

IMPACT
A MERKLE COMPANY

A photograph of a birch forest. The trees are mostly white with dark lenticels. One tree on the left side is highlighted in a vibrant orange color, standing out from the rest of the forest.

What We Do

Intelligently Using the Power of Search Marketing

Who We Are

IMPAQT is a privately-held Search Marketing agency helping Fortune 1000 marketers gain revenue, branding awareness, and top Internet rankings.

Our customized client consulting, coupled with powerful analytics capabilities, has catapulted us to the top tier of Search Marketing agencies worldwide.

What We Do

Search Engine Optimization (SEO)

Our rigorous, systematic SEO strategies are based on our extensive client experience over the past decade. After carefully analyzing a client's specific business objectives, competitive space, Web site design, past successes and operating constraints, our Client Services Team develops a long-term approach to maximize visibility. SEO services include Web site architecture & usability, linking, international & local Search, video optimization, mobile SEO, and SEO copywriting.

Paid Search (PPC)

At IMPAQT, every Paid Search engagement is custom-designed to meet the specific goals of the client, whether they are related strictly to ROI or also to revenue, brand equity, or a competitive edge. Incorporating our proprietary PPC Management tools, measurement technologies, and client service processes, our services are a customized mix of campaign planning, bid management & optimization, testing & quality assurance, creative services, and international support.



"[IMPAQT] boasts the best current offering we found with an untouchable adaptive bidding platform, dedicated tools for automating SEO and flexible multichannel reporting"

"Marketers seeking a go-getter agency that takes a partnership-approach to account management will like IMPAQT"

The Forrester Wave™: US Search Marketing Agencies, Q1 2011 (January 2011)

Analytics

With roots in database marketing, we have placed a heavy emphasis on analytics since we entered the Search Marketing space over a decade ago. Our team of statisticians and data integrators is highly-trained in predictive modeling and forecasting, as well as the translation of technical results into tangible strategies.

Our partnership with SAS, the leader in business analytics software, fuels our analytics services in long-term performance forecasting, conversion attribution, campaign organization, campaign budget allocation, campaign performance testing, keyword bid management, and media mix modeling.

Social Media

Starting with a social media audit, we analyze the target audience, work with the client to set the objectives of the social media effort, recommend strategies for using social media, and suggest communities and technologies to leverage for best success.

After the audit, we can directly manage social media including creating pages and posting to sites, tweeting, optimizing and posting videos, etc. We also manage paid ad placement on social media sites. Our sentiment analysis capabilities help our clients monitor their perception in the social sphere.

Consulting and Audits

Our dedicated, customer service driven team makes IMPAQT feel more like a consulting firm than an agency, which is why we offer extensive Search Marketing consulting and auditing services. Our strategists, search marketers and statisticians have some of the longest tenure in the industry. This experience gives them the capability to find those under-the-radar opportunities and help you take new approaches that your competition has yet to discover.

Our consulting and auditing services include SEM Capabilities Auditing, Infrastructure Consulting and Planning, Business Process Design and Documentation, Best Practices Documentation, Staff Training, HR Recruitment and Guidance and Seasonal/Holiday Planning. We also provide Social Media, Domain, Usability, Analytics, SEO, Retail, Paid Search and Globalization Consulting services that have demonstrated to be a valuable resource in the enhancement of our clients' overall online marketing capabilities.



www.IMPAQT.com / *WhatWeDo*

Where We Excel

We've gone beyond fitting Search Marketing strategies into existing technologies and using typical metrics to define success—we've invented new ones that combine data, industry trends, and clients' unique needs:

