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YOUR WORDS OUR REACH

BRAND BUILDER

Case Study

for

clearads

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The Brand Builder product is a multi faceted and unique, high quality content product that has been returning outstanding results. Not only for the exposure, authority and brand awareness it provides, but for SERP / Google ranking results as well.

Few companies have the resources to cost effectively and internally produce all the components of this product. At it's core, we use powerful press releases that target your industry niche, journalists, influencers and a massive media data base.

Around this core, our team creates numerous pieces of high quality unique content, including blogs and videos. All of which gets pushed out through our distribution networks.

The benefits of the consistent application of Brand Builder are:

- SERP / Google ranking improvement
- Increased authority and Brand recognition
- More traffic
- Exposure to journalists, media and influencers

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Case Study

Clear Ads is an online service company that provides advertising through the Amazon DSP platform.

While we continue to work with Clearads on a monthly basis, this case study focuses on the first month and the *outstanding rankings* we were able to achieve in such a short amount of time. We'll soon publish the results of the long term ranking effect for Clear ads as they come in.

These results are not always typical of course, as there are a myriad of factors that affect rankings. The Brand Builder product (like any SEO strategy) requires consistent application monthly, or more frequently if going after high volume / competition search terms.

All of the following screen shots and information is from George (the owner of Clear ads) himself, and they were taken throughout the month of April as we applied our Brand Builder campaign.

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Below you can see keyword screenshots of the terms George was tracking, with the highest volume term being "advertising on Amazon" from March and April of 2020.

Clear ads was ranked in position 27 at the end of March, 2020.

The first monthly campaign was started in April 2020.

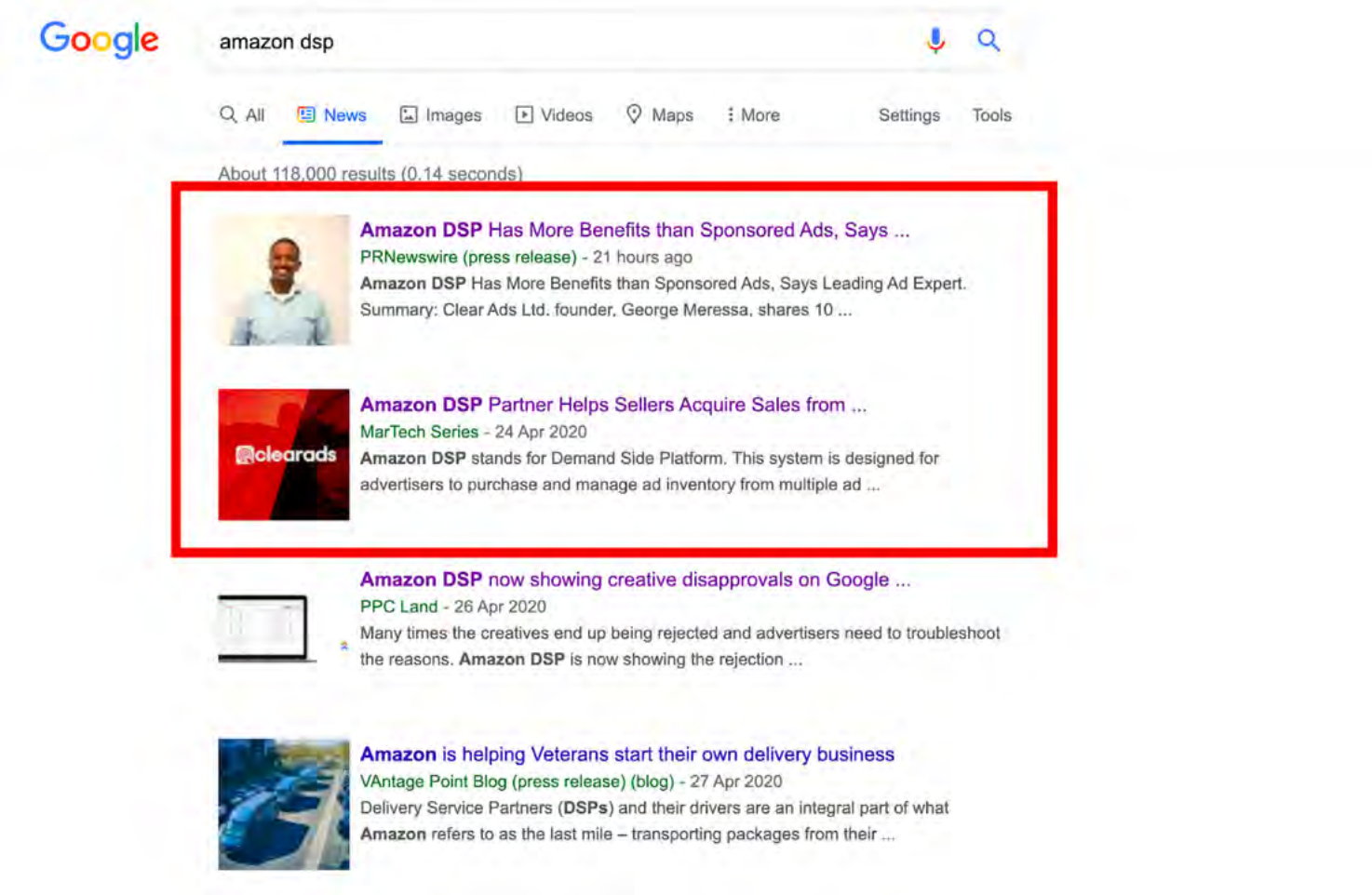
Keyword	Global Searches	BM	March
Amazon			
advertising on amazon	14800	-	27
[redacted]	12100	-	20
[redacted]	9900	-	32
[redacted]	4400	-	39
[redacted]	3600	-	35
[redacted]	720	-	26

