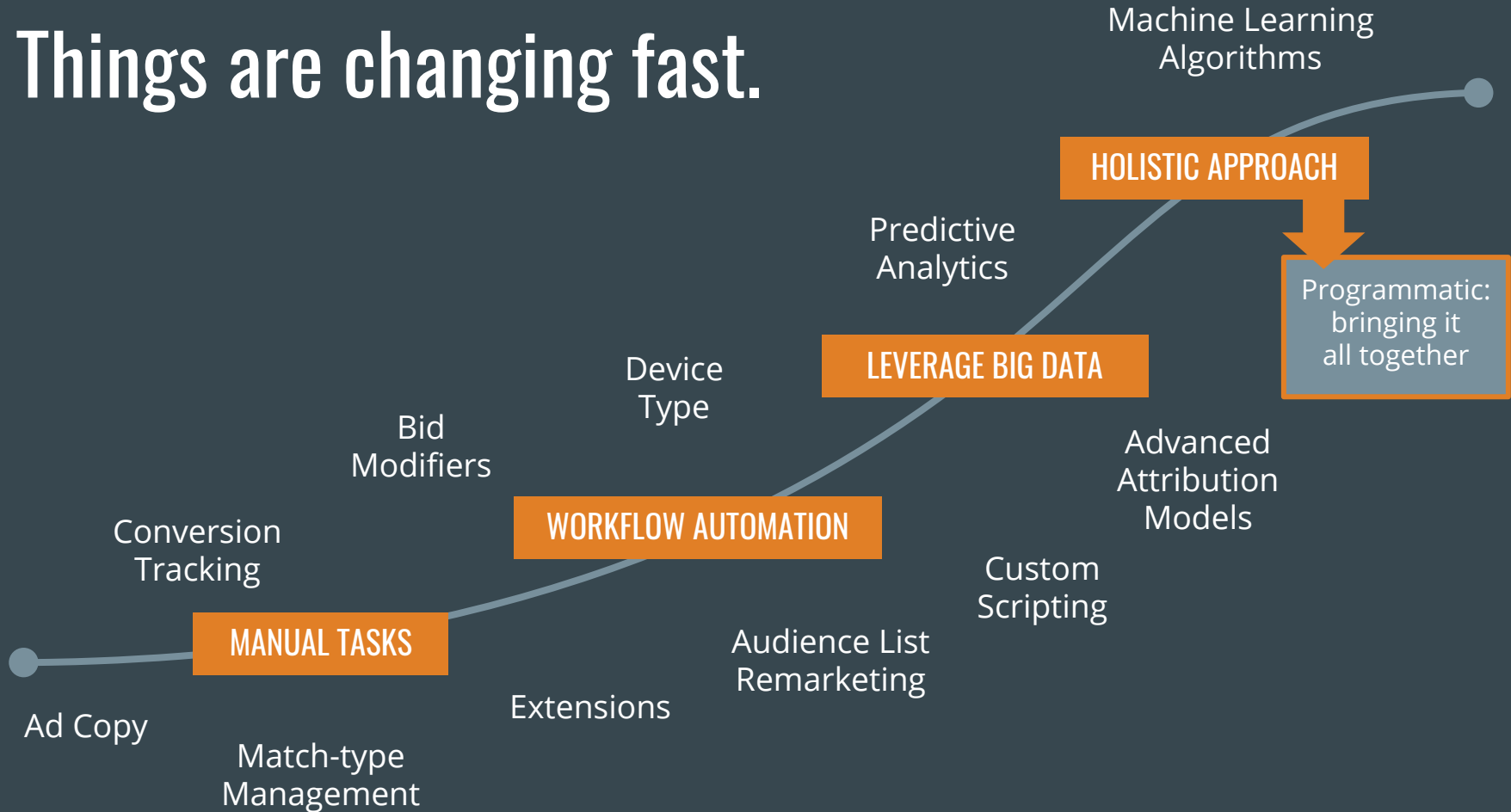


# Is your paid search program staying afloat in a sea of change?


AdWords and Bing are getting more complex every single day. Your ability to survive – and thrive – depends on building a competitive advantage utilizing the complexity instead of being limited by it.



# Things are changing fast.



To help our clients grow, the best thing we could do for them was to provide a **holistic & programmatic solution** to combat this dynamic industry.



