

# Agenda

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# Overview - 2025 Revamp

1

Why SEM in 2025?

2

Introducing PMax

3

Meet Our Local Team

4

What Sets Us Apart

5

Why We're Worth It

**Why SEM in 2025?**

# How Audacy Win the Game of Search Ads

**Attribution Signals** **+** **Top of Page Placement** **=** **Leads** **=** **RoAS**

# SEM in 2025

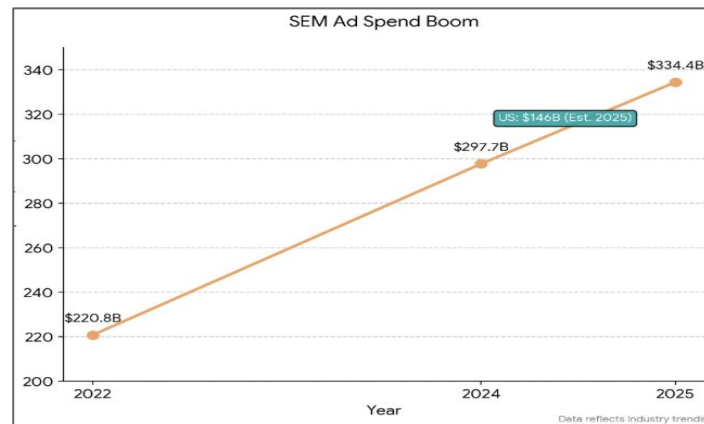
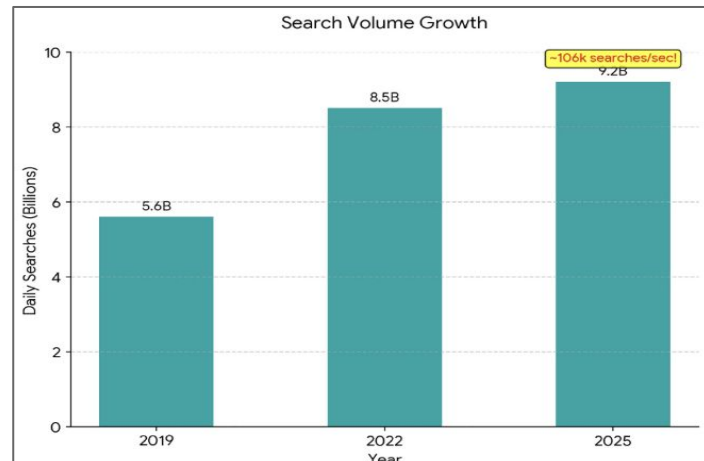
**Massive Consumer Reach:** Over 9 billion daily Google searches—91% market share—put clients in front of millions seeking their products ([Backlinko. 2025](#)).

**Purchase Powerhouse:** 28% of local searches lead to purchases, with 78% of searchers buying locally, making SEM a deal-closer ([WordStream. 2022](#)).

**SkYROCKETING Spend:** \$334 billion global paid search spend in 2025 shows businesses bank on SEM's ROI ([Statista. 2025](#)).

**Top ROI Driver:** 49% of marketers rank search as the best ROI channel, driving 44.6% of revenue in key industries ([Backlinko. 2025](#); [WordStream. 2022](#)).

**Mobile Discovery Hub:** 60% of users discover new products via mobile searches, capturing high-intent buyers at decision time ([WordStream. 2022](#)).



**PMax + SEM**



# UNLEASH PMAx

SUPERCARGE YOUR SEM WITH AUDACY DENVER

## What is PMAx?

- Google AI-powered campaign type
- Runs ads across Search, YouTube, Display, Gmail, Maps, and more from

Complements  
Search!

Optimizes in real-time with Smart Bidding for maximum conv



One Campaign, All Channels

## Why PMAx Complements Search



- Extends reach beyond keywords to high-intent audiences
- Respects Search campaign priority (exact match keywords)
- Boosts conversions by targeting users across Google network



Together, They Win

## Why Advertisers Miss PMAx



- New platform, steep learning curve
- Fear of automation reducing control
- Lack of awareness of PMAx full power



