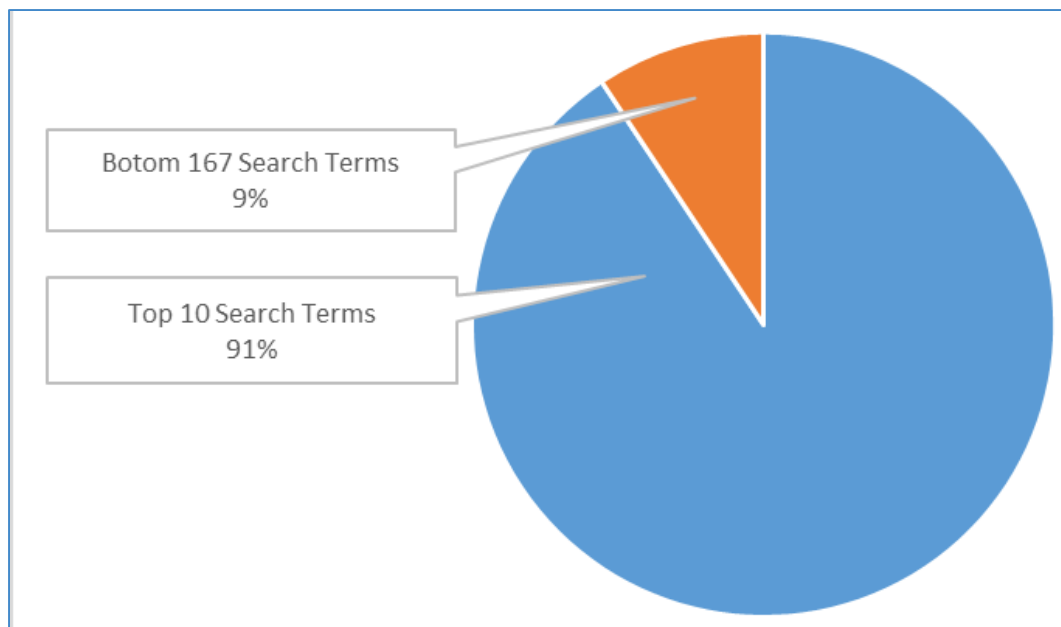
* Not always the case and we are not saying don't build out a long list of exact match terms

Keyword Search Volume for “ERP”

- Top 187 terms get over 9.1 million searches per year according to Google

| | | |
|------------|-----------|-----|
| Top 10 | 8,330,400 | 91% |
| Bottom 167 | 821,760 | 9% |

[See full report](#)



Top 10 ERP Terms

| | |
|------------------------------|-----------|
| erp | 6,600,000 |
| erp software | 594,000 |
| enterprise resource planning | 266,400 |
| erp systems | 217,200 |
| what is erp | 217,200 |
| open erp | 217,200 |
| open source erp | 79,200 |
| erp open source | 52,800 |
| erp implementation | 43,200 |
| cloud erp | 43,200 |

[All](#) [News](#) [Books](#) [Images](#) [Videos](#) [More](#)

About 115,000,000 results (0.38 seconds)

[Oracle ERP - Oracle.com](#)[Ad](#) [www.oracle.com/ERP](#)

Chat with an Expert Now! Simplify, Accelerate, Collaborate, Control.

[#1 Cloud ERP Software - kenandy.com](#)[Ad](#) [www.kenandy.com/Cloud_ERP](#)

Complete End-to-End Cloud ERP for Your Business Transformation
Easy to Use · Easy to Change · Kenandy Cloud ERP · Fast to Implement
Premier Cloud ERP - Kenandy Cloud ERP - Cloud ERP Solutions

[Evaluating ERP Software? - infor.com](#)[Ad](#) [go.infor.com/erpsuccess](#)

Download an ERP Evaluation e-Kit and learn about the latest options.
[ERP Software: End-to-End Cloud Based ERP](#)

You need to be here.

Enterprise resource planning (ERP) is a category of business-management software—typically a suite of integrated applications—that an organization can use to collect, store, manage and interpret data from many business activities, including: product planning, cost, manufacturing or service delivery, marketing and sales.

[Enterprise resource planning - Wikipedia, the free ...](#)https://en.wikipedia.org/wiki/Enterprise_resource_planning [Wikipedia](#)[More about Enterprise resource planning](#)[Feedback](#)**“erp”****6,600,000 searches per year**

[All](#) [News](#) [Videos](#) [Shopping](#) [Images](#) [More](#)

About 68,400,000 results (0.81 seconds)

ERP Software - intacct.com**Ad** www.intacct.com/erp_accounting

5 Best Practices in Selecting ERP Software. Get free ebook.
Lower TCO · Cloud ERP Software · Executive Dashboards · AICPA Preferred

Oracle ERP Software - Simplify. Accelerate. Collaborate**Ad** www.oracle.com/ERP_Software

Control. Chat with an Expert Now!
Maximize Value · Empower People · Grow Smarter
Services: Cloud Applications, Platform Services, Engineered Systems
#16 in the World's Most Valuable 100 Brands – Interbrand
[Watch ERP Videos](#) · [Oracle Blog](#) · [Oracle Facebook Page](#) · [CFO Central](#)

Top ERP Software - apprise.com**Ad** www.apprise.com/ERP_Solutions

Our Fully Integrated Model Allows For a Lower Total Cost of Ownership
[ERP - Warehouse Management](#)

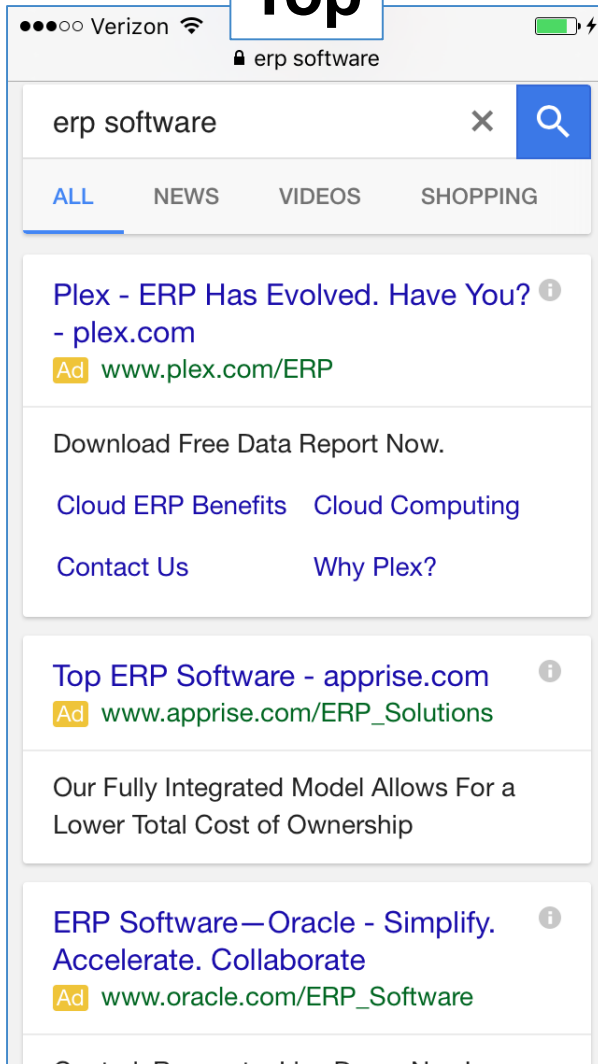
You need to be here.

