smec
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smec AdEngine

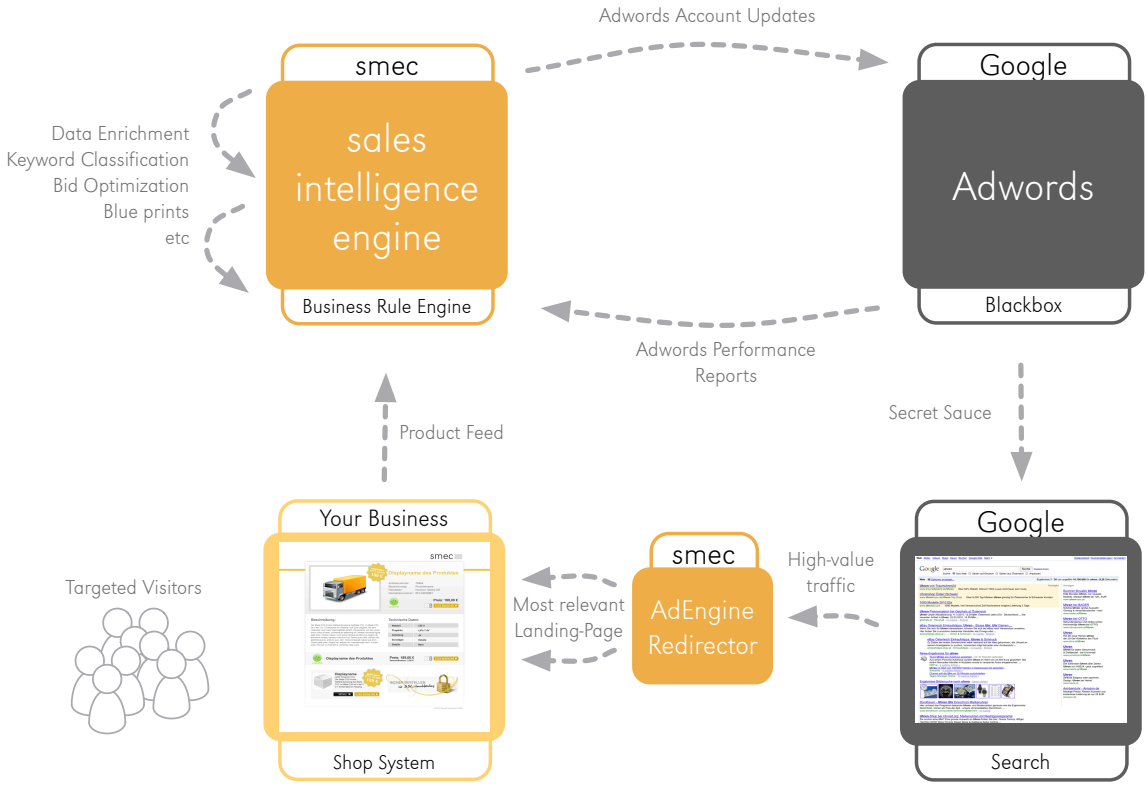
Technical Fact Sheet

Introduction

The smec AdEngine generates Google Adwords Campaigns based on product data and various external data sources that are used for content enrichment. It uses a blueprint mechanism to be able to dynamically adapt Google Adwords artifacts to changes in the product data. Changes in the blueprints are effortlessly rolled out across all campaigns. Additionally the campaigns are continuously monitored and optimized according to individual goals.

Architecture

Initially the smec AdEngine needs to import the product data into the Sales Intelligence Engine. After a data enrichment process the campaigns will be generated according to blueprints. In the next step the generated artifacts are exported to Google Adwords. Now the continuous optimization, regeneration and bid management process starts, which takes care that the campaigns are always up to date and perform accordingly. The smec AdEngine Redirector analyzes user intention, ensuring that your visitors will always hit the most relevant landing page on your site.



