



Paid Search Monitoring: how much protection do you need?

Close to 50% of all online sales originate on a search engine. That's why partnership programs that leverage the paid search channel have huge growth potential. Your brand's trademarked keywords help you capitalize on this powerful channel and ensure your customers find you easily.

However, if your partners use your trademarked keywords, they can profit from traffic that should go directly to your site – also driving up your cost per click (CPC).

This negatively impacts your margins and return on ad spend (ROAS). Your impact.com account comes with an introductory Paid Search Monitoring package that covers a small number of keywords for Google and the US only. As your partnership program grows, your protection plan should grow with it.

So, is your introductory Paid Search Monitoring coverage enough for your partnership program, or do you need more? Take a look at the plans below to decide if it's time to upgrade.

Domain	Engine	Keywords	Ad	Ad Labels	Partner
bestsaas.com	Google US	partnership automation	https://impact.com/?utm_campaign=North_America_soft Partnership Automation - #1 Partnership Platform Delivering Full Control of All Your Business Partnerships Across the Entire Lifecycle. "My program has been so successful on Impact. I think I'll quit my philosopher gig and buy a big boat." – Peter Singer	trademark copy trademark keyword	Review Sites, Inc.
affiliatejunky.com	Google US	affiliate marketing channel	https://impact.com/?utm_campaign=North_America_soft Best Affiliate Marketing Technology "Hands-down the best platform for affiliate partnerships." – Albert Einstein. Partner Insights. Fraud Protection. Partnership Automation. Dynamic Payouts. Flexible Tracking.	trademark copy trademark keyword	Affiliate Junky

More keyword coverage

Keywords add up fast. More coverage ensures that nothing falls through the cracks. Upgraded editions of Paid Search Monitoring cover 50+ keywords.

Global brands need more protection

Consumers search all around the globe, not just in the US. If you're active in many countries, you'll need greater protection. Upgraded editions cover unlimited countries.

Go beyond Google

Protect your brand and customers on all 16 major search engines. Upgraded editions of Paid Search Monitoring allow you to cover more than just Google.

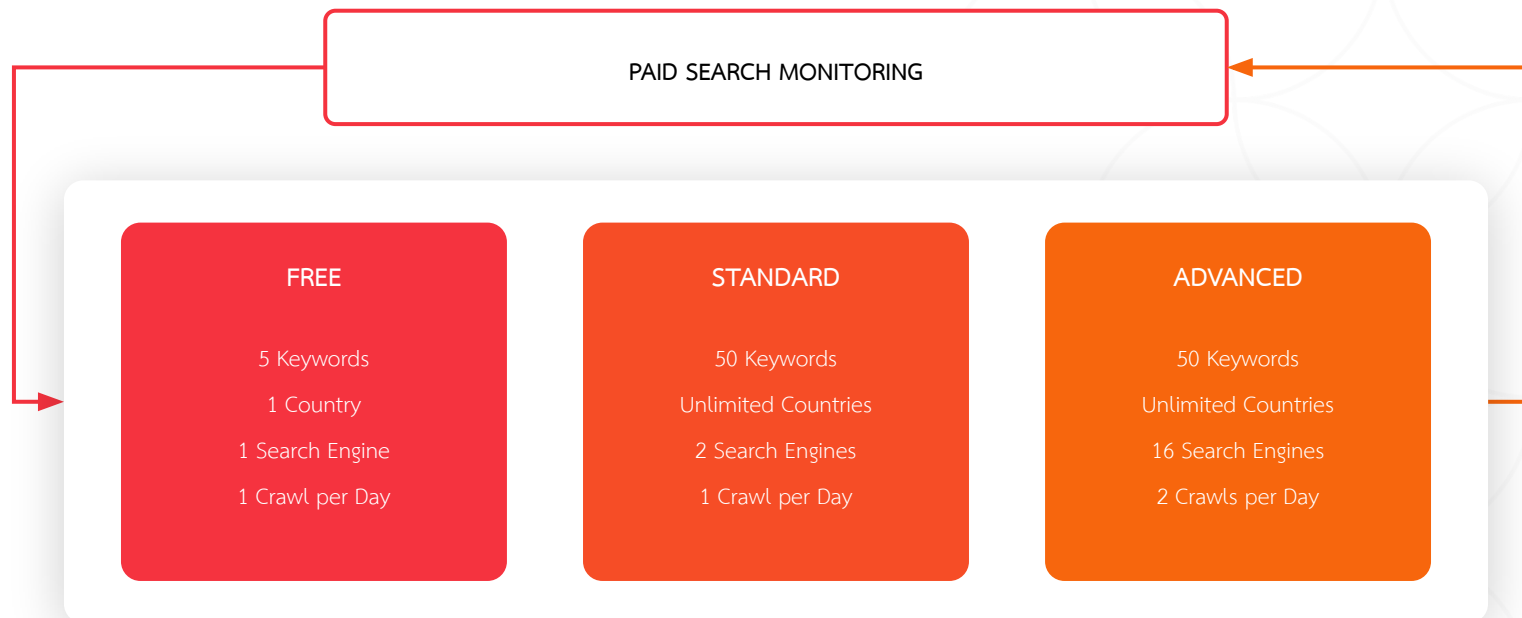
Get a protection plan that fit your needs and budget

The level of protection that your brand needs will ultimately depend on a few key factors:

- How many keywords do you need to protect?
- How many partners are part of your program?
- How many countries are you active in?
- How many search engines and how often do you wish to monitor?

Standard and Advanced editions of impact.com's Paid Search Monitoring provide upgraded coverage that fits your brands specific needs.

The right plan creates a safe environment to protect your CPC and customers, while supporting your ability to confidently scale your partnership program.



Paid Search Monitoring is available to all impact.com Partnership Cloud users. Talk to your CSM today about adding it to your subscription — or contact grow@impact.com to learn more.