

Datasheet

Mercent Retail Paid Search™

“Mercent Retail Paid Search makes it easy to sync my product inventory and promotional offers with my paid search programs. Now I can optimize paid search to per-SKU revenue and profit goals.”

— Stephen McCarthy
eCommerce Director,
Gear and Training



Visible, Competitive and Profitable Paid Search for Retailers

Mercent helps the world's leading retailers operate more *visible*, *competitive*, and *profitable* product advertising campaigns across shopping engines and marketplaces. This year, Mercent will source and process more than \$1.2 billion in sales for more than 250 major retail brands.

Building on this success record, Mercent is proud to offer Mercent Retail Paid Search™ — the leading retail industry's paid search platform that integrates a merchant's paid search and catalog marketing programs to drive greater sales performance for every product in your catalog, in less time, with much less effort.

Mercent Retail Paid Search™ was designed by retailers for retailers to drive down management effort and time while delivering superior campaign insight and control, and predictable and profit-generating results.

Mercent Retail Paid Search™ Benefits to Retailers

An easy-to-use SAAS paid search platform integrated directly with your ecommerce catalog, Mercent Retail Paid Search™ boasts sophisticated features and functionality that ensures you successfully:

- Measure and optimize your paid search campaigns to your unique retail operating metrics, including per SKU revenue, profit, and inventory.
- Sell more 'in demand' products by synchronizing paid search campaigns with merchandising promotions (sales events, discounts) and your retail planning calendar (new SKUs, end-of-life product assortments, etc.).
- Manage your paid search campaigns directly alongside other performance marketing programs, accurately measure all programs and allocate your advertising dollar spend and budgets.
- Scale your paid search program by leveraging structured data to build a high-quality keyword library.
- Bid intelligently to drive higher customer conversion rates and ROAS.
- Increase your brand and product visibility by aligning paid search campaigns with product catalogs, data and conditions.

Mercent Retail Paid Search Drives More Visible,
Competitive and Profitable Paid Search for Retailers

Mercent Retail Paid Search™ Feature Overview

Retailer Ready	<ul style="list-style-type: none">• Align paid search with catalog assortment, data, and conditions• Measure and optimize paid search to retail operating metrics like unit sales, per-SKU revenue and profit margins• Express merchandising promotions (sales events, discounts) and retail planning calendar (new product SKUs, end-of-life product assortments) within paid search campaigns
Streamlined Campaign Management	<ul style="list-style-type: none">• Complete campaign structure, keyword portfolio and ad content management across major search channels, CSEs and marketplaces• Sophisticated ad & keyword performance management to increase customer acquisition, brand loyalty and sales revenue• Program management by campaign, ad group, ad & keyword, and total campaign performance• Campaign planning and management based on CPA, CPC, margin and ROI based on program goals• Ad scheduling for manual or automated promotions management
Cross-Channel Reporting & Analytics	<ul style="list-style-type: none">• Consolidated reporting across accounts, channels, keywords, ads, ad groups, landing pages -- and non-SEM performance marketing channels• 100% visibility into bottom-line campaign metrics that allows you to 'take action' on financial performance, ROAS and gross margins• Customizable, metrics-driven workflows that deliver program efficiency
Automated Bid Management & Optimization	<ul style="list-style-type: none">• Rules-based, automated bid management to ensure ads receive optimal page placement and conversion rates• Scheduled keyword bids that allows you to proactively set unique bidding logic for optimal campaign performance management• Graphical decision tree that help you develop comprehensive keyword bidding strategies• Automated bidding (bid floors & frequency) to achieve profitability metrics• Rapidly create rule variations with decision points• Bid rules validation to test bidding strategy for performance

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Contact us to learn more!

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