



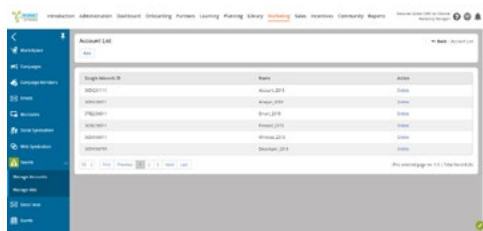
Search Marketing Management

The Search Marketing Management Module of ZINFI's partner marketing management (PMM) platform provides a dynamic linkage between paid ad (e.g., Google AdWords, Facebook, etc.) search networks and marketing campaigns. This module can be used for multi-partner inbound integrated lead generation activities.

Campaign Setup Management

With ZINFI's Search Marketing Management module, your organization can quickly set up defined campaigns for channel partners to generate traffic and enhance visibility via search engines through both paid and unpaid activities. You can easily set up ad content and then direct users to the configured landing page URL.

In collaboration with Google AdWords, our Search Marketing Management module allows your organization to select the best matching keywords for the ad to be shown on the search engine results pages. This module also enables you to micro-manage campaigns with granular access management so that campaigns can automatically be assigned to appropriate user groups.



Key Features

- ✓ Ad Content Management
- ✓ Ad Group Management
- ✓ Keyword Management
- ✓ Campaign Visibility Management

