



- ❑ **Harness the power of your customer data** to make search marketing work.
- ❑ **Establish various customer profiles** to analyze the different influences to purchasing along the customer journey.
- ❑ Apply machine learning modules of search engines onto customer profiles to **build target audience segments.**
- ❑ Allow for an **extended lookback period** when analyzing performance.
- ❑ **Customize the conversion attribution model** per your business's unique needs.
- ❑ Build **cross-channel analytics** into your measurement and optimization cycles.
- ❑ When working on your optimization and refinement process, remember to subsequently **expand upon your winners.**
- ❑ **Personalize ad copies** using search engines' machine learning modules.
- ❑ Build a **continuous testing discipline** and test everything.
- ❑ Focus on **growing your non-brand keyword portfolio.**
- ❑ Use smart shopping and **focus on mobile shopping campaigns.**
- ❑ Maximize the value of SERP (Search Engine Results Page) by **optimizing visibility across ad formats.**

NetElixir is a global digital marketing agency dedicated to helping eCommerce businesses find and engage their high-value customers online and acquire game-changing insights. Since 2004, our data-intensive approach and deep retail expertise have delivered success for hundreds of brands in highly competitive marketplaces. But our passion, dedication, and unwavering customer focus is what our clients value most – their goals become ours to achieve, and their expectations become ours to exceed.

OUR SOLUTIONS:

- Paid Search & Shopping
- Search Engine Optimization
- Social Media Marketing
- Amazon Marketing Services
- Analytics Consulting
- eCommerce Tech Development

Learn more at NetElixir.com