Enterprise resource planning (ERP) is a category of business-management **software**—typically a suite of integrated applications—that an organization can use to collect, store, manage and interpret data from many business activities, including: product planning, cost, manufacturing or service delivery, marketing and sales.

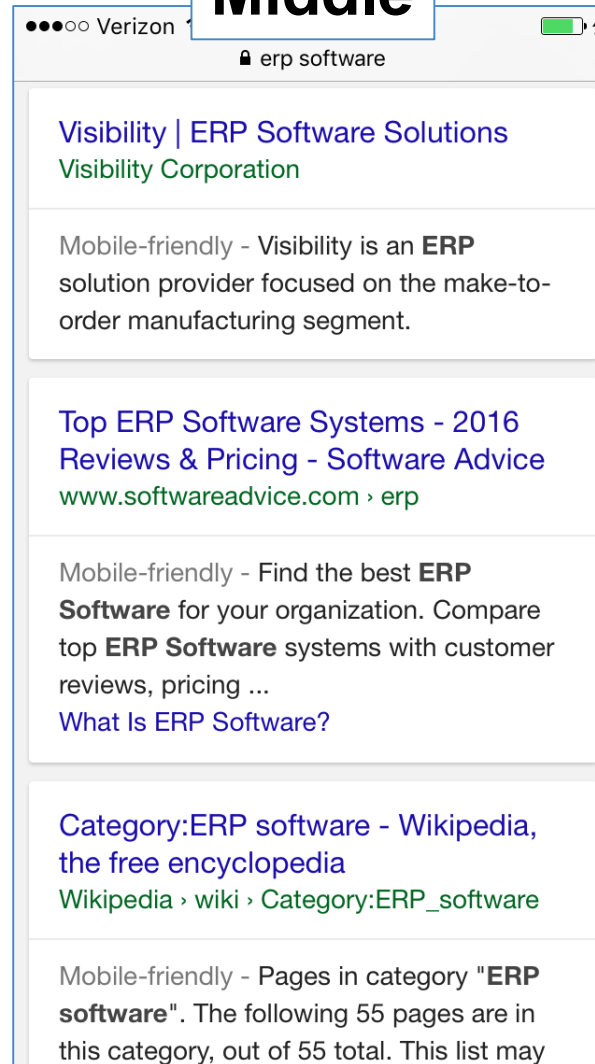
Enterprise resource planning - Wikipedia, the free ...https://en.wikipedia.org/wiki/Enterprise_resource_planning [Wikipedia](#)

Mobile Results – Only Top or Bottom

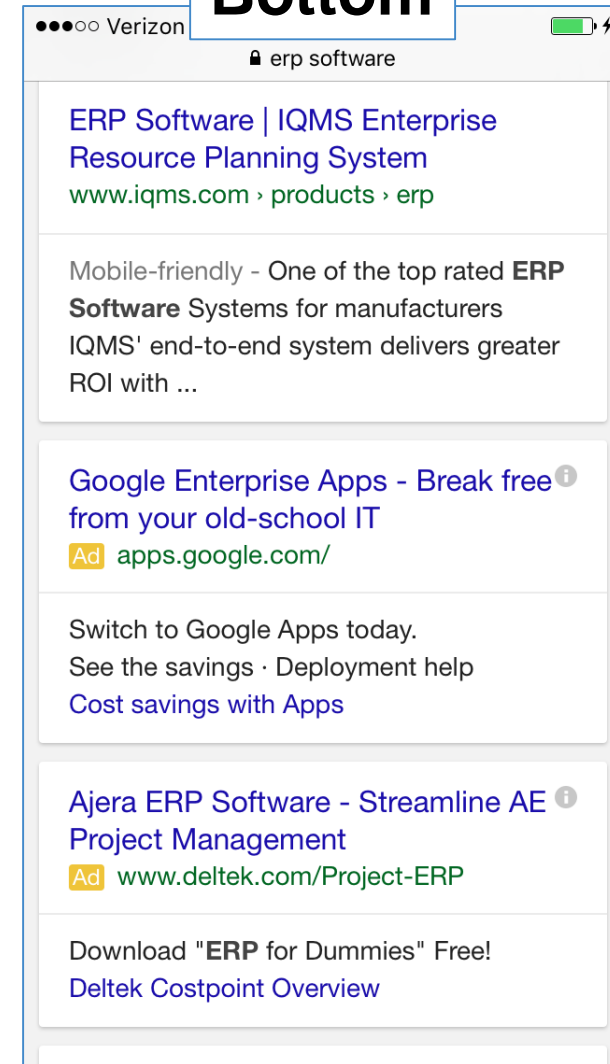
Top



Middle



Bottom



The big question is:

How can I afford to be at the top for the top searched terms in my space?

Battle is Won on The Landing Page

Old Environment

Express Registration:

To register for A 15 Minute Guide to Enterprise Content Management, please enter your name and e-mail address below.

*First Name:

*Last Name:

*E-mail Address:

Copyright 2008 All Rights Reserved. | Privacy Policy |

New Environment

Products Solutions Services Support & Training Leadership & Innovation

Get the White Paper:
15 Minute Guide to Enterprise Content Management

Content is at the heart of your business.

Enterprise content management enables organizations to leverage enterprise knowledge assets for competitive advantage. This paper will help you understand the importance of information lifecycle management for enterprise content management users. Identify key drivers for information lifecycle management, why organizations need to adopt an information lifecycle management strategy, and the benefits of information lifecycle management for enterprise content management users.

15 Minute Guide covers the following topics.

- What is enterprise content management (ECM)? What types of technologies should be considering to manage the unstructured content that is growing exponentially in my organization?
- Why should I care about ECM and its related technologies? Why should I consider ECM to be a strategic necessity? Why should I move it up the priority list for investment?
- For content that should be doing something to manage all this unstructured content, but when should I be looking to implement?
- How can I successfully implement such technologies when they're likely to cross departments, jurisdictions and include suppliers, partners, and customers?
- Where should I start?

[>> Get access now](#)

Registration

To view this information, please take a moment to tell us about yourself.

*Country:

*First Name:

*Last Name:

*E-mail Address:

*Company Name:

*Job Title:

☐ Send me communications on my key business and technology priorities

*Required Fields

Microsoft, IBM, SAP, Oracle, HP, Dell, Cisco, and other brands are trademarks of their respective owners.

| | Old Environment | New Environment | % Change |
|-----------------|-----------------|-----------------|----------|
| Conversion Rate | 1.07% | 14.46% | 1,251% |



Already a customer? [Log in here.](#)

INTRODUCING ZMAGS

Fill out the form to view the Demo »



The global leader in SaaS based mobile commerce and analytics. Zmags enables over 3,000 customers to mobilize their merchandise and capture the value of their brand experience across social, tablet and mobile commerce channels.