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Features

Campaign Generation

- Blueprint-based campaign generation
- ERP conventions can be mapped and leveraged easily
- Constant synchronization with ERP
- Constant synchronization with Google Adwords
- Content Enrichment

Keyword Generation & Classification

- Keyword extraction from product data
- Classify keywords from any source (SQR, CSV,...)
- Harvest new keywords using external data sources
- Generate color keywords from images

Clustering

- Cluster similar products
- Individual goals per cluster
- Individual advertising per cluster

Optimization

- Automated split testing
- Performance oriented bid management
- Aggregate similar low search volume keywords
- Automatic detection of more relevant landing pages

Interfaces

smec AdEngine has the following interfaces

- Interface for transferring product data to smec
- Google Adwords API
- Web analytics integration
- External content repositories and web services

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Rule-based & Data-driven

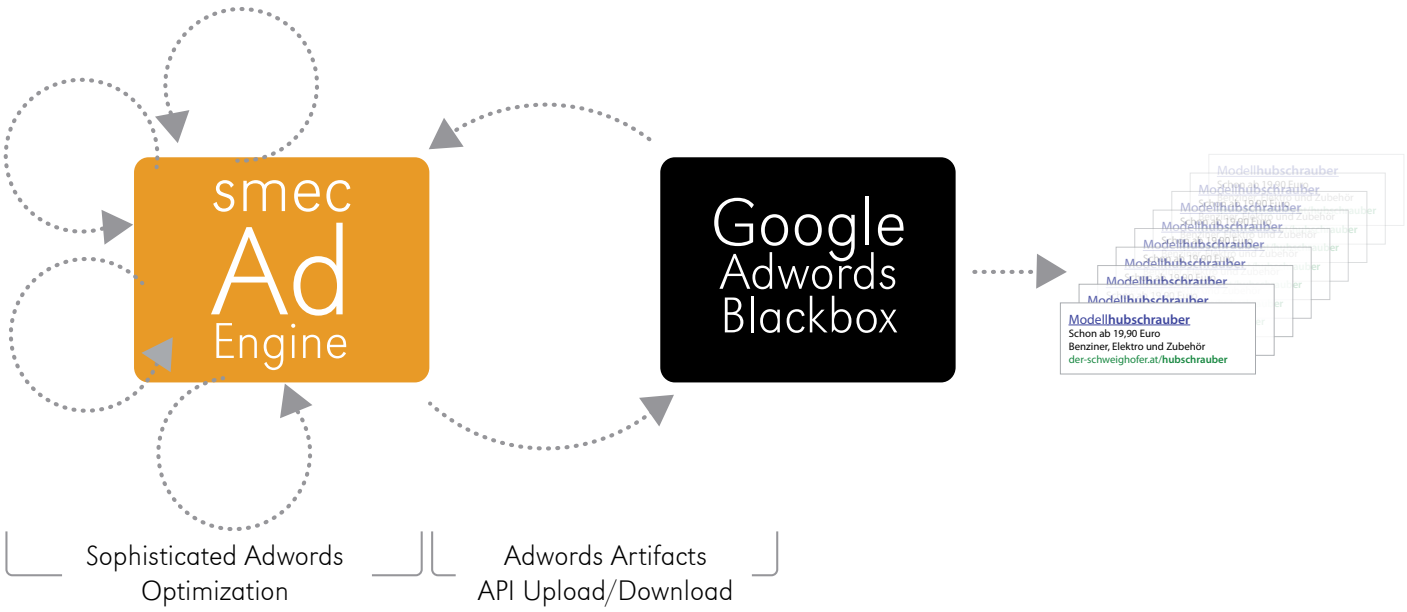
smec did not try to replicate yet another Google Adwords UI clone. Instead a dedicated smec Customizing Engineer will leverage the power of the Sales Intelligence Engine and its business rules to tailor the campaign blueprints to business specific needs. Best-practices are captured within business rules creating immediate value. This powerful approach allows strong data driven automation enabling the use of shop meta data and/or data conventions.

Blueprint-based Approach

The Sales Intelligence Engine provides higher-level building blocks to create blueprints for Adwords Campaigns with the smec AdEngine. These blueprints are then used to generate campaigns for either a selection of products or the entire product catalog. Especially online retailers with huge product assortments profit from this approach because it allows them to advertise each and every product. Very similar products can be clustered to save costs.
Campaigns are also regenerated using the blueprint, taking care of product updates, removals and additions, ensuring that all ad copies are up to date.

Deep Adwords Integration

The smec AdEngine provides in depth integration with Google Adwords while allowing a friendly co-existence of both worlds. The so called Adwords round-trip is a continuous optimization cycle, importing manual changes in the Adwords UI, exporting only newly added or changed Adwords artifacts, thus saving costs, and placing bids according to customer specific bid management.



