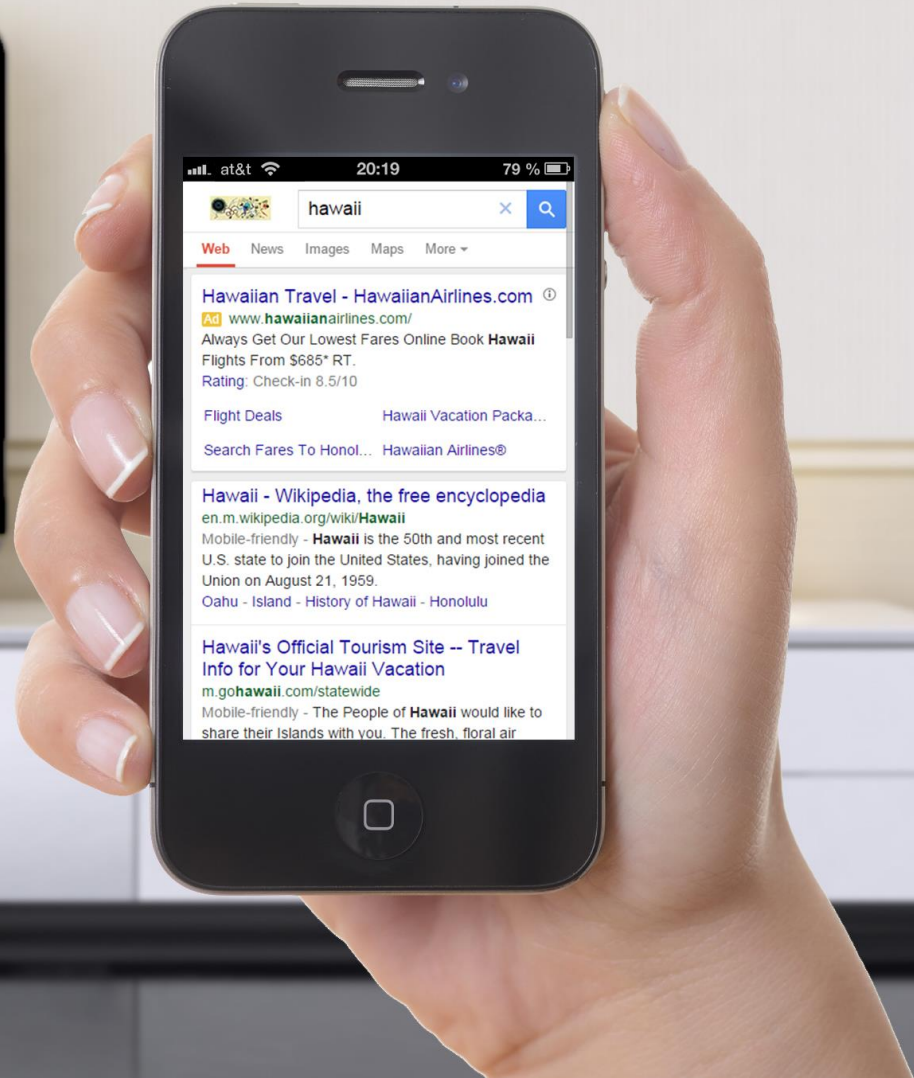


SearchSync: Syncing TV & SEA campaigns



E-Commerce retailer with significant uplift in SEA campaign performance

Keyword Category	TV ad-triggered conversion uplift	SearchSync Strategy
Client brand (client TV commercial)	+34%	Keep client brand keyword campaign running
Generic keyword (client TV commercial)	+92%	<ol style="list-style-type: none">1. Push existing generic keywords into top position2. Activate additional generic keywords
Product brand (TV commercial from product brand)	+18%	“Hijack” TV commercial by outbidding competition on product brand keyword