[Learn More:](#)

[Overview](#)

[Product Showcase](#)

[Benefits & Features](#)

DEMO FOR COMMERCE PRO

Complete the form to view the demo

FIRST NAME *

LAST NAME *

BUSINESS EMAIL *

COMPANY *

PHONE NUMBER *

COUNTRY *

STATE

INDUSTRY

REVENUE


JOB POSITION

BUYING STAGE


* Required fields

SUBMIT & VIEW THE DEMO






Rocket Aldon ALM



**Release.
Streamline.
Accelerate.
Repeat.**



Get your ALM demo now!

**FILL OUT THE FORM BELOW
TO GET STARTED**

First Name:

Last Name:

Email Address:

Phone Number:

Company:

Country:

[Get it Now!](#)

See how simple managing application development can be.

Rocket Aldon Lifecycle Manager (ALM) lets you easily control all stages of the application development lifecycle. This easy-to-use solution automatically tracks, accelerates and streamlines processes, so you can meet budgets, make timelines and produce error-free software.

With Rocket ALM:

- + **Manage application development end-to-end:** from change request approvals to checkouts for development through testing and final deployment into production.
- + **Watch errors disappear** by enforcing IT procedures and using repeatable, traceable processes across the application lifecycle.
- + **Put the whole team on the same page** with a single view of activities across geographically distributed and outsourced teams.
- + **Simplify compliance** with automation and process tracking that lets you quickly give your auditors exactly what they need.

No matter what platform you're working on or how many releases you're managing, our automated process ensures error-free, high-quality software. With Rocket ALM, you can increase your developers' productivity and deploy projects on time while meeting regulatory and best practices requirements.

[Get the demo now!](#)

Acquia™
Your Enterprise Guide to Drupal

Serious about Drupal hosting? Speak to an expert.

Nobody knows how to run Drupal on cloud hosting like Acquia's staff, from CTO (and Drupal creator) Dries Buytaert on down.

See some of our Cloud Hosting clients:



Call to speak with an expert:

617.254.5000

OR

Complete the contact form:

► Submit (all fields are required)

By speaking with an expert, you will learn how to...

Improve speed and security. Understand the stack from the bottom up to make Drupal run better in every way.

Low Total Cost of Ownership without sacrificing control, high-availability or reliability on a battle tested cloud platform.

Scale effortlessly. Find out how to add server resources dynamically in response to traffic spikes.

Make the right decisions. Learn the essentials for deploying a successful enterprise-class Drupal platform.

24/7 Expert Support and pro-active response for issues with your site.

[Feeds](#)

[Legal](#)

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Call Now: **617.254.5000**

Chat with Sales!



Landing Page Anatomy

The landing page for Unitrends Enterprise Backup features a dark header with the Unitrends logo and a toll-free number. The main content area includes a hero section with a man in a blue shirt, a section titled 'Take Control of Your Data Protection Strategy' with a sub-headline, a 'FREE TRIAL DOWNLOAD' section with a form, and a 'FOUR REASONS TO START YOUR FREE TRIAL TODAY' section with a list of benefits and a screenshot of the software interface.

Copy strikes an immediate emotional chord w/ the target by addressing pain point and benefits

Take Control of Your Data Protection Strategy
Unitrends Enterprise Backup™
— Data Protection Made Simple

Humanized image to create connection and communicate confidence while providing contextual relevance

Copy and imagery are focused on selling the action and driving conversion

FOUR REASONS TO START YOUR FREE TRIAL TODAY.

Unitrends Enterprise Backup (UEB) is a virtual backup appliance that adapts to YOU and your IT infrastructure by protecting both your virtual and physical assets.

Start Unitrends Enterprise Backup (UEB) free trial and see for yourself how easy it is to:

1. **Deploy** a virtual appliance for Microsoft Hyper-V and VMware vSphere.
2. **Schedule** automated backups so you can recover and access your IT assets anytime, anywhere.
3. **Use** the cloud to store backup copies for data retention or disaster recovery needs.
4. **Manage** your entire infrastructure including any physical and virtual environments from a single pane of glass.

FREE TRIAL DOWNLOAD
Get your Free Trial Version of Unitrends Enterprise Backup

First Name *

Last Name *

Email Address *


Phone *


DOWNLOAD

Action arrow guides user's eye to desired action on the page

Short form with action oriented button.

Thank You/Engagement Page Anatomy

TOLL FREE: 1.866.359.5411



Take Control of Your Data Protection Strategy


Unitrends Enterprise Backup™
— Data Protection Made Simple

THANK YOU!

Download Your Free Trial Now

- [EXE for VMware](#)
- [EXE for Hyper-V](#)

If you are looking for different formats, you will be receiving an email with additional download links and some more information shortly. If you have any questions, please call us at 1-866-359-5411 or email us at info@unitrends.com.



WAIT! THERE'S MORE TO EXPLORE.

To learn more about Unitrends Enterprise Backup, please view the resources below.

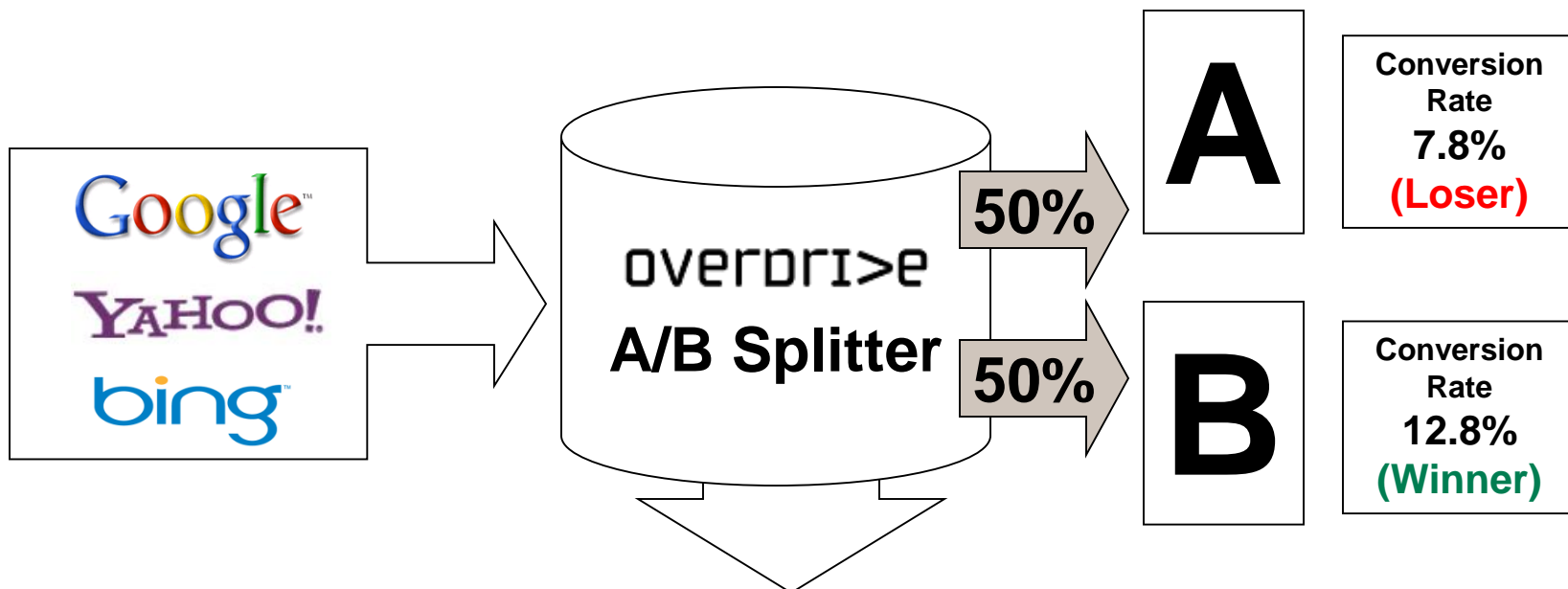
- [Datasheet](#)
- [Customer Case Study](#)
- [Solution Brief: VMware and Unitrends](#)

Thank you for your interest in Unitrends!