Within one month and by the end of April, this term had risen from position 27, to position 7!

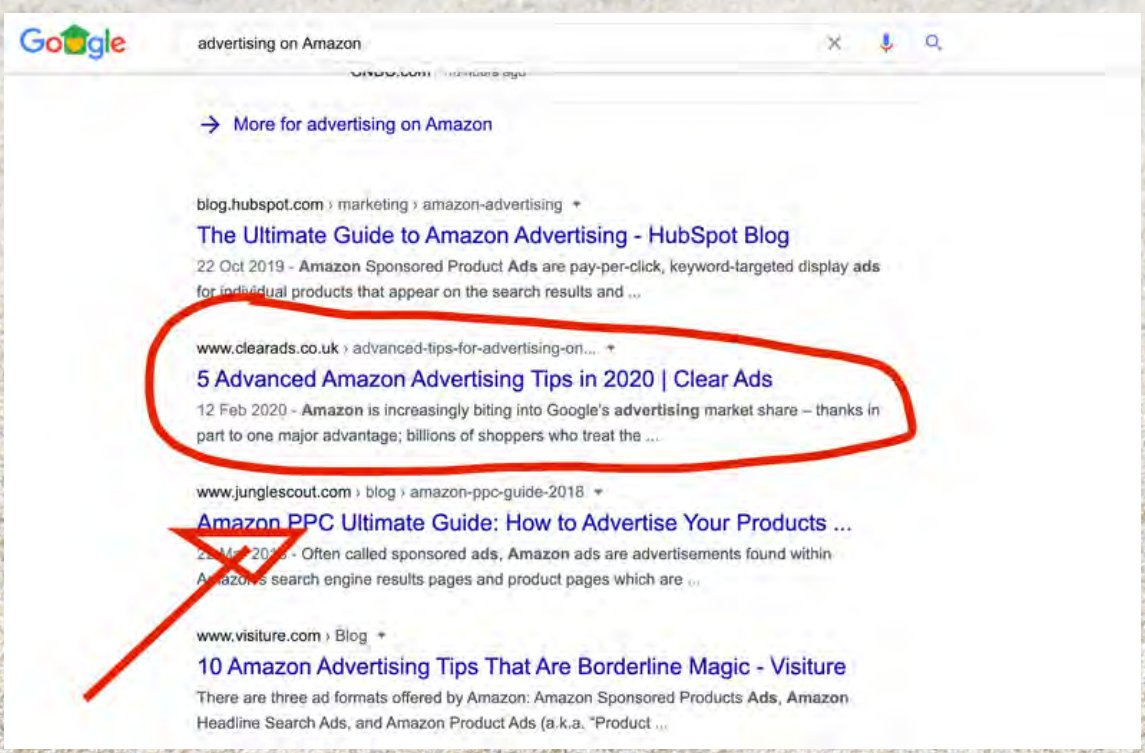
Keyword	Global Searches	BM	April
Amazon			
advertising on amazon	14800	-	7
[redacted]	12100	-	23
[redacted]	9900	-	33
[redacted]	4400	-	23
[redacted]	3600	-	29
[redacted]	720	-	21
[redacted]	720	-	117

