

**SoQuero Online Marketing—
A Profitable Way of
Acquiring New Customers**





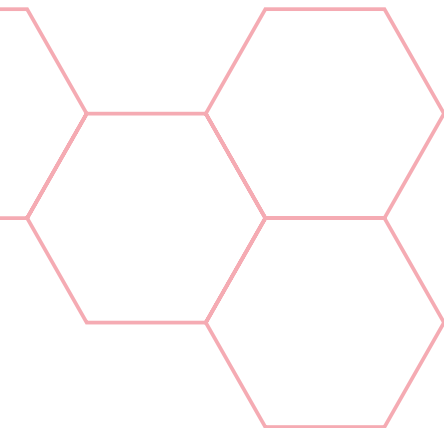
SoQuero: the E-Commerce Marketing Experts

SoQuero is an agency specializing in e-commerce marketing solutions that serves customers around the world. We focus on sales-oriented campaigns that deliver measurable success at a predictable cost, teaming with you to develop strategies and activities that fit your business model and objectives. The aim is always the same: to give your business a sustained boost. An integrated approach, centralized reporting, and ongoing optimization are key factors behind our success.



- 17 years of e-commerce expertise, combined with eight years' experience in online marketing
- International expertise in 20 languages
- Professional support from experienced and highly motivated campaign managers
- Excellent software solutions for daily optimization of advertising effectiveness
- Excellent references
- Google AdWords qualified company
- Yahoo certified for search engine marketing and paid inclusion
- Certified by the German Federal Association of the Digital Economy (BVDW) for professional, reliable services in the fields of search engine marketing and search engine optimization





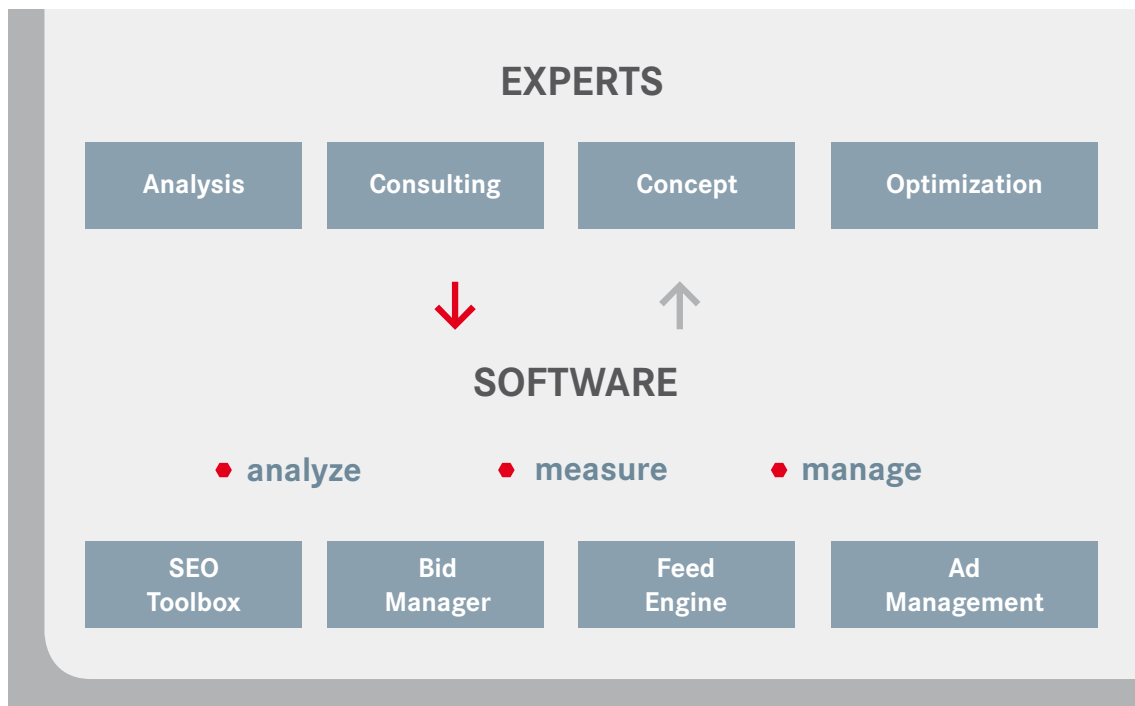
E-Commerce Marketing

Online marketing for websites that focus on user transactions, such as online stores and travel portals, is typically geared towards making sales or generating leads. At SoQuero, we combine e-commerce expertise with online marketing experience to deliver what we call e-commerce marketing. We take a holistic view of the services we provide and implement individual customer concepts tailored to specific needs.

