



SearchSync

Sync TV and search for maximum response



Drive Double-Digit Conversion Uplifts

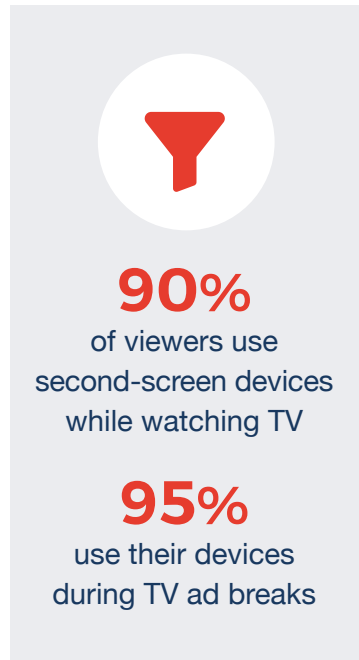
Most viewers use second-screen devices while watching TV. Syncing paid search to TV ads boosts rankings and significantly increases conversions.

Avoid Losing Out to Competitors

By syncing a targeted PPC campaign in the critical minutes after a TV ad airs, you can outbid competitors and win the top search position.

Harness Intent-to-Buy

Maximize your budget by securing the top ranking when it matters most - in the minutes after a spot airs, when consumer intent-to-buy is at its highest.



Three Sync Strategies to Increase Sales

Don't just capitalize on your own TV campaigns. **SearchSync** lets you target competitors' TV activity, and even ads for complementary products, to capture TV-driven search traffic for your own site.

1 Target your TV ad airings



2 Target complementary TV ad airings



3 Target competitor TV ad airings



Visit www.tvSquared.com to learn more