Brand Builder uses our premium "News Dominator" press releases at its core, plus many other high quality, unique pieces of multi media.

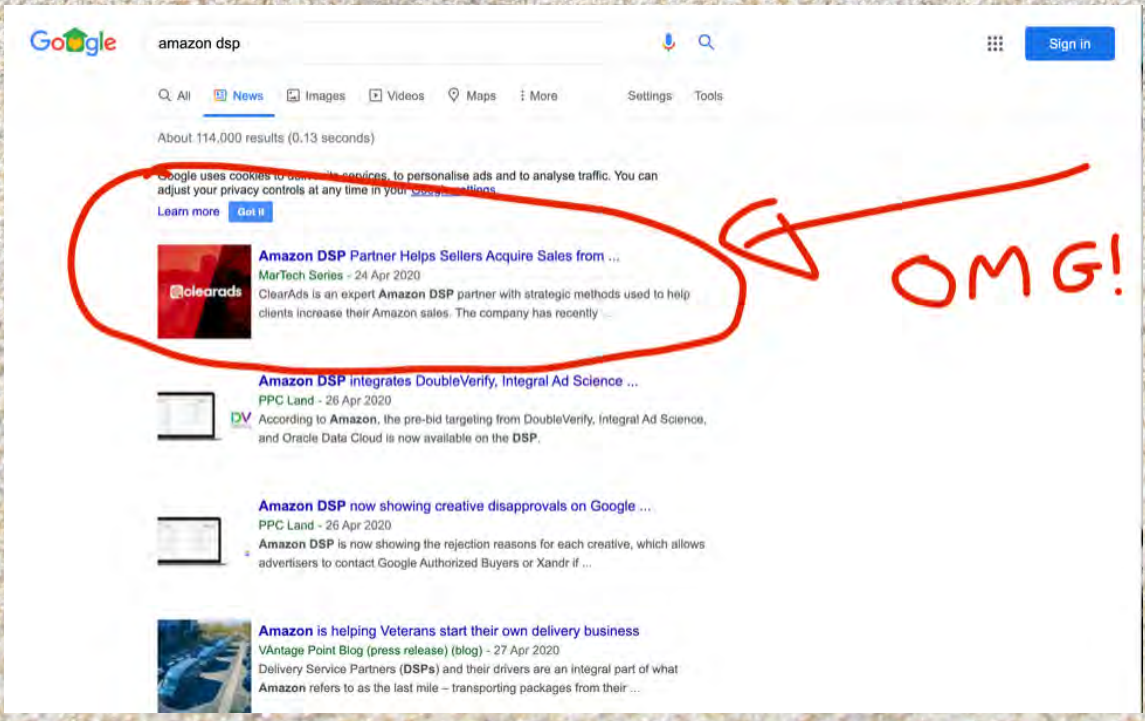
As a result, not only did we get the press releases ranking at the top of Google news, here for the term "Amazon DSP", but we also ranked blog articles as part of the entire package, right underneath it, taking up the first two spots on Google news!