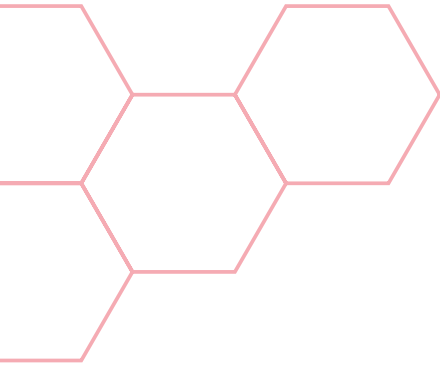
Bringing together consultancy, campaign management, and software solutions in this way enables us to provide a fast, efficient, and scalable solution that meets your current and future requirements. Our experienced specialists leverage a series of proven, proprietary tools that are seamlessly integrated into the work process.

Our Approach

- 1. Definition of objectives
- 2. Planning of budgets and activities
- 3. Project and campaign planning
- 4. Implementation
- 5. Reporting
- 6. Optimization



Search Engine Marketing (SEM)



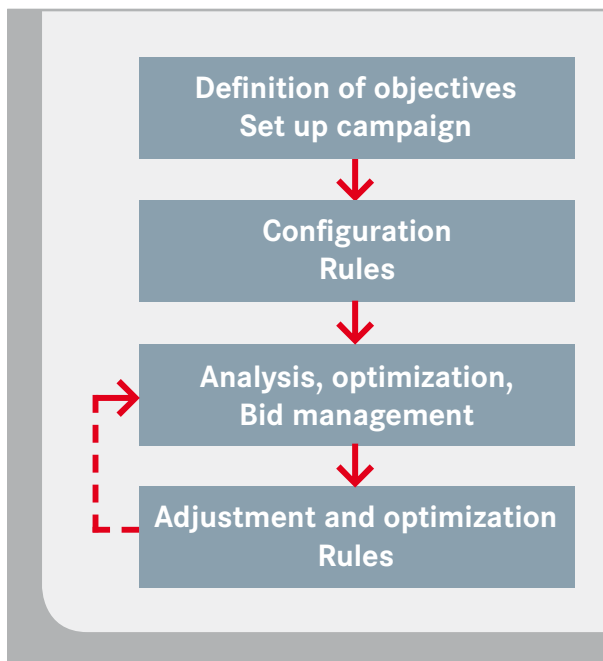
When it comes to e-commerce, the effort required to implement a search engine marketing campaign can quickly become disproportionate. Our approach is to develop a customized strategy that is aligned with defined objectives and then optimized on a daily basis by way of comprehensive campaign management.

Our key strengths lie in our excellent team of qualified and experienced campaign managers, international expertise in 20 languages, plus our tried-and-true SoQuero bid management software.

Services

Set-Up

- Analysis and definition of relevant search terms
- Structuring and grouping of search terms
- Development of ad variants for each group of ads
- Definition and creation of deep links and landing pages



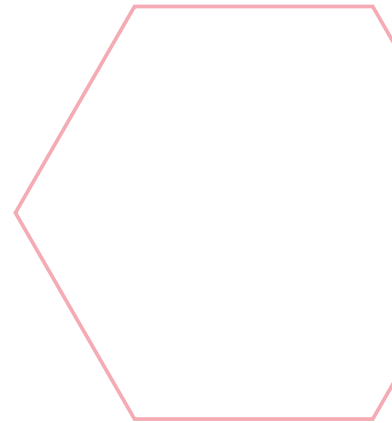
Campaign Management

- Daily budget control and optimization
- Analysis and optimization of quality-related factors (campaign structure, clustering, ad copy, Google Quality Score, deep links)
- Ongoing checking of and additions to keywords and match types
- Ongoing analysis of terms to be excluded
- Bid management for systematic cost control
- A/B and multivariate testing of deep links and landing pages to boost conversion rates