Action is immediately confirmed and user is presented with an instant download link. Download link also sent via email.

User is presented with relevant content for post conversion engagement.

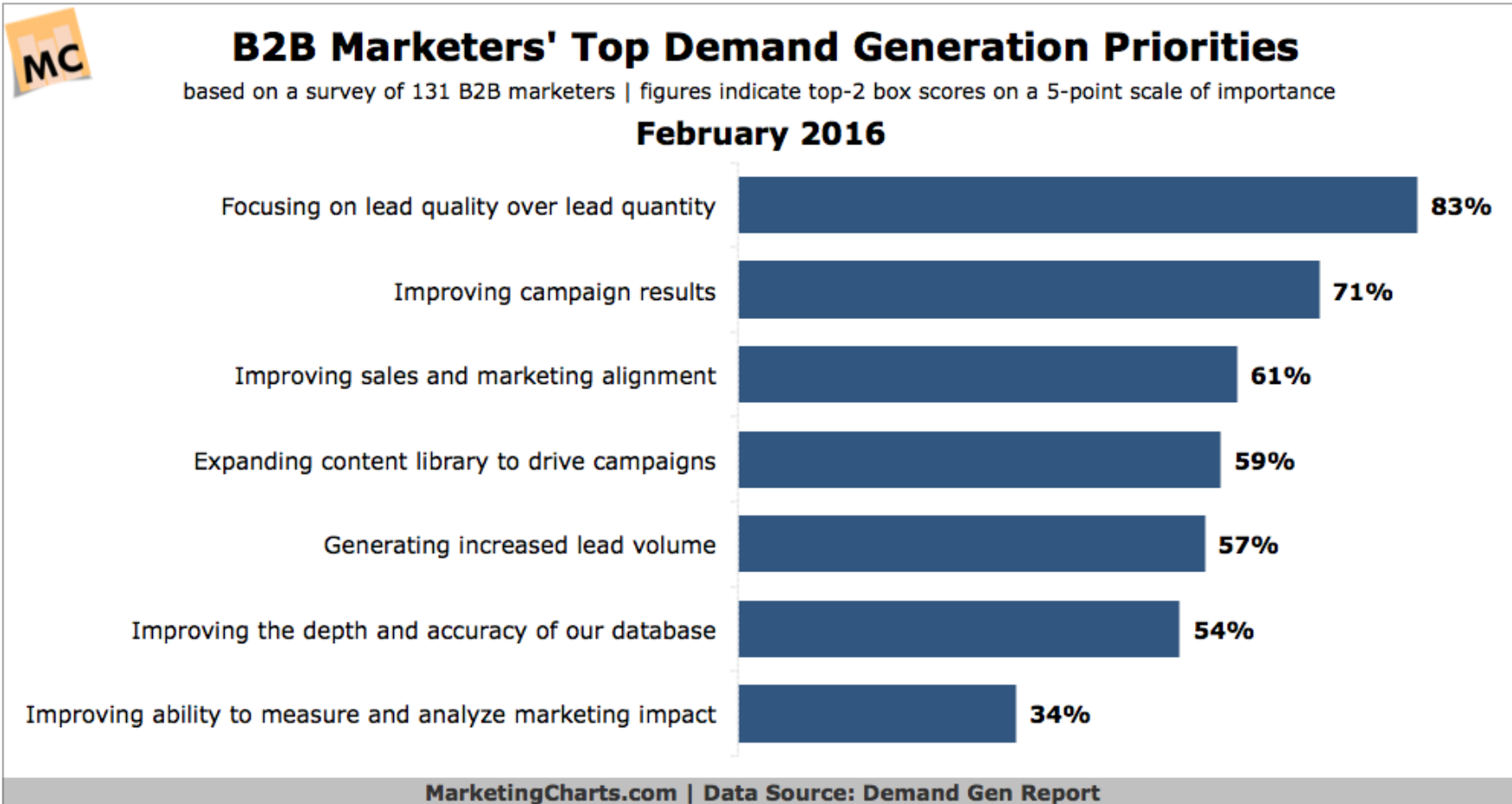
A/B Split or Multivariate Testing Engine



| Online Media Site/Creative | Impressions | Clicks | Click Rate | CPM Cost | Cost | Cost Per Click | Actions | Conversion Rate | Cost Per Action |
|------------------------------|-------------|---------|------------|----------|--------------|----------------|---------|-----------------|-----------------|
| Site 1 | | | | | | | | 3.76% | \$26.26 |
| Site 2 | | | | | | | | 3.74% | \$27.75 |
| Network 1 | | | | | | | | 2.81% | \$8.95 |
| Online Media Totals | | | | | | | | 3.36% | \$20.85 |
| Keyword Media Engine/Keyword | | | | | | | | 4.31% | \$10.34 |
| Google | | | | | | | | 4.28% | \$9.97 |
| MSN | 345,153 | 7,724 | 2.24% | \$6.97 | \$2,405.99 | \$0.31 | 263 | 3.40% | \$9.15 |
| Search Media Totals | 6,940,581 | 145,391 | 2.09% | \$8.67 | \$60,199.98 | \$0.41 | 6,180 | 4.25% | \$9.74 |
| Campaign Totals | 96,940,581 | 454,641 | 0.47% | \$2.86 | \$277,199.98 | \$0.61 | 16,585 | 3.65% | \$16.71 |

Results Report

Lead Quality Optimization





POINT OF VIEW



HOW TO LAUNCH A PAYMENT BUNDLING PROGRAM

Every hospital and organization that is a healthcare provider has a unique set of challenges when it comes to launching a payment bundling program. The key to success is to understand the challenges and to develop a program that addresses them. This whitepaper provides a comprehensive overview of the challenges and solutions for launching a payment bundling program.

NEW CHALLENGES
NEW SOLUTIONS
NEW TRIZETTO

POINT OF VIEW WHITEPAPER

HOW TO LAUNCH A PAYMENT BUNDLING PROGRAM

Payment bundling holds great promise as a way to improve the cost-effectiveness and quality of health care. But how well your payment bundling program performs will depend on the choices you make on critical issues of program design.

[Download this Point-of-View Paper now to learn more. →](#)

PAYMENT BUNDLING PROGRAM DESIGN IS KEY

Jay Sultan, Associate VP with TriZetto and an architect of successful payment bundling demonstration projects, shows how careful planning and design can help ensure that payment bundling programs deliver substantial benefits to payers, providers, and patients.