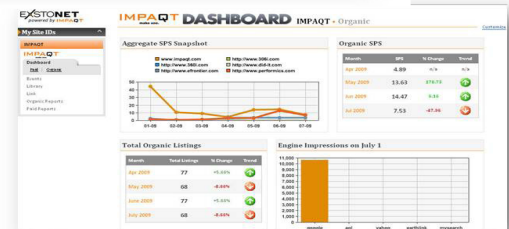
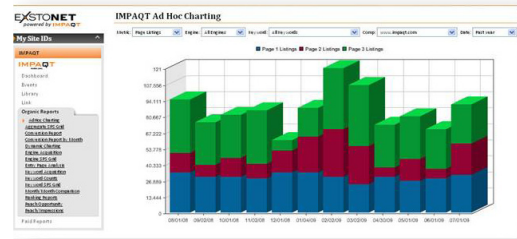
- **Adaptive Bidding** - Our algorithms incorporate changes in the Search environment (impressions, CTR, CPC) as well as controlled inputs (media effects, budget plans) to adjust bidding strategy and minimize budget waste.
- **Audience Identification and Measurement™ (AIM)** - Identifies and segments Search audience, then overlays data (search behavior, psychology, demographics, etc.) to guide SEO content, ad copy creative, or media mix planning.
- **Brand Attachment Value™ (BAV)** - A visitor measuring metric that measures the affect on offline sales based on specific actions a searcher takes (number of times viewed, time spent on the site, downloads, etc.).
- **ExstoNet™** - Integrates data from search engines, Web analytics packages and other offline data sources to better manage the campaigns of our clients and provide both standard and customized real-time reporting.
- **Media Mix Modeling** - Provides unique insight into how external media are affecting Paid Search in terms of impressions, CTR, CPC, and conversions, increasing ROI and volume by improving budgeting and bidding efficiency.
- **Search Position Score™ (SPS)** - A proprietary Web site visibility metric that works with Nielsen//NetRatings™ NetView data and combines weighted engine and keyword values to compare competitors, engines, and keywords in a uniform manner.
- **Target Rating Points (TRP)** - Identifies Search audience segments which are fed into an enhanced keyword targeting package and inform audience-specific ad copy and creative, landing page selection, and enhanced PPC management.

Our IMPAQT

Our analysis-based focus to Search Marketing means that marketing dollars are spent when and where they maximize return on investment.

The results of our approach? Here are just a few examples:

- We provided a major retailer data integration procedures that permitted the measurement of back-end, offline sales in support of specific product launches, which in turn led to 40%+ increases in target product purchases.
- A financial services company saw an incremental shift of marketing dollars from a "peak season only" focus to one that capitalizes on high-return expenditures throughout the year, leading to a 20% increase in sales.
- For a commercial vehicle rental company, we created a campaign and budgeting structures focused on maximizing return (not reporting) that produced a 40% reduction in CPA within weeks.



IMPACT Meets CRM

As the lines between marketing channels continue to blur, the ability to capture a more holistic view of the customer will be a key competitive advantage for companies across all marketing platforms. Merkle's roots in database marketing and their exceptional talent in analytics, coupled with IMPACT's customized consulting capabilities and powerful analytics tools, allow us to further our capabilities and enable clients to better understand their target consumer at the intersection of search and CRM.

IMPACT is now able to tie a client's CRM database directly into their Search strategies by pulling key prospect segments based on transactional data from the CRM database. This data also allows us to understand what drove consumers to buy, and target consumers based on their particular buying decision – in order to turn one time buyers into repeat customers.



But, Don't Take Our Word For It

Our teams take pride in client service as one of our core differentiators. Through our Customer Allegiance Program (CAP), we reach out to every client every quarter to find out how we can better meet their needs, using Bain & Company's Net Promoter Score® as a metric to gauge our performance and as a springboard for continuous improvement.

What Our Clients Say:

"IMPAQT is 'nailing it'. We are enjoying continuous growth of the program."

"One of IMPAQT's core strengths is that the wheels are always turning...the team is always thinking of new ideas to increase sales."

"The team has done a good job at educating us on the changes in the market, enabling us to better understand what to expect against our ROAS goals."

"Even after four years of being our vendor, IMPAQT continues to bring creative and refreshing ideas to the table."