We also realized there were **four fundamental truths** about paid search that others were missing.

These were the keys to optimal growth...



# 1

**All the actionable data is at the ad group level.**

If you have more than one keyword in an ad group you have to make generalizations about performance.

# 2

**Each click you bid on has a unique set of attributes.**

If you know how those attributes relate to conversion, you can predict the most valuable and bid accordingly in real-time.

# 3

Every second you have to do repetitive tasks in the interface is precious time you can't spend on strategy.

Instead, use a smart blend of algorithms and automation to do the heavy lifting.

# 4


## Make sure you're measuring what matters most. PROFIT.

Clicks and conversions are solid metrics, but not the ultimate goal. Tracking profit for each keyword gives you the power to buy the most profitable clicks at the best prices.

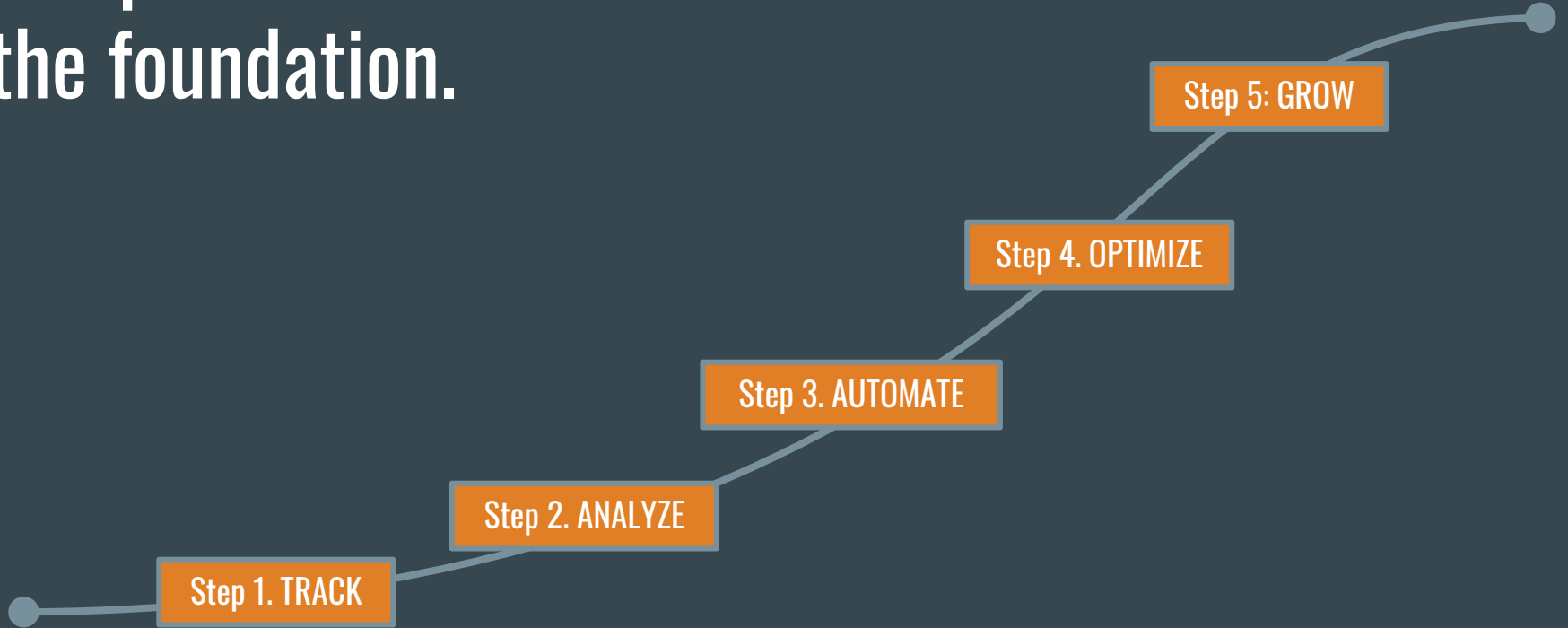


We built our own technology based on these fundamentals and our understanding there is a need for programmatic, predictive and holistic campaign management.