Huge Opportunity Awaits

**Meet the Team**



# Our Team Sets Us Apart



**Allison Spetalieri**

General Sales Manager



**James Irelan**

SEM Account Lead



**Emilio Nunez Garcia**

Digital Sales Manager



**Sam Ackerman**

Digital Campaign Manager



**Key Accounts Specialist**

Specialist varies by account

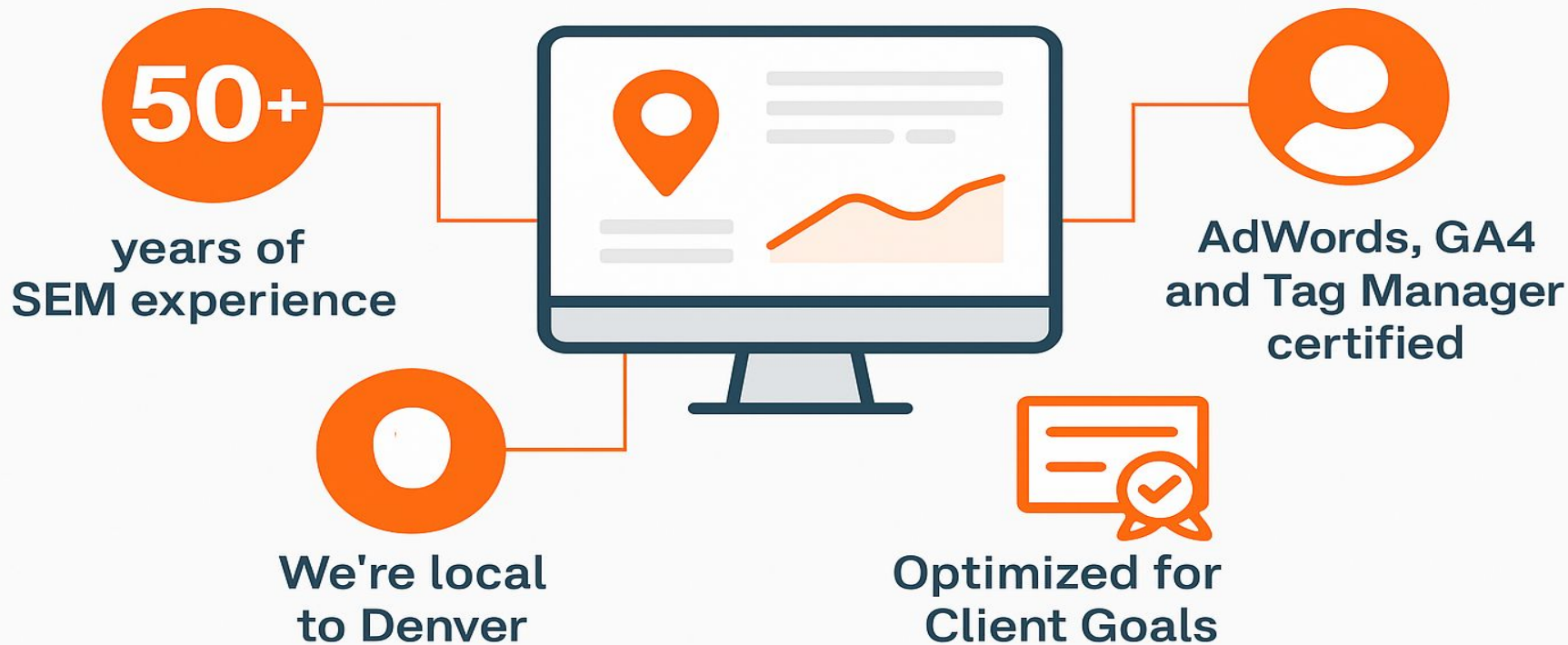


**David Robbins**

Digital Campaign Manager

# Trusted SEM Expertise with Audacy Denver

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# **What Sets Audacy Apart**

# What Sets Audacy Denver Apart in SEM



**Why We're  
Worth It**

# Why Audacy's 35% SEM Management Fee Pays Off

- **Aligned Incentives**

We grow when you grow. Unlike flat-fee agencies, our success depends on performance.

- **Superior Outcomes**

We optimize for real business goals — leads, ROAS, and conversions — not just clicks.

- **Proven Performance**

50+ years of combined SEM experience. Consistent outperformance of industry benchmarks.

- **Certified & Strategic**

AdWords certified, GA4 & GTM experts — we build conversion-ready, trackable campaigns.

- **Premium Support**

You get top-tier tools, transparent reporting, and hands-on optimization from real humans.



Our superior results justify premium pricing over flat fee models



We optimize towards desired business outcomes, not “shiny” KPIs



We invest heavily in our people, platforms & reporting tools



50+ years of SEM expertise local to your market



Extensive Services

**Audacy doesn't just manage your media — we drive your growth.**

**WHY AUDACY'S 35% SEM MANAGEMENT PAYS OFF** 🤑

- ✓ Aligned Incentives
- ✓ Outcome-Based Optimization
- ✓ Proven Expertise
- ✓ Transparent Reporting
- ✓ Continuous Optimization
- ✓ Extensive Research
- ✓ Consultative Services

Audacy doesn't just manage your media — we drive your growth.

😊

 Audacy



**Next Steps**



# So you're already doing SEM?

## Already Using SEM? Maximize Your Impact in 2025



### VALIDATION

Your SEM investment aligns with the \$334B+ market trend.



### COMPETITION RISING

Optimize bids & creative to capture your share of 9.2B+ daily searches.



### MAXIMIZE ROI

Continuous optimization is key to stay ahead as costs rise (100k searches/sec!)

Action: Let's refine your SEM strategy for 2025.

# So you're NOT doing SEM?

## Not Using SEM Yet? Seize the Opportunity in 2025



### MISSED OPPORTUNITY

Be visible during 9.2 BILLION+ daily searches where customers are looking.



### COMPETITORS ADVANCING

They are investing heavily in the \$334B+ SEM market.



### DIRECT ROI PATH

Tap into 100K+ searches/sec from high-intent users.

**Action:** Let's build your SEM launch plan for 2025.