Here's more of the promoted blog articles we ranked on Google (with markings added by George) for the term "advertising on Amazon".



And then for their primary service term "Amazon DSP".



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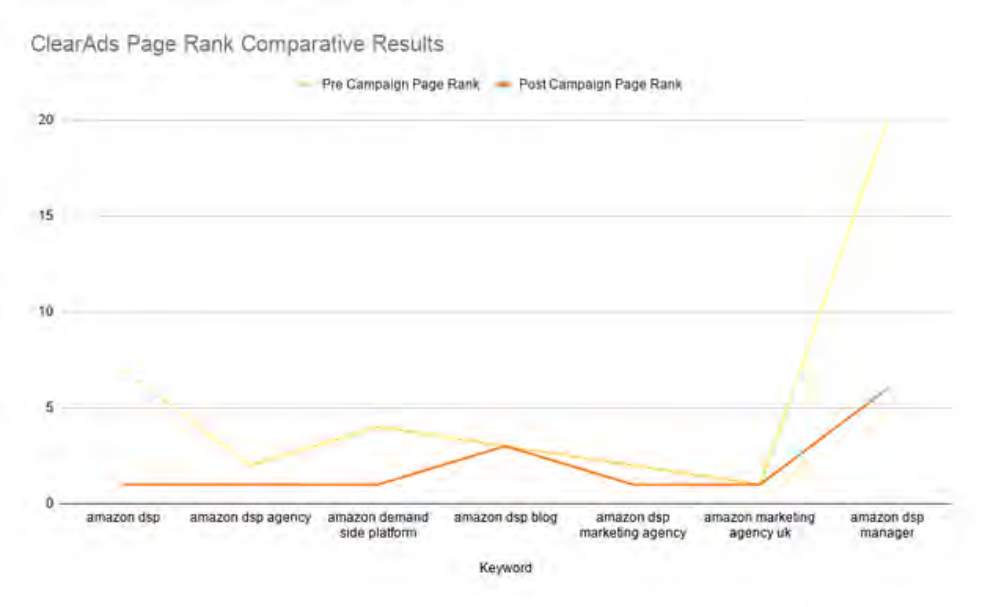
Oh, but the best thing is yet to come. Here's some clips directly from the emails we received from George talking about the service:

You are never going to believe this but the Amazon rep who heads up the team that developed one of the most powerful tools on Amazon DSP reached out and wants to know how I use it.

This just gets more insane as it goes on.

I've already said to the team this is our new secret weapon to dominate the search results

And here are the targeted keyword results from this first campaign.



In addition to a myriad of various types of content created, each Brand Builder application includes two press releases; the "Newsbuzz Pro" and our premium "News Dominator". Here we see George's distribution report for the Newsbuzz Pro release.

Here's the distribution report for the News Dominator release. The News Dominator press release distributes to the highest authority sites, and allows us to target niches, journalists and influencers, along with a massive media database, getting Georges message in front of the right people.

Release Views & Hits	Engagement Actions
3,258	100
Total Pickup	**Total Potential Audience**
110	124,772,405

Logo	Outlet Name	Location	Source Type	Industry	Potential Audience
YAHOO! FINANCE	Yahoo! Finance View Release	Global	Online News Sites & Other Influencers	Media & Information	49,592, visitors/
MarketWatch	MarketWatch View Release	United States	Financial News Service	Financial	42,938, visitors/
MARKETS INSIDER	Business Insider: Markets Insider View Release	Global	Online News Sites & Other Influencers	Financial	9,143,9 visitors/
finanzen.net	Finanzen.net View Release	Germany	Online News Sites & Other Influencers	Financial	6,173,6 visitors/
CISION	PR Newswire View Release	Global	PR Newswire	Media & Information	4,851,3 visitors/
BENZINGA	Benzinga View Release	United States	Online News Sites & Other Influencers	Financial	3,552,3 visitors/
3 EYEWITNESS NEWS	WRCB-TV NBC-3 [Chattanooga, TN] View Release	United States	Broadcast Media	Media & Information	1,057,6 visitors/

Providing outstanding Google keyword visibility, within 72 hours after publication, we take every possible keyword combination from the title and see where it ranks on Google. In this case, we ranked for 306 keywords and #1 for 231 of them!