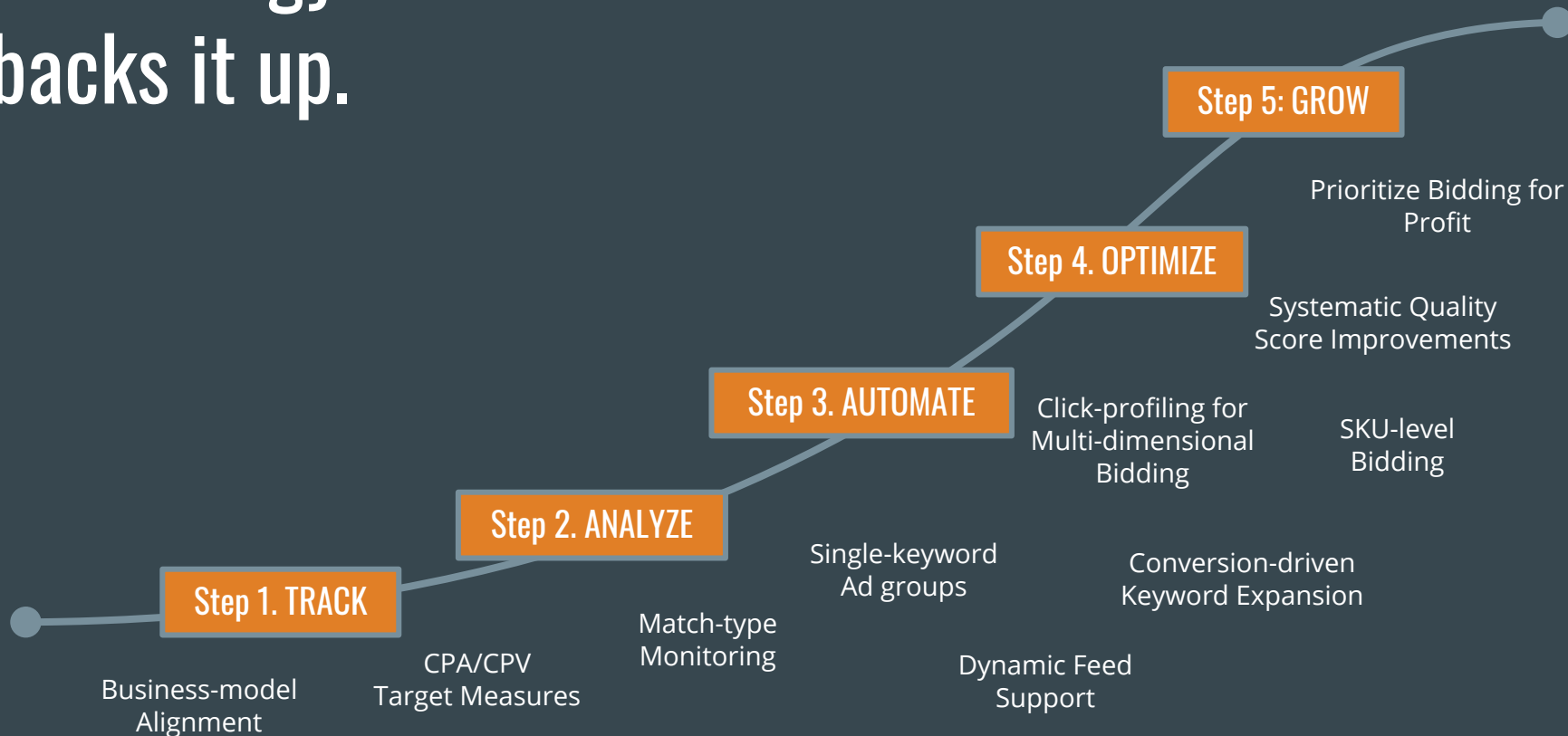
It enables those involved to **embrace**  
**the complexity** instead of being limited  
by it.



