

Paid Search Monitoring: protect your spend (and brand)

One of the core strengths of the partnership channel is the ability to pay only when partners drive real value. But if a partner is bidding on your branded terms in paid search, they may be benefiting from traffic that should really be going straight to your site.

You may have a policy in place against trademark bidding, but you need a good way to enforce that policy by monitoring your protected keywords and resolving violations as they arise. That's where impact.com's Paid Search Monitoring comes in.

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

Paid Search Monitoring scans the top search engines for your protected keywords, gives details about each relevant paid search result, and identify any violations.

Monitor everything 24/7

impact.com's crawler searches for your protected terms across all relevant search engines – and flags potential violations, no matter where or when the bidding occurred.

Saves hours with automation

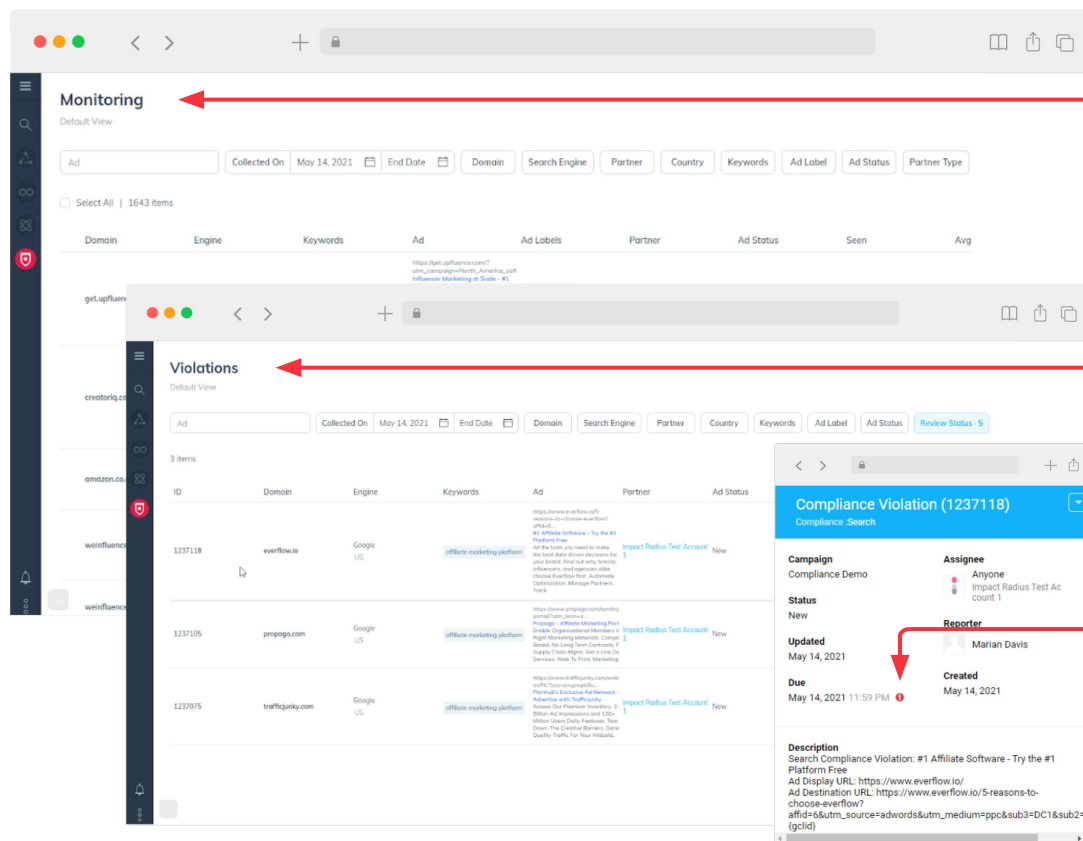
When you find a violation, you can easily alert the partner, give them a deadline, and check their progress via the built-in resolution workflow – all using automation.

Manage it all on one platform

If you're already managing partnerships on one platform, it can be a hassle to log into another one to monitor search compliance. Now handle everything in one place.

Find and resolve keyword violations quickly

From keyword monitoring to enforcement and resolution, Paid Search Monitoring gives you everything you need to protect your branded terms — all within impact.com's Partnership Management Platform.



1. Monitor for potential trademark bidding

You tell us which terms you want to track. We'll tell you when your partners use your terms in their paid search ads.

2. Enforce your TM policies

Track outstanding issues to drive faster resolution, and keep a record of past violations — for your own reference and for future audits.

3. Resolve issues fast

Share details with your partners by sending an alert that allows them to respond with questions or get quick progress updates. Automate the entire process to reach resolutions faster.

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