



search engine advertising

refine how you reach voters online



**TECHNOLOGY THAT
IS EFFECTIVE AND AFFORDABLE.**

1.888.WEB.2WIN

Refine how you reach your voters.

Expand your reach through search engine advertising. Take advantage of Yahoo and Google's powerful search engines and content networks to expand your reach through search advertising. Choose from text, image, and video formats to communicate your message to help you raise awareness and drive traffic to your website.

Target voters with the right words. Using search engine keywords, you can automatically match your ads to the search results that are the most relevant to your campaign. For greater control, refine your message by targeting specific websites, electoral districts, or language.

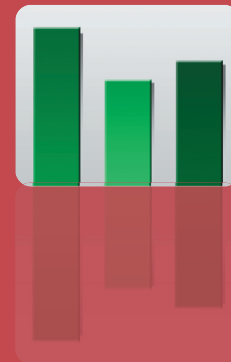
Measure your results. Review your ads' performance on a site-by-site basis to see click-through rate, cost-per-click, and conversion data and use this to identify the most successful keywords and sites to target your campaign.

You create your ads. You create and choose the keywords or phrases related to your campaign.

Your ads appear on search engines. When people search for the issues related to your campaign, your ad may appear within the search results. You now have targeted advertising to your base.

Attract more voters. Interested and potential voters only need to click on your ad to learn more about your campaign.

Strapped for time? We'll do the work for you. Contact us for more details.



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