UNDERSTAND THE CRITICAL SUCCESS FACTORS

Learn about important design issues such as:

- Choosing the first bundles to roll out.
- Deciding between prospective versus retrospective payment.
- Evaluating your technology needs and capabilities.
- Building your initial program in a way that facilitates future expansion.

DOWNLOAD NOW ▾

First Name: Last Name: Company Name: Email Address: Address 1: Address 2: City: State: Zip Code: Phone Number: Mobile Phone: Title:

SELECT ONE ▾

Type of Work:

SELECT ONE ▾

Type of Business:

SELECT ONE ▾

DOWNLOAD NOW ►

■ Informational CTA

- Asset download
- Higher conversion rate
- Lower quality leads

NEWS CAREERS PRESS ROOM CONTACT US SITEMAP

NEW CHALLENGES
NEW SOLUTIONS
NEW TRIZETTO



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GE Healthcare | Centricity® Advance

Affordable. Comprehensive. Easy.

overdrive

Paper records are so 20th century



We'll help you through your EMR transition, every step of the way.

Your small practice is ready for the clinical and financial benefits of an EMR. With Centricity Advance from GE Healthcare, you can reap them in weeks, not months — at a low monthly fee. And as your partner, we'll be there to support your transition every step of the way, from setup and training to achieving meaningful use. So before long, you'll experience new levels of efficiency — and we're certain you won't miss paperwork a bit.

Learn more today — visit www.gehealthcare.com/emrpartner or call 800-535-7921

Watch a Product Overview



Take a quick look at the benefits of Centricity Advance, and how it can help streamline your small practice.

Register for a Live Demo



Schedule a live demo of Centricity Advance today!

Still Have More Questions?



Click here to fill out our Contact Us form and we'll get in touch with you.

Get Plans & Pricing

Affordability & Scalability, Tailored to the Small Practice's Needs.

Your Name:
Phone:
Email:
Address:
City:
State: MA
Zip/Postal Code:
Country: United States
Facility Name:
Facility Type:
Role:
Number of physicians:

GET PLANS & PRICING

- Contact CTA
 - Quote request
 - Lower conversion rate
 - Higher quality leads

[Electronic Medical Records](#) | [Meaningful Use](#) | [Practice Management](#) | [Patient Portal](#) | [SaaS EMR](#) | [Web-Based EMR](#) | [EHR](#)

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Sample Paid Search Topline (see sample dashboard)

overdrive
interactive

Network

Display Network

Display Remarketing

Search Network

*Networks should NOT be combined when looking at conversion efficiencies

Domestic vs Internati...

Domestic

International

Country

"Other" (Paused)

Australia

Brazil

DACH

France

Italy

Japan

Netherlands

Scandinavia

UK

USA/Canada

Legacy vs New

Legacy

New

Branded vs Non Brand...

Branded

Non-branded

Campaign Description

"Test" campaign

APM

Bandwidth Monitoring

Branded

Branded (Whats Up)

Branded Search Remarke...

Month

1/1/2014

2/1/2014

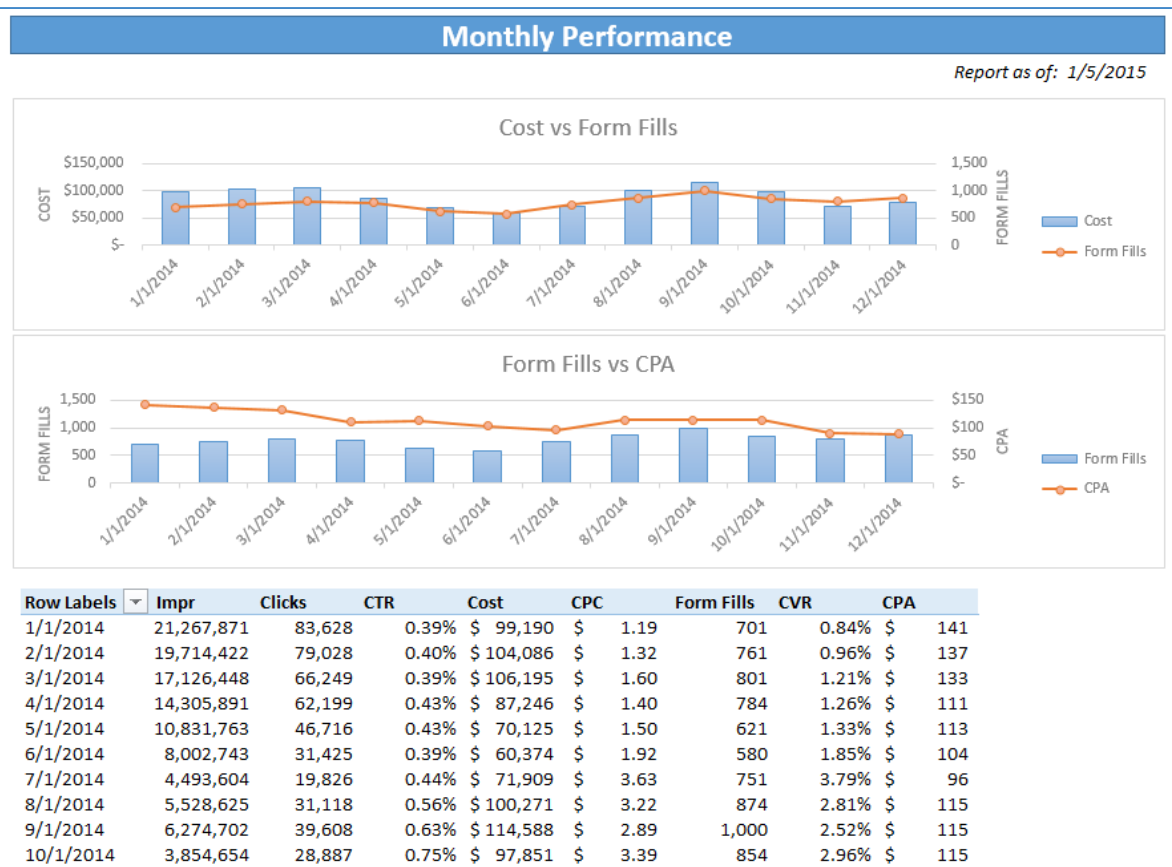
3/1/2014

4/1/2014

Engine

Bing

Google



Reveal the Full Value

Keyword Level Call Tracking & Click to Call

| Campaign | Clicks | CTR ? | Avg. CPC ? | Calls ? | Missed calls ? | Rcvd. calls ? | Avg. call duration ? |
|--------------|----------------|--------------|---------------|---------------|----------------|---------------|-----------------------|
| Total | 156,095 | 3.16% | \$2.32 | 13,309 | 138 | 13,171 | 8 mins 56 secs |
| Insurance CA | 2,286 | 13.51% | \$2.15 | 691 | 8 | 683 | 9 mins 21 secs |
| Insurance MA | 1,784 | 1.52% | \$1.46 | 537 | 6 | 531 | 8 mins 49 secs |
| PPO NY | 1,183 | 0.89% | \$1.59 | 514 | 5 | 509 | 8 mins 7 secs |
| HMO FL | 1,118 | 1.18% | \$1.48 | 485 | 5 | 480 | 6 mins 19 secs |
| HMO CA | 919 | 0.92% | \$1.68 | 466 | 3 | 463 | 8 mins 37 secs |
| Why TX | 1,408 | 1.22% | \$1.90 | 458 | 5 | 453 | 9 mins 17 secs |