Reporting and Bid Management Software

- Browser-based platform for reporting, analyzing, and optimizing your campaigns
- Maximum, up-to-date transparency with various views independent of the search engine view in dashboards, plus detailed reports
- Unique algorithm to maximize campaign profit after acquisition costs
- Monitoring and optimization of all relevant factors, including the Google Quality Score, to reduce cost-per-click
- Partial or fully automated campaign management based on defined rules
- Alarm function via e-mail on reaching defined thresholds
- Automatic monitoring of the functioning of deep links
- Automatic identification of search terms not purchased and to be converted
- Multilingual keyword management
- Also available for customers who wish to manage their campaigns themselves (SaaS)



Workshops and Training

- Professional, practical training for your SEM team
- Training sessions for new, advanced, and professional users

Consulting

- Support for your SEM team when setting up and extending campaigns
- Provision of SEM resources for preparing special or seasonal campaigns
- Critical assessment of your campaign set-up
- Developing optimization strategies

Search Engine Optimization (SEO)

Search engine optimization (SEO) has become a strategically important aspect of online marketing.

We team with you to formulate project objectives, analyze your website, the technical parameters, content, and links from other websites. We then use this information to carry out targeted optimization measures together with you, sharing valuable insights into SEO with your staff in the process.

Services

Set-Up

- Definition of the most important search terms for your website, leveraging the knowledge gained from SEM campaigns, and gearing the SEO strategy to the search terms
- Competition analysis (ranking and external links)
- Analysis of website structure, content, navigation, internal links
- Status of the site's external links and links of direct competitors
- Baseline measurement: current ranking and hits using the defined terms

On-Site Activities

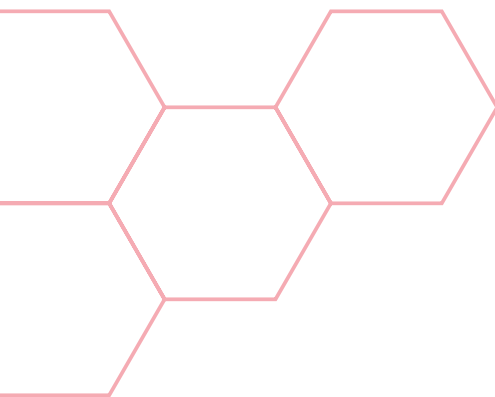
- Revision of site text (latent semantic optimization) to reflect the search terms; web writing
- Technical consulting on outputting URLs, server configuration, navigation concept, and internal links
- Optimization of content management system (CMS)

Off-Site Activities

- Optimization and expansion of existing external links
- Identification of online cooperation partners

Monitoring

- Positions achieved, hits, and conversion rates for the specified search terms
- Monitoring of positioning and incoming links of own site and competitors' sites





Workshops and Training

→ Preparing and conducting on-site SEO workshops that are tailored to your requirements and the sites to be optimized. We can train your staff in the following areas and more:

- SEO insights and expertise
- Web writing
- Link baiting

Other SEO Services

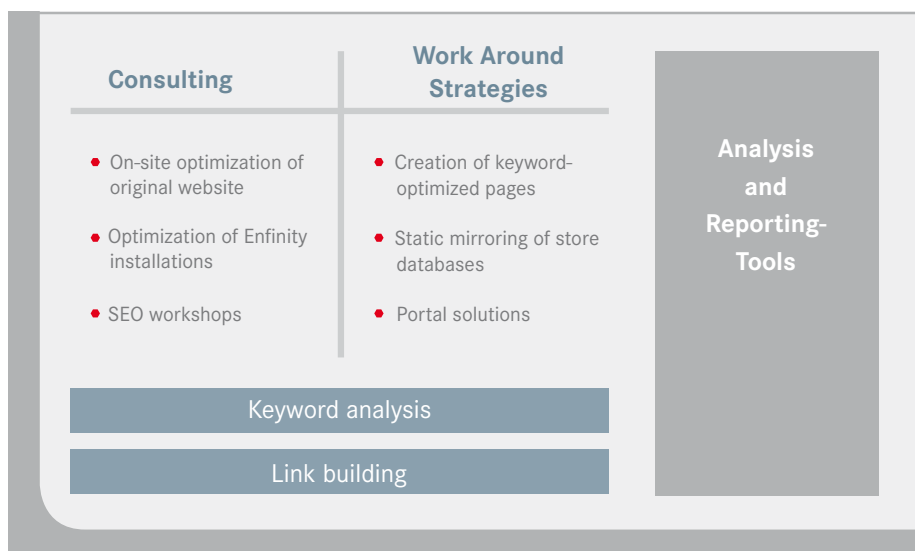
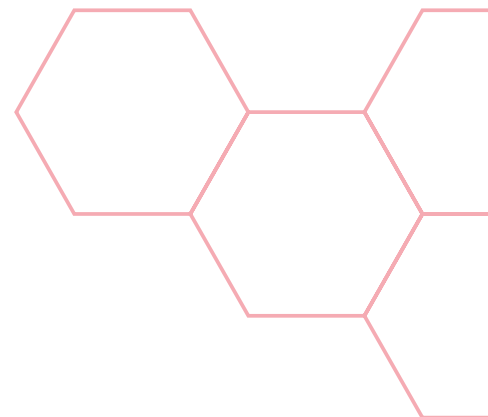
- Reputation management
- Social media optimization (SMO)
- Preparing editorial content for your blog; monitoring the blogosphere
- Online PR: preparing newsletters; distributing news content via online press portals
- Production of audio and videocasts

