Key Facts:

- Advertises for 2,400 online partners;
- IPMA finalist for **Best Machine Learning & AI**;
- CJ High Commendation for **Best Cross Channel Strategy**;
- Generated **$320 million in referred sales** for our clients.
Wickfire Search Engine Marketing Services

Comparison Channel: Early Consumer Interest
- Focuses on consumers who have shown purchase intent, but are not yet brand-committed
- Compares and ranks retailers and products
- Sends traffic to dynamic review content on BuyersGuide.org

Coupon Channel: Discount Shopper Targeting
- Drives conversions for deal-sensitive shoppers
- Focuses on brand+coupon and discount queries
- Sends traffic to dedicated merchant page on TheCoupon.Co

Direct Channel: Branded Search Marketing
- Coverage on brand and product terms
- API-integrated campaigns on all major search engines
- Sends traffic to merchant sites and our sites
BuyersGuide.org

- Over 100 Product & Service Categories
- Launching New Verticals Weekly
- Targets early consumer interest and brand reputation terms through paid search campaigns
Early Consumer Interest Traffic

Many consumers aren’t brand committed

90% of consumers read fewer than 10 online reviews before making a purchasing decision.

You get a shot at your competitor’s customers

54% of consumers will visit a website after reading positive reviews about the brand.

Source: BrightLocal Local Consumer Review Survey (2016).
Wickfire's *Comparison Channel*:

Q2 2016: 5,200 Pageviews  
Q2 2017: 285,000 Pageviews  
Q2 2018: 506,000 Pageviews  
Q1 2019: 1,140,000 Pageviews  
Q2 2019: 1,580,000 Pageviews

Reaches customers higher in the purchase funnel by targeting research and review keywords, blog posts, and custom content.
After searching for an early consumer interest term, the user sees an ad for Buyer’s Guide:

Clicking on the ad takes the visitor to the comparison page. Each page is optimized to convert early consumer interest into sales.
2019 monthly traffic averages:

- 200,000 unique visitors
- 500,000+ pageviews

Key Demographics:

- **Age**: 57% Between 18-44
- **Gender**: 55% Female, 45% Male
- **Geography**: 87% North American
- **Device**: 60% Desktop, 32% Mobile, 8% Tablet
TheCoupon.Co Value Proposition

- Focuses on **closing sales** for partners, **increasing AOV** and **reducing shopping cart abandonment**.

- Partnering with TheCoupon.Co on “brand + coupon” terms guarantees search traffic will be funneled to a site with **proven conversion rates & responsive management**.

- Research by Google\(^1\) shows:
  - Shoppers who clicked on a coupon ad were 2x more likely to convert on a merchant’s site
  - 94% of coupon users were NOT already on the retail site prior to searching for a coupon
  - Consumers become more loyal to brands they save with
  - Merchants saw +5% more revenue per coupon user when compared to general shoppers over a 6 month period

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Direct Search

- 65%+ of people click on Google Ads when they are looking to buy an item online.

- Advertising on brand terms provides a 27% incremental lift in traffic (clicks that *would not occur* in the absence of a sponsored result).

- If you don’t have an ad present, competitors advertising on your brand name receive nearly 40% of clicks.

- Wickfire’s direct search capabilities and pay-per-performance model provide a cost-effective alternative to in-house search marketing team.

Sources: Bing Ads Advertiser Science Series (2016); Wordstream: The War on ‘Free’ Clicks (2017)
What Is Paid Search?
Paid search is advertising in the sponsored listings of a search engine. It's a way to buy clicks to your site, rather than hoping for traffic through Google's organic search results. Over 60% of Google's user clicks go through paid ads.
How Customers See Your Ads

- 95% of users won’t go beyond the first page
- 71% of visitors look at the top 3 Adwords ads
- On average, people look for **2.5 seconds** at the top sponsored results

Source: Think With Google, Eye Tracking Study comparing Mobile & Desktop, 2011
Driving Incremental Clicks

Branded ads & organic listings work together

Ad clicks are largely incremental to organic search clicks, even when a brand is the top organic result.


Incremental clicks fromAds

50%

82%

96%
What Sets Us Apart?
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Mobile traffic continues to grow more than 26% annually.

Wickfire’s flagship web properties employ mobile-responsive website design, leaving us well-positioned to take advantage of this growing trend.
Our development team is constantly optimizing and building new products.

Our status as a Google Premier Partner allows us early access and beta testing of new Google products.

We leverage cutting-edge automated workflows, allowing us to perform better and more efficiently than competitors with bigger teams and bigger budgets.

We’re willing to experiment to find out what works.
Our fees are based *entirely* on our performance. You don’t pay anything unless we generate sales.
Have a question about working with Wickfire? We’d love to hear from you.

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