Keyword	Position	Keyword	Position
expert ads customer acquisition	1	expert ppc acquisition amazon dsp	1
expert ads customer amazon	1	expert ppc acquisition amazon service	1

Keyword	Position
ency acquisition amazon	1
ency acquisition dsp	1

Keyword	Position
ads agency customer acquisition service	1
ads agency customer amazon dsp	1
ads agency customer dsp service	1
ads agency acquisition amazon dsp	1
ads agency acquisition amazon	1

Keyword	Position	Keyword	Position
expert ppc acquisition service	1	expert ppc customer acquisition dsp	1
expert ppc amazon dsp	1	expert ppc customer acquisition service	1
		expert ppc customer amazon dsp	1
		expert ppc customer amazon	1

Keyword	Position	Keyword	Position
ppc ads acquisition amazon	1	expert agency acquisition amazon dsp	1
ppc ads acquisition dsp	1	expert agency acquisition amazon service	1
ppc ads acquisition service	1	expert agency acquisition dsp service	1
ppc ads dsp service	1	expert agency amazon dsp service	1
ppc agency customer acquisition	1	expert customer acquisition amazon dsp	1
ppc agency customer dsp	1	expert customer acquisition amazon service	1
ppc agency acquisition amazon	1	expert customer acquisition dsp service	1
ppc agency acquisition dsp	1	expert customer amazon dsp service	1
ppc agency acquisition service	1	expert acquisition amazon dsp service	1
ppc agency amazon dsp	1	ppc ads agency customer acquisition	1
ppc agency dsp service	1	ppc ads agency customer amazon	1
ppc customer acquisition amazon	1	ppc ads agency customer dsp	1
ppc customer acquisition dsp	1	ppc ads agency acquisition amazon	1
ppc customer acquisition service	1	ppc ads agency acquisition dsp	1
ppc customer amazon dsp	1	ppc ads agency acquisition service	1
ppc customer dsp service	1	ppc ads agency amazon dsp	1
ppc acquisition amazon dsp	1	ppc ads agency dsp service	1
ppc acquisition amazon service	1	ppc ads customer acquisition amazon	1
ppc acquisition dsp service	1	ppc ads customer acquisition dsp	1
ppc amazon dsp service	1	ppc ads customer acquisition service	1
ads agency customer dsp	1	ppc ads customer amazon dsp	1
ads agency acquisition amazon	1	ppc ads customer dsp service	1
ads agency acquisition dsp	1	ppc ads acquisition amazon dsp	1
ppc dsp	1	ppc ads acquisition amazon service	1
expert ppc customer	1	ppc ads acquisition dsp service	1
expert ppc acquisition	1	ads agency acquisition service	1
expert ppc dsp	1	ads agency dsp service	1
expert ads customer	1	ads customer acquisition amazon	1
expert ads acquisition	1	ads customer acquisition dsp	1
expert ads dsp	1	ads customer dsp service	1
expert agency customer	1	ads acquisition amazon dsp	1
expert agency acquisition	1	ads acquisition amazon service	1
expert agency dsp	1	ads acquisition dsp service	1
expert customer dsp	1	agency customer acquisition amazon	1