Verizon 8:44 PM

business insurance

Google

business insurance

ALL NEWS MAPS IMAGES VID

Business Insurance Online - Hiscox.com
Ad www.hiscox.com/small-business


4.8 ★★★★★ advertiser rating
Call Us Mon-Fri 8am-10pm EST.
Lowest Rates From...
Call (800) 633-5553


General Liability Insurance By Prof...
Why Choose Hiscox Get a Quote Now


















Business Insurance Quotes
Ad www.netquote.com/

CALL

Reveal the Full Value Brand Tracking via Reverse IP/Visitor Track



 **Hot Lead Alert** [email information](#)

| | | |
|---|--------------------------|--|
|  | Company Name | Partners HealthCare System |
|  | LookUp | Click here for Jigsaw contact info |
|  | Website | http://www.partners.org |
|  | HQ Address | Brigham & Womens Hospital Info 800 Boylston St., Ste. 1150, BOS |
|  | HQ Phone | +1.617.726.2000 |
|  | Tag | |
|  | GeoTarget City | BOSTON |
|  | GeoTarget Region | MASSACHUSETTS |
|  | GeoTarget Country | UNITED STATES |
|  | Geo Phone | Click here to look up phone num |
|  | Search Engine | Direct Hit |
|  | Search Phrase | |
|  | Landing Page URL | www.socialeye.com/ |
|  | Previous Visit | 6/19/2012 2:16:27 PM (ET) |
|  | Date/Time | Jul 11 2012 9:41AM (ET) |
|  | Page Views | 1 |
|  | Page View Detail | |
| URL | | Date/Time (ET) |
| www.socialeye.com/ | | 7/11/2012 9:41:53 AM |

Visitor Track Report - November 2014

| Company Name | Unique IP Addresses |
|---|---------------------|
| Abbott Laboratories | 1 |
| Accenture | 1 |
| Advocate Health Care | 1 |
| ALLIED HEALTHCARE FEDERAL CREDIT UNION | 1 |
| Allstate Insurance Company | 1 |
| AMD INDUSTRIES | 1 |
| American Airlines, Inc. | 1 |
| American Association of Retired Persons | 1 |
| American College of Cardiology Foundation | 1 |
| American Medical Association | 1 |
| APPLE INC. - 10G ASHBURN IDE | 1 |
| ARCHER DANIELS MIDLAND | 1 |
| Bank United - MIA | 1 |
| Baylor Health Care Systems | 1 |
| Best Buy Co., Inc. | 1 |
| BLACK DECKER | 1 |
| BlueCross BlueShield of Illinois | 1 |
| CBS Corporation | 2 |
| CDM Media | 1 |
| Central Intelligence Agency | 1 |
| Chicago Mercantile Exchange | 1 |
| CITY AND COUNTY OF DENVER | 2 |
| City of Los Angeles | 1 |

Search Marketing Brand Report

ERP-Net

- **DATE RANGE:**
02/2015 – 10/2015
- **IMPRESSIONS:**
1,134,567
- **CLICKS:**
22,691
- **ACTIONS:**
680
- **SAMPLE TERMS:**
 - ERP
 - ERP Software
 - ERP Solution
 - Enterprise Resource Planning
 - ERP Integration

COMPANIES VISITING ERP-Net VIA PAID SEARCH

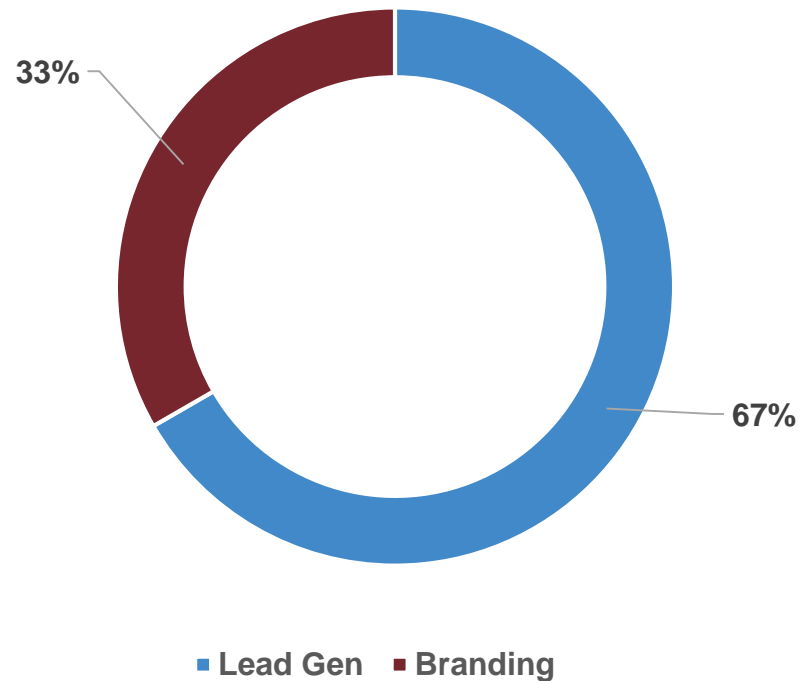


Companies identified through reverse IP lookup

Branding Budget Allocation/Handicap

- Spend:
 - \$79,418
- Impressions:
 - 1,134,567
- Clicks:
 - 22,691
- Conversion
 - 680
- CPL
 - \$116.79
- **Handicapped CPL:**
 - **\$77.78**

Branding vs. Lead Gen



SEM + Marketing Automation

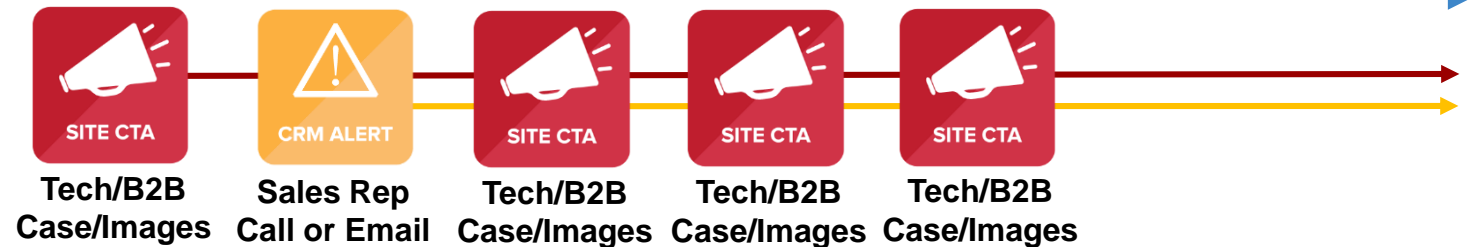
The logo for 'action' features the word in a bold, sans-serif font. The 'a' and 'c' are blue, while the 't' and 'o' are green. A vertical blue bar separates the 't' and 'o', and a green power button symbol is integrated into the 'o'.The logo for 'ELOQUA' is written in a bold, red, sans-serif font.The logo for 'aprismo' features the word in a bold, grey, sans-serif font. A red, stylized arrow points upwards from the 'i'.The logo for 'Marketo' features the word in a bold, dark blue, sans-serif font. Above the 't' is a stylized blue bar chart with three bars of increasing height.The logo for 'salesforce.com' features the word in a grey, sans-serif font. Below it is a red square with a white 'S' and the text 'Success On Demand.' in red.The logo for 'salesforce pardot' features the word 'salesforce' in a grey, sans-serif font inside a blue cloud shape. Below it is the word 'pardot' in a blue, sans-serif font.

