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SearchIgnite Integrates Paid Search and SEO, Broadening Marketers' View of Their Performance across the Search Landscape

New feature presents paid search and SEO rankings, performance data in central dashboard

ATLANTA, GA – March 11, 2009 – SearchIgnite, a leading provider of search management and optimization technology, today released a [new feature](#) that integrates natural search (SEO) rankings and performance data with paid search, broadening marketers' view of their performance across the search landscape. This feature further enhances the robust reporting and optimization capabilities available in SearchIgnite's 3.0 search management platform, which includes flexible bid optimization, keyword development and assist tools, an ROI predictor and detailed reporting across all major search engines.

The integration of both SEO and paid search data into SearchIgnite's platform is not just convenient – it can also help marketers make more informed budget allocations and develop smarter marketing strategies.

The Value of Measuring SEO & Paid Search Together

SearchIgnite recently conducted a study for a leading financial services provider to quantify the impact on a marketer's conversions, revenue and spend when paid search is run alongside top-ranked natural search results. Results showed that natural search clicks were 17 percent higher on days when paid search ads were running, garnering more "free" clicks simply by running paid search ads alongside natural search results. In addition, total conversions and revenue on both paid and natural terms dramatically increased on days when paid search ads were running. Revenue increases more than compensated for the cost of the paid advertising; for every dollar spent on paid search for the brand terms tested, incremental return in revenue was 900 percent higher than when no paid advertisements were running.

With the integration of SEO into SearchIgnite's platform, marketers looking to invest time, money or resources in improving their SEO results can now quantify the impact that SEO has on their overall revenue and paid search ROAS. Conversely, this data can also help marketers better understand the "real" return from their paid search spend by properly attributing and measuring the impact of paid search on other digital channels.

"We're continually improving the level of insights that marketers can gather using SearchIgnite's platform, but we're not just about providing data - we provide the tools and strategic guidance to help marketers use that data to measurably increase their digital media performance," said Roger Barnette, President of SearchIgnite.

About SearchIgnite

SearchIgnite is a leading provider of paid search and performance media optimization solutions that enable large, sophisticated marketers to achieve their online goals faster and smarter. The company's platform gives advertisers an advanced suite of tools to manage, optimize and report on their paid search campaigns in one central dashboard. In addition to saving time and

achieving their paid search goals, marketers who use SearchIgnite have the ability to gather insights into the relationship between media channels, enabling them to spend smarter. Some of the world's leading brands and advertising agencies depend on SearchIgnite technology to power their online marketing campaigns. More information can be found at <http://www.searchignite.com/>.