	Position	Keyword	Position
azon	1	agency customer acquisition dsp	1
	1	agency customer dsp service	1
	1	agency acquisition amazon dsp	1
	1	agency acquisition amazon service	1
	1	agency acquisition dsp service	1
	1	customer acquisition amazon dsp	1
	1	customer acquisition dsp service	1
	1	acquisition amazon dsp service	1
n	1	expert ppc ads agency customer	1
	1	expert ppc ads agency acquisition	1
	1	expert ppc ads agency amazon	1
	1	expert ppc ads agency dsp	1
	1	expert ppc ads agency service	1
	1	expert ppc ads customer acquisition	1
azon	1	expert ppc ads customer amazon	1
	1	expert ppc ads customer dsp	1
	1	expert ppc ads customer service	1
dsp	1	expert ppc ads acquisition amazon	1
	1	expert ppc ads acquisition dsp	1
	1	expert ppc ads acquisition service	1
	1	expert ppc ads amazon dsp	1
tion	1	expert ppc ads amazon service	1
	1	expert ppc ads dsp service	1
uisition	1	expert ppc agency customer acquisition	1
	1	expert ppc agency customer amazon	1
cquisition	1	expert ppc agency customer dsp	1
mazon	1	expert ppc agency acquisition amazon	1
dsp	1	expert ppc agency acquisition dsp	1
amazon	1	expert ppc agency acquisition service	1
dsp	1	expert ppc agency amazon dsp	1
service	1	expert ppc agency dsp service	1
p	1	expert ppc customer acquisition amazon	1
	1	expert ppc customer acquisition dsp	1
tomer	1	expert ppc customer acquisition service	1
uisition	1	expert ppc customer amazon dsp	1
	1	expert ppc customer amazon service	1
		expert ppc customer dsp service	1

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We're also able to directly target your niche, getting your information out to our massive database and in front of the right news agencies, journalists and influencers, directly to their inbox.

Media Views

Outlet	Industry
Brand Times	Consumer Products, Energy, Entertainment, Environment, Features
Cision (PR Newswi	
N/A	
The Hip Hop Geek	
Freelance: FE News, The Orchard at Tesco	
Sassy Townhouse	
KrazzyMag	
Institut Européen d journalisme	
Delion	
BusinessMVP.com	

Influencer Lists
Electronic & Internet Commerce (54 organizations, 70 recipients)

Organization
Internet Retailer I Magazine
ChainLink Research I Industry Research Firm

Influencer Lists
PR/Adv & Marketing (392 organizations, 463 recipients)

Organization	
Adweek I Magazine	
Path to Purchase IQ I Magazine	
Campaign US I Internet Magazine - Online Only	
Counselor I Magazine	
Marketing Dive I Internet Magazine - Online Only	
Marketing Land I Internet Magazine - Online Only	
1000watt Blog I Internet Blog	
Exhibitor Magazine I Magazine	
Holmes Report I Internet Magazine - Online Only	
If You Market They Will Come I Internet Radio - Online	
Promotional Products Business I Magazine	
PRWeek I Magazine	
Public Relations Strategies & Tactics I Magazine	
Advertising & Society Quarterly I Magazine	
Advertising Week I Internet Blog	
Adweek Online I Internet Magazine	
Alcohol Issues INSIGHTS I Magazine	
CMO Today - The Wall Street Journal I Internet Magazine - Online Only	2
Creative, The Magazine of Promotion & Marketing I Magazine	2
DemandGen Report I Internet Magazine - Online Only	2

Influencer Lists
Web 2.0/Social Media (470 organizations, 567 recipients)

Organization	Number of recipients
Gartner I Industry Research Firm	19
IDC - International Data Corporation I Industry Research Firm	5
Paul's Security Weekly I Internet Show - Online Only	5
Practical Ecommerce I Internet Magazine - Online Only	5
Wall Street Journal - San Francisco Bureau I Daily Newspaper Bureau	5
CNET I Internet Magazine - Online Only	4
Engadget I Internet Blog	4
451 Research I Industry Research Firm	3
CNBC Online I Internet Cable Network	3
Cutter Consortium I Industry Research Firm	3
Digital Trends Espaï¿½ol I Internet Magazine - Online Only	3
Fast Company Online I Internet Magazine	3
IoT For All I Internet Magazine - Online Only	3
Journal of Social Media in Society I Magazine	3
Social Pro Daily I Internet Blog	3

As you can see, through Brand Builder, George was able to see real changes to his search ranking results for his target keywords, resulting in massive brand exposure and authority as well as increased traffic!

Contact us today and let's talk about how we can help gain exposure and rankings for your products, services and brands!

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