SoQuero Customer Solutions

Our Web-based SEO tools are continually being developed. We also provide the SoQuero SEO toolbox and reporting platform as part of an SaaS model for agencies or corporate online marketing teams. This saves building your own solution from scratch and allows you to leverage our SEO expertise.

Solutions for Intershop Enfinity Customers

As an Intershop company, we benefit from in-depth knowledge of Intershop Enfinity systems, with our SEO insights and expertise constantly informing the Enfinity Suite 6 e-commerce software development program. Intershop can thus deliver platform and SEO knowledge from a single source.



Product Data Marketing and Paid Inclusion

With online shops, the products in the database form the basis for online marketing activity. In most cases, attempting to boost success by placing individual products in multiple price and product search engines is very time-consuming and expensive. To reduce both effort and costs, your website's product data can be submitted directly

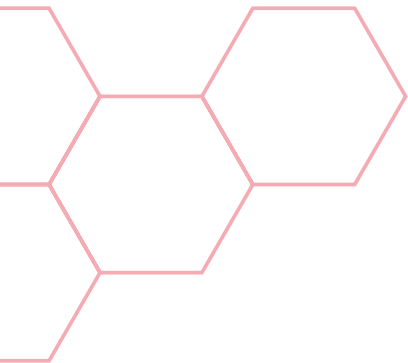
to more than 50 price and product search engines via the SoQuero feed engine or into the Yahoo! search engine (Search Submit Pro).

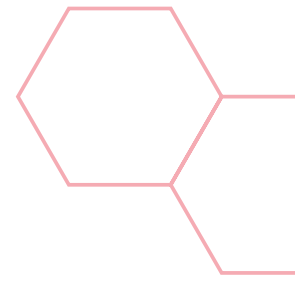
The feed engine is a reporting tool and optimization platform rolled into one, presenting the results of your campaign with maximum clarity down to the individual product level and offering

comprehensive options for analysis in the form of detailed reports, which can be displayed according to various key performance indicators (KPIs). Based on the results, the data feed for each portal can be adjusted in line with the KPIs. This makes it possible for us to respond to changes fast, with proven benefits for the success of your campaign.

Services

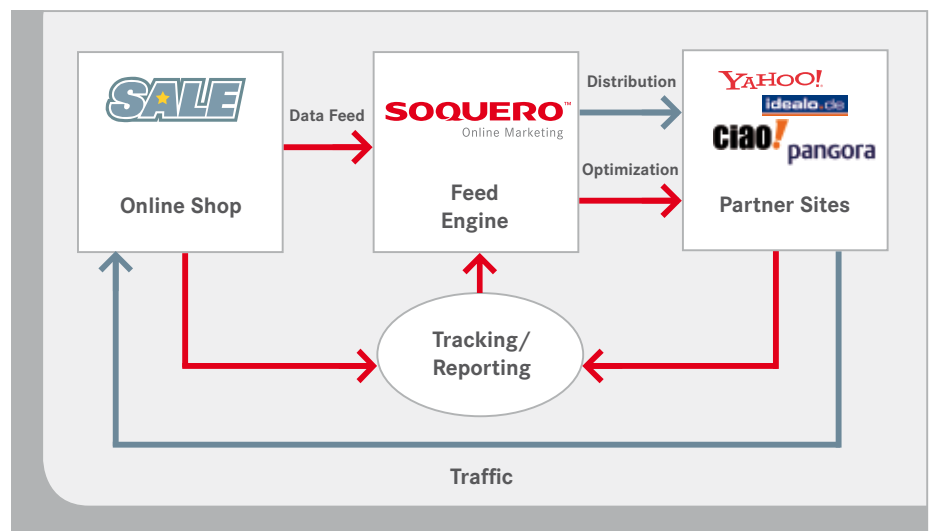
- Evaluating suitable portals for your product portfolio
- Administration, negotiating terms and conditions
- All partner communication and centralized partner billing
- Importing and automatically mapping product data for over 50 partners
- Delivering and continually monitoring the quality of product data feeds
- Optimizing campaigns according to agreed objectives by way of individual filtering rules
- Optional entering of feeds via Yahoo Search Submit Pro (SSP)