Connect SEM to a Nurture Track

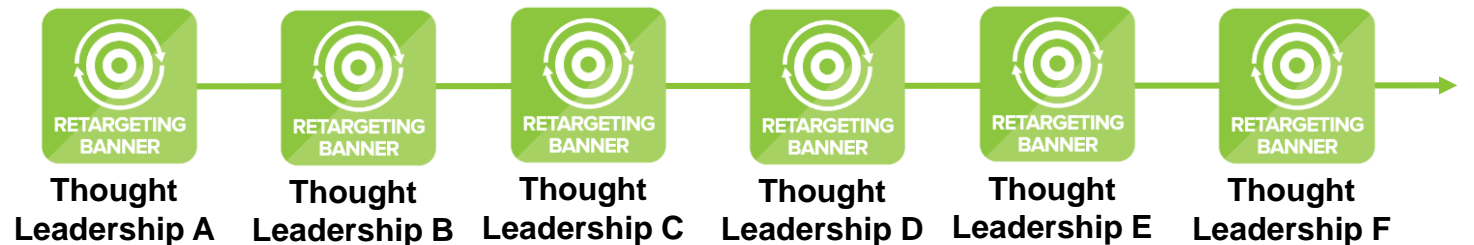
Outbound Nurture



Website Nurture



Media Nurture



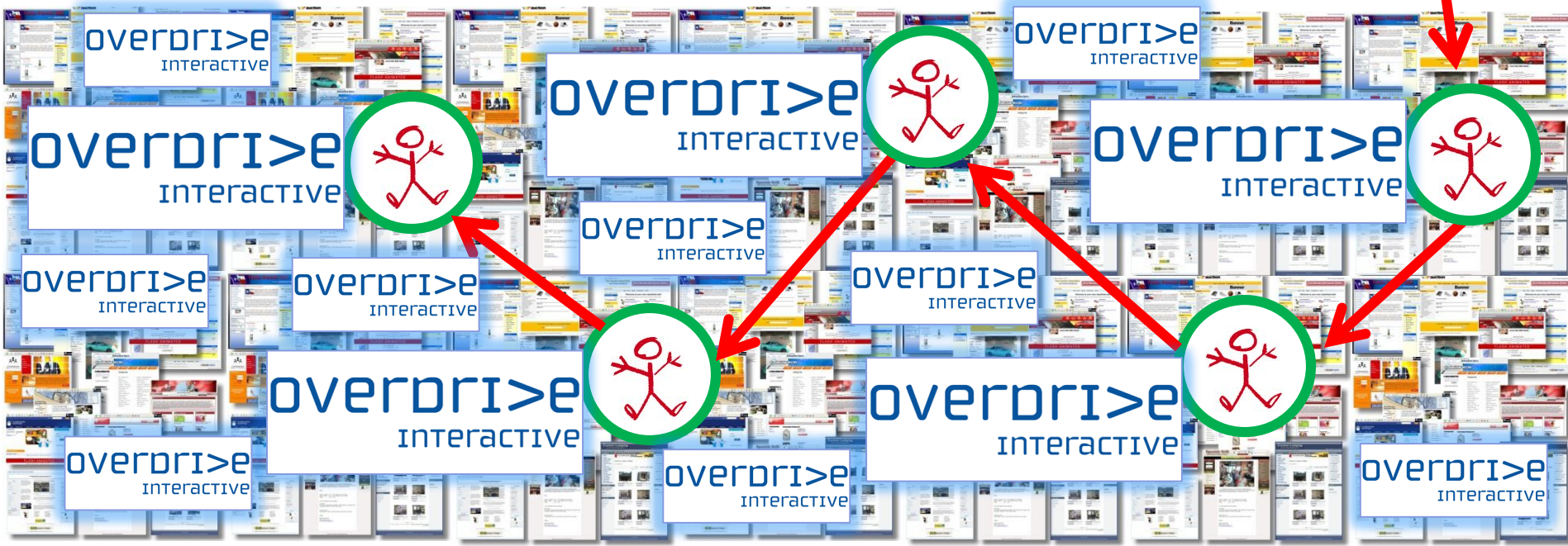
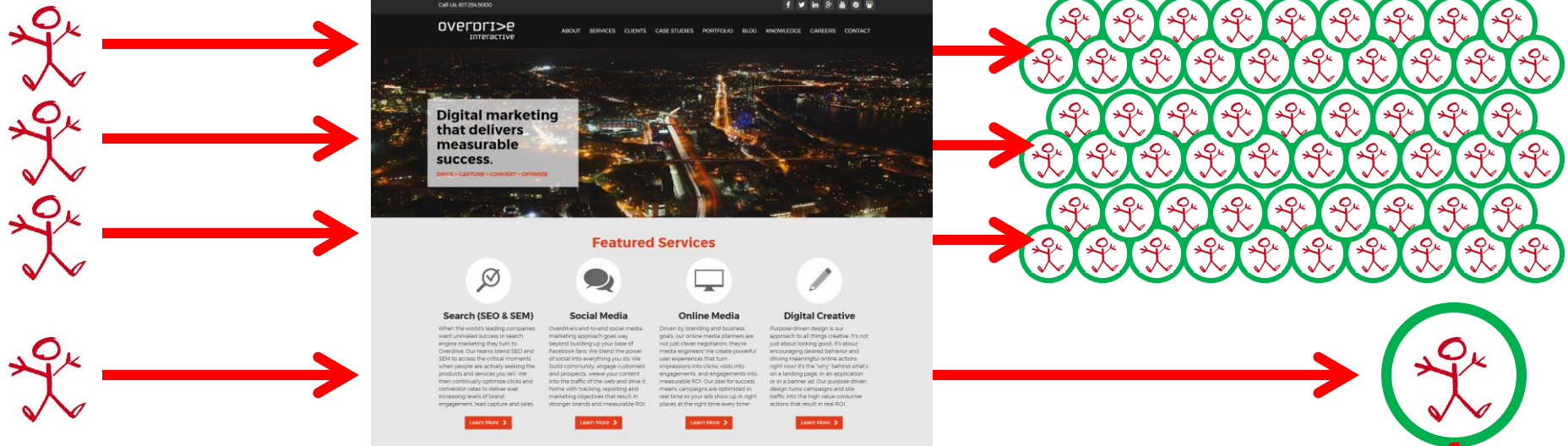
SEM

