ACQUISIO

QUITE SIMPLY, THE INDUSTRY'S BEST PERFORMANCE MARKETING SOLUTION.

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"There are multiple programmatic marketing solutions available online, however my experience with the Acquisio platform and customer service has been unparalleled. I would recommend them to even my closest contacts."

- TJ Berridge, SEM Analyst, YP

ABOUT ACQUISIO

Acquisio is a high-powered performance marketing solution that enables digital marketers to manage, report, and optimize on all digital advertising initiatives in one easy-to-use dashboard, across search, social, and display.

Using the most powerful optimization algorithm on the market, Acquisio's bid and budget management solution allows users to set more accurate bids and deliver more clicks at a lower cost per click.

This unique high frequency, predictive optimization is proven to be 3 times more likely to spend clients' full daily budget, without going over, and has lowered cost-per-click by an average 40%. [1]

With automation solutions saving you hours a week, account managers can take on more clients without sacrificing performance.

Serving more than 300 agencies and running 300,000 campaigns and 2.4 million bid adjustments a day, Acquisio is recognized as being one of the fastest growing companies in North America,

winning the Deloitte Tech Fast 500 and Fast 50 awards for four consecutive years.

WHO WE SERVE

- **Marketers:** From small businesses to franchises, with all your publisher information in one platform, reading, reporting and understanding campaign data is simple. And thanks to custom algorithms and Bid & Budget Management, Acquisio automatically manages and optimizes accounts so you don't have to.

- **Agencies:** Acquisio's automated algorithms easily manage and optimize a large number of client accounts and campaigns, saving time and hassle by aggregating data and presenting clear client and agency level reports.

- **Local Solutions:** With dynamic campaigns and call tracking, along with Acquisio's mobile marketing solution, Promote, Acquisio makes it easy for you to noticeably improve your clients' low budget campaigns, and is designed to enable resellers to scale their paid search offering to thousands of SMBs.

1 Data from 20K campaigns running on Acquisio, from June 2015

ACQUISIO

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YOU ARE
3X
MORE LIKELY TO SPEND YOUR DAILY BUDGET

WITH COST-PER-CLICKS UP TO
40%
LOWER

PLATFORM

Acquisio's world-class platform lets you easily filter through millions of campaign assets using the Acquiso Workbench, track goals with the KPI Dashboard, manage bids and budgets with automated precision, and enjoy multiple-account overviews with trend indicators.

Acquisio's platform is designed to help you increase productivity, saving you up to 90% of the time previously spent on campaign management.

Bid & Budget Management

Acquisio's Bid & Budget Management solution is the most powerful optimization technology on the market. With updates every 30 minutes rather than daily, Bid & Budget Management uses the most recent data to automatically adjust campaign bids throughout the day ensuring advertisers reach a larger audience without paying more per click or exceeding their budget.

With Bid & Budget Management, CPC decreases and clicks and conversions skyrocket.

Campaign Cloning

Improve your overall PPC performance by diversifying your PPC budget with Acquisio's one-click campaign cloning.

If you already have Google AdWords campaigns running in Acquisio, you can expand your audience by easily cloning campaigns from your existing AdWords accounts to publishers like Bing Ads.

ADD-ONS

With top industry tools, you get the quality data and insights your business needs, including:

- Web Analytics Integrations: Connect to third-party web analytics services

- Call Tracking Connectors: Track, report and generate call leads at a keyword level

- Data Connectors: View social, mobile and display data all within Acquisio's dashboard

- Dynamic Campaigns: Automatically update campaigns according to your inventory list

- Custom Connectors: Develop custom support for a desired connector or software and many more features to help you optimize ad campaigns.

SERVICES

Business Solutions: This Open Platform infrastructure offers the most flexible data import functionality out ther, allowing you to quickly amass, analyze, react, and report on all your data in one customizable platform. Plus, the Business Solutions team, the brains behind add-ons and custom integrations, help you scale and grow your offering.

Account Specialists: Subject matter experts, Account Analysts and dedicated Acquisio Account Managers provide coaching and day-to-day support for all platform, technical, and training related issues.

Acquisio Trade Desk: Using not only the Google Display Network but all major display networks, our team of experts help dramamtically improve your display campaigns performance and reduce CPA with real-time bidding and retargeting strategies.

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