The Feed Engine as Software Solution

SoQuero can provide a white label platform as an SaaS solution that matches the customer's or agency's image. Agencies can give their customers access to reporting and have the option of performing all campaign management tasks themselves.



Online Cooperation: Partnering for Success

Online cooperation can take a range of forms and is characterized by a high level of integration between the two parties. We develop cooperation concepts, find partners, and implement online alliances.

Services

- Analysis of website content and the online offering
- Preparation of cooperation concepts and possible terms and conditions
- Research, screening, and contacting potential cooperation partners
- Negotiating conditions and the cooperation agreement itself
- Creation of deep links, teasers, and co-branded sites for integration into the partner website
- Implementation of online cooperation on the partner website plus quality assurance
- Success measurement and optimization against agreed objectives



Other Online Marketing Services

In addition to the core competencies and tools described above, we offer customized online marketing advice and support in the following fields:

Online Marketing Consulting

- Strategy advice
- Online marketing planning
- Order process optimization
- Merchandising

E-Mail Marketing

- Setting up address allocators
- Campaigns to acquire new customers
- E-mail marketing to boost customer loyalty
- Advice on choosing suitable e-mail marketing software

Affiliate Marketing

- Analysis of the competition
- Network selection
- Model terms and conditions
- Partner relationship concepts

Display Advertising

- Media strategy
- Media planning

Web Analytics Advice

- Development of an individual requirements specification
- Recommendation of Web analysis tools
- Preparation of key performance indicators and cost management mechanisms

References

We implement campaigns for over 40 leading B2C and B2B companies, predominantly in Germany and other European countries. Our customers include Best Western Hotels, Deutsche Telekom, Frankfurter Allgemeine Zeitung, HAWESKO, Music Store, Plus, Schwab, Royal Caribbean International, and Stiftung Warentest.



"We have a longstanding, successful relationship with SoQuero covering search engine marketing in 19 countries. As a B2B company, the success of the measures we adopted convinced us that online marketing should be the key element when it comes to acquiring new customers. Reshaping our Web application to meet search engine requirements enabled us to significantly increase the volume of traffic to all our websites. With SoQuero bid management technology, we also have a tool available that allows efficient international management of our search engine marketing across all divisions."

**Michael Ries, Head of Marketing,
Mettler Toledo**



"SoQuero's solutions in the field of search engine and product data marketing enabled us to significantly boost our online sales success and increase efficiency. Professional campaign management and a firm customer focus convinced us that SoQuero was the right partner to help us drive our international expansion forward."

**Michael Sauer, CEO,
Music Store A. Sauer GmbH**



"We chose SoQuero to handle our search engine marketing due to their expertise in the travel segment and their flexible bid management software. The campaign started to deliver significantly better results within a very short time, with proactive support and transparent reporting also confirming that we made the right decision."

**Carmen Dücker, Director of Electronic
Distribution & Information,
Best Western Hotels Deutschland
GmbH**



"Search engine marketing has become an important element in our marketing for Royal Caribbean International in Germany. The additional traffic generates qualified new contacts and customers. SoQuero's professional bid management solution enabled the cost per lead to be reduced considerably. Bid Manager's transparent reporting also allows the budget to be leveraged effectively at all times. Working with SoQuero is proving very successful for us."

Tanja Plöger, Marketing Manager, Royal Caribbean Cruise Line, Frankfurt/Main





SOQUEROTM
Online Marketing

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