+

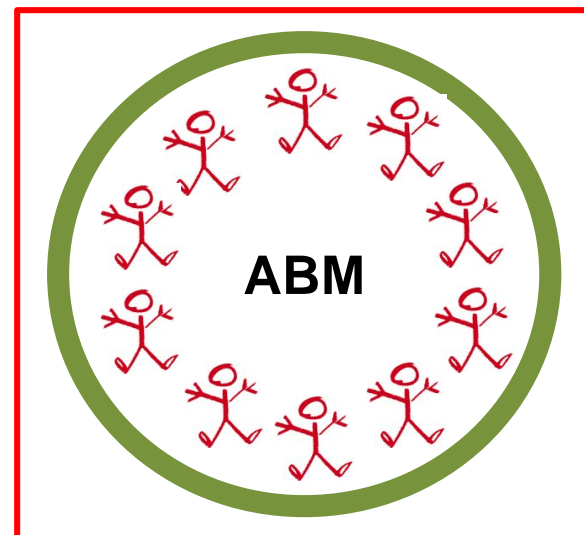
ABM

(Account Based Marketing)

Retargeting Growth (Community of Customers and Prospects)



Segmented Retargeting Cookie Pools



Create ABM Cookie Pool via Google Analytics

- Add ABM labeled Google Analytics UTM code to all ABM emails and ads
- Segment out ABM cookie pool in GA and target aggressively with display
- Build a powerful segmented ABM cookie pool

The screenshot shows the Google Analytics Admin interface for the property 'Overdrive Analytics-1' (http://ovrdv.com). The 'Audiences' section is active, and the 'Audience Builder' modal is open. The 'Conditions' tab is selected, showing a list of conditions. A new condition is being added with the following configuration:

- Filter: Sessions
- Include: Include
- Ad Content: contains
- Value: ?UTM=ABM
- Operator: OR
- AND

The callout box highlights the configuration for the condition: 'Ad Content' contains '?UTM=ABM'.

Add ABM Tag to All ABM Links (Email and Media)

LinkedIn

MadisonLogic

DEMANDBASE

IDG TechNetwork

facebook

Marketo

action

salesforce
pardot

ELOQUA

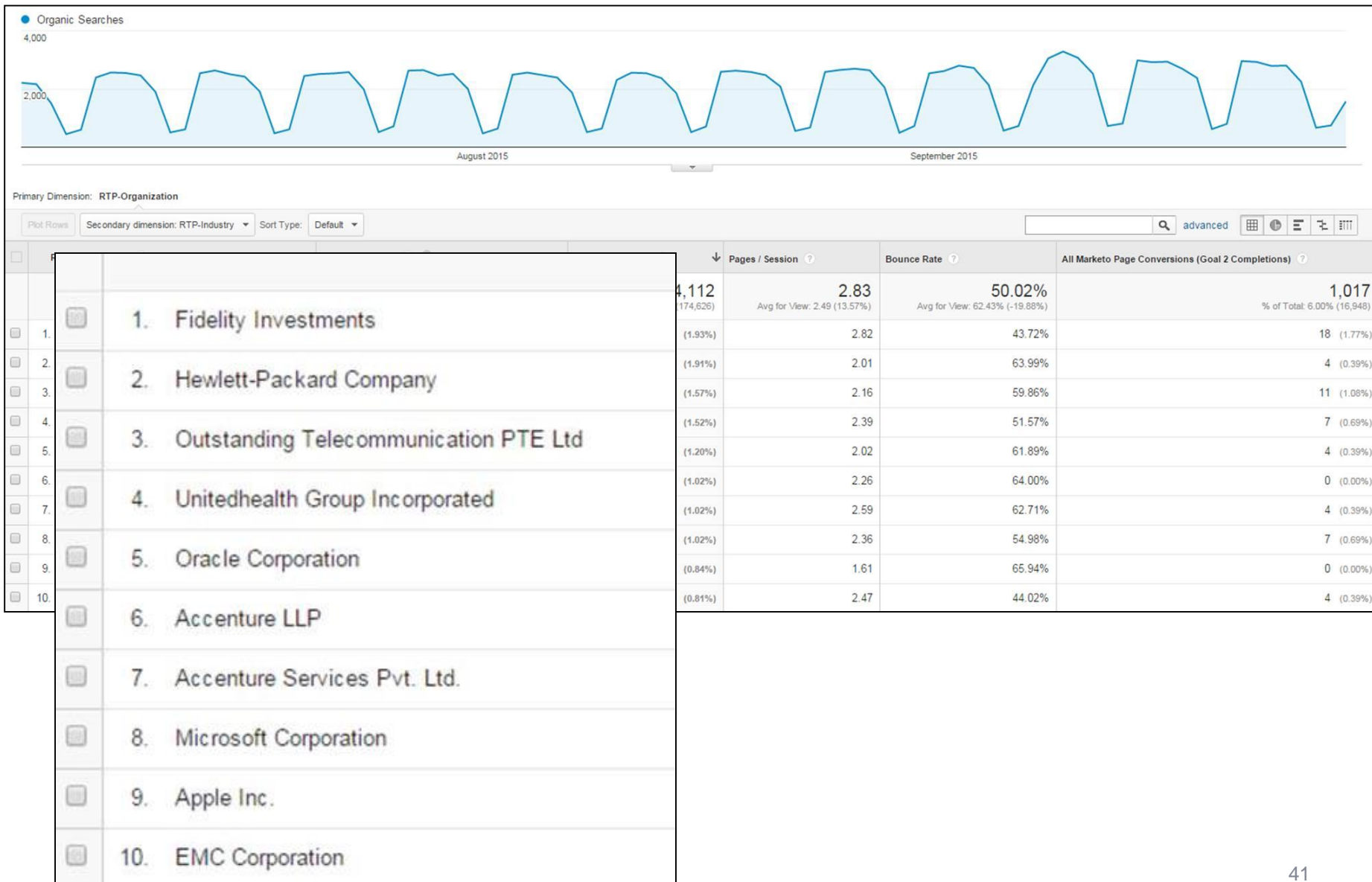
ABM TAG

Higher Bids!
Branding Metrics

ABM Retargeting



Google Analytics ABM Report



ABM Engagement Report

- DATE RANGE:
January 1, 2015-July 31, 2015
- NEW ABM CONTACTS
16,322
- ABM COOKIE POOL:
48,749
- ABM ENGAGEMENTS:
89,886
- PIPELINE INFLUENCE:
\$145,800,000

REFERRING SITES

Google LinkedIn

MadisonLogic

AdRoll bizo

IDG TechNetwork

DEMANDBASE



Companies identified through reverse IP lookup

ABM Retargeting is Not Just About New Leads, It's About Increasing Targeted Engagement

- Staying in front of the right people
- Driving targeted site visits
- Driving qualified leads
- Encouraging content consumption
- Lead score and sales escalation
- Contact and dialogue
- Increases sales

Increased Targeted Engagement



So remember....

- Learn to win with the head terms – fish where the fish are
- Establish your benefits and offers – content and contact
- The battle is won on the landing page – optimize for quantity and quality
- Connect to the full journey – convert, trigger, nurture and engagement
- Reveal the full value – calls, leads, branding and engagement

Thank You & Any Questions?

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Twitter.com/ovrdrv

Facebook.com/OverdriveInteractive



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Interactive Agency of the Year