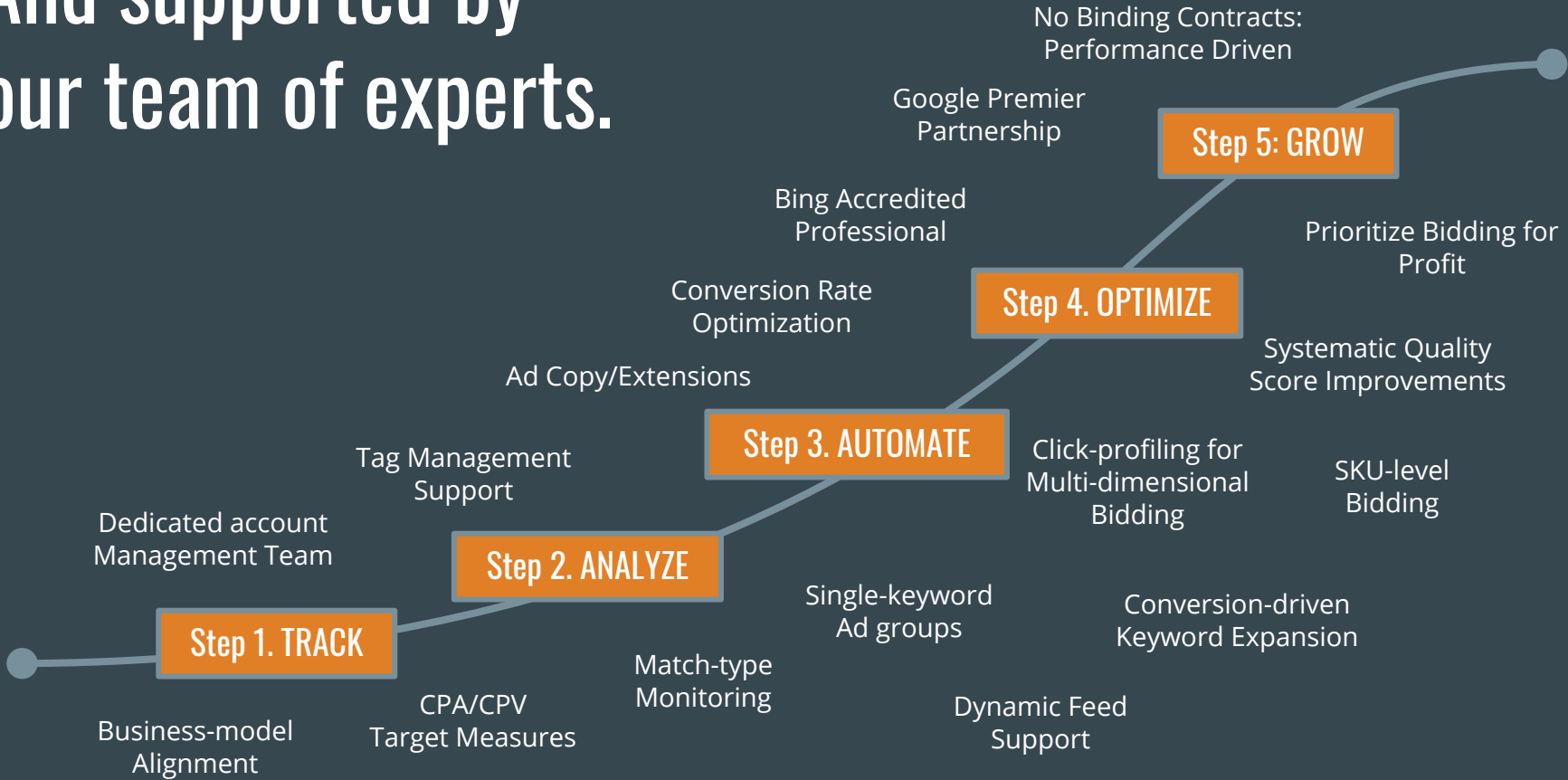
# Our process sets the foundation.



# Technology backs it up.



# And supported by our team of experts.



# Does it work?

“We house many SKU’s at [Campsaver](#), with the goal of offering the best gear at the best prices. Because of this we need to respond quickly to market changes, while maintaining tight cost of sales objectives. Our SKU count was not an issue for Finch’s technology. Additionally we were partnered with a knowledgeable Account Manager who was able to respond to our team and account as needed. We EASILY reached our YoY sales growth goals with Finch.”



~ Jordan Fultz, Campsaver  
Search Marketing Strategist

# But does it REALLY work?

MMA Warehouse found themselves in a situation where their sales were plateauing and costs were rising. Within three months after partnering with Finch they saw:



**Increased revenues from Adwords +120%**

**Decreased cost of sales by -33%**

[See more testimonials](#)

Complex is the new normal.  
Harness the **power of**  
**programmatic advertising** and  
watch your profits grow.

More control. Less effort. Increased profits.  
Programmatic advertising can take your business profitability  
to the next level. [Get Finched.](#)



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