

TECHNOLOGY: DECIDE DNA™



Overview

Designed exclusively to support results-oriented Search Engine Marketing, **Decide DNA™** technology is at the heart of **24/7 Search** and is the technology of choice for leading search engine marketers. Described by JupiterResearch as "*the most advanced bid management technology of any firm*," **Decide DNA** also won the prestigious Platinum European Seal of Excellence 2005.

Decide DNA emphasizes the achievement of specific business objectives such as reducing cost per acquisition (CPA), increasing ROI or maintaining a ranking.

Decide DNA General Features

- Support for multiple search products, such as paid listings, paid inclusion, multiple SEs & organic SE
- Creative management and optimization of all title and description combinations
- Intelligent content optimization and active keyword repository
- Automated production of SE feeds and listings
- In-depth traffic and financial reporting and analysis
- Can manage and optimize hundreds of thousands of keywords

Decide DNA Pay For Placement (P4P) Features

- Expenditure tracking and estimation
- Customizable rules-based keyword optimization
- Search Engine spend reconciliation
- Traffic and budget pacing control

Decide DNA Paid Inclusion Features

- Content feed management - automates input data from multiple sources
- Adding context to content – intelligent content grouping and filtering rules
- Customizable rules-based document/product optimization
- Automated XML and SE editorial compliance



"..the most advanced bid management technology of any firm." - JupiterResearch on Decide DNA

Winner, European Seal of Excellence – Platinum 2005

24/7 Search and Decide DNA are respectively an integral part and a product of 24/7 Real Media. 24/7 Real Media is a global leader in providing integrated, innovative, results-oriented online advertising and search marketing strategies; it combines the industry's most advanced technology with its most skilled and experienced personnel to provide end-to-end solutions that deliver unmatched value and returns to advertisers and publishers everywhere.