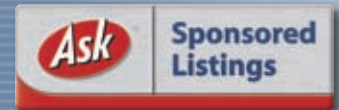


# Ask Sponsored Listings 2.0



results

Meet your target CPA.

Increase your reach.

Scale your resources.

**Ask Sponsored Listings (ASL) is the automated, pay-per-click solution that provides advertisers with high-quality, relevant traffic at costs that help to improve ROI. We make it easy to purchase, manage and optimize profitable campaigns across our rapidly growing network of 90+ syndication partners.**

**Sign up today and realize the benefits that Ask Sponsored Listings has to offer.**

## LOWER YOUR CPA

By including Ask Sponsored Listings in your search marketing efforts, you can increase your clicks without increasing your CPA. Ask Sponsored Listings delivers significantly reduced CPA and CPC metrics compared to the competition.

PPC Solution	Average CPA <sup>1</sup>	Average CPC <sup>1</sup>
Ask Sponsored Listings	\$19.79	\$0.38
MSN	\$36.28	\$1.52
Yahoo! Search Marketing	\$36.52	\$1.53
Google AdWords	\$46.78	\$1.96

Source: <sup>1</sup>Internal data & Marketing Sherpa Search Marketing Benchmark Guide 2007

## EXPAND YOUR REACH

The Ask Sponsored Listings search and content network includes over 90 sites.





# results

Your valued search marketing partner, committed to providing superior tools and insight.

## SCALE YOUR RESOURCES

Our SEM Services team can maximize your campaign performance. Campaign management is a time-consuming activity. We are staffed appropriately to help manage your ASL campaign, achieve your desired performance objectives and take the ASL campaign management out of your hands.

### Services include:

- » **Account/Campaign Management Assistance**
  - Keyword suggestions
  - Bid management
  - Creative tips (changes to ad copy and landing pages)
- » **Cost per Acquisition (CPA) Management**
  - Available for accounts willing to provide conversion data

**Note:** SEM Services available to clients who meet a minimum spend threshold of \$6k/month

## CONTEXTUAL TARGETING

### Increase the reach of your ads through our content network.

- » Take your ads beyond search results to other relevant sites on the Web.
- » Gain incremental traffic from having your ad displayed next to relevant content.
- » Manage bids and track performance separately from ads that run on the search network.
- » Pay only for the clicks you receive.

Contextual targeted ads appear on our content network which include major brands such as Match.com, Excite, iWon, and more.

## GET STARTED TODAY

Visit us at

<http://sponsoredlistings.ask.com>