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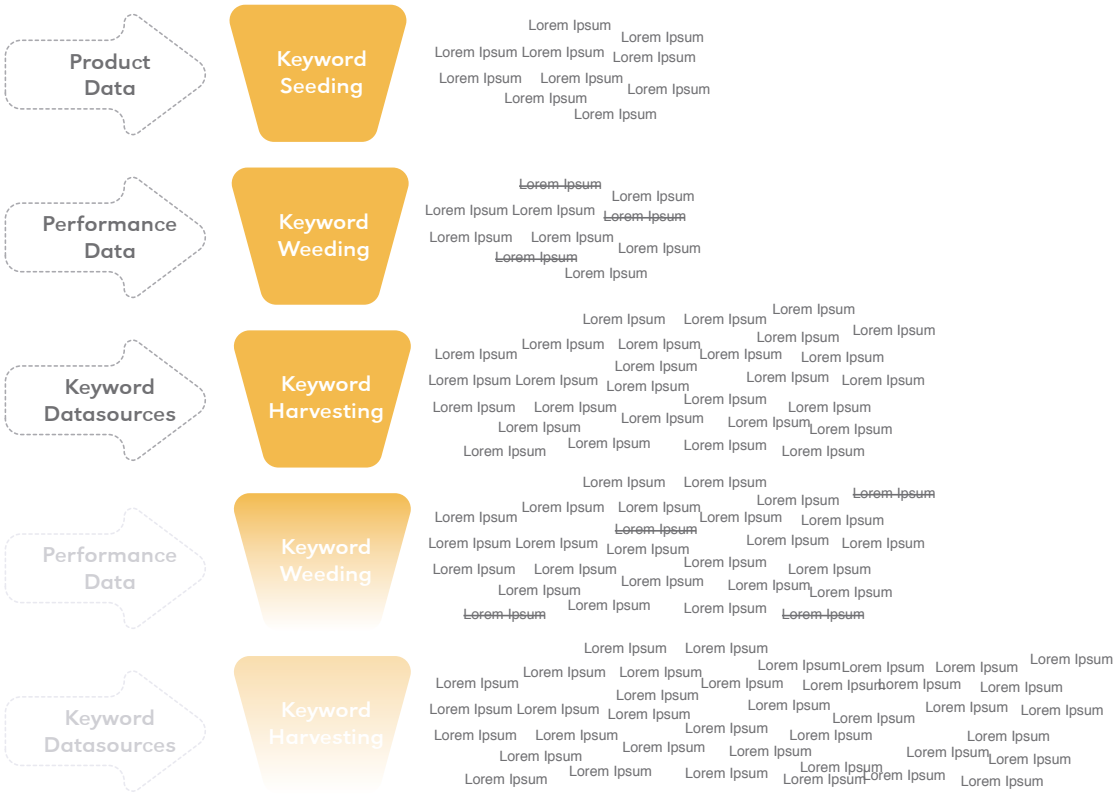
Bid Management

Included in the smec AdEngine is a highly sophisticated rule-based bid management system that allows maximum flexibility. smec AdEngine recognizes weak performers and instantly counteracts negative trends by either decreasing bids or pausing keywords. Bids of well performing keywords are increased up to the efficient frontier.
Campaign budgets can be adapted dynamically to reflect customer buying behavior thus leveraging daily-, seasonal-, weather- or other effects.

Keywords

smec AdEngine replaces the tedious manual task of keyword research by offering the automation mechanisms for extracting characteristic terms from product data and fetching corresponding keywords from external sources. Machine-learning algorithms classify keywords from any source (e.g.: competitor, search query report, ...) and automatically add them to the most relevant Adgroup. Keywords are continuously monitored for their performance and their bids changed to achieve individual business goals.



smec AdEngine Redirector

The smec AdEngine Redirector targets a sophisticated problem with Google Adwords selection of the displayed ad copy, namely that there might be more information available in the users search terms that get lost when Google chooses the ad. The smec AdEngine Redirector extracts and evaluates these additional search terms and forwards to the appropriate page in the shop system, ensuring that users will always arrive on the most relevant landing page for their search.

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About smec

Smarter Ecommerce GmbH was founded 2007 and has since then been focussing on e-commerce and sales intelligence algorithms developing various services and generating value for its customers. smec firmly believes that automation in conjunction with business rules and continuous optimization is one of the main pillars of e-commerce success. To facilitate automation smec developed a software platform, the Sales Intelligence Engine, as a stable base for its services. The ability to connect to any kind of data source, to operate with any text or multimedia data and to dynamically deploy new high level business actions at runtime allow for the flexibility and agility needed in a fast-paced business like e-commerce.

smec is supported by the following high-tech incubators and programs:

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