

TRELLIAN DIRECT SEARCH NETWORK

DRIVE SUPERIOR TRAFFIC TO YOUR WEBSITE

Maximize your SEM budget with better results



What is the Trellian Direct Search Network?

Trellian Direct Search is traffic from our network driven by users typing a search as a URL in the browser's address bar. This traffic is then redirected to YOUR relevant website.



How do we do this?

- 1 You specify keywords relevant to your website, campaign or lead generation pages. While our DSN uses a PPC-style bidding platform, you do not have to compete with any of your competitors' ads as you would in PPC.



- 2 We match those keywords to relevant domains and traffic is redirected to your website. Matching traffic based on your keywords ensures the visitor is looking for your product or service and will be more likely to convert.

- 3 The visitor types a generic URL into their address bar, your site – and only your site – is what the visitor sees as a result. Trellian controls hundreds of millions of unique visitors each month.

WHY CHOOSE TRELLIAN DIRECT SEARCH NETWORK?

- ✓ No more ad copy
- ✓ Exclusive audience
- ✓ Highly-targeted traffic
- ✓ Hundreds of millions unique visitors monthly
- ✓ Higher conversion rates than PPC



DID YOU KNOW...

Eighty-six percent (86%) of online searchers reach websites via direct navigation using one of the following methods:

- ✎ Typing-in a domain name and adding .com
- ✎ Typing-in keywords or key phrases followed by a .com
- ✎ Using a bookmark

** Results found in a recent study conducted by UCLA.*

HOW TO GET STARTED:

Simplify and enhance your SEM efforts now!

Contact a Trellian account manager today to launch your direct search campaigns.

Nothing stands between you and your next customer.

☎ +1 (310) 736-4230

✉ accountmanager@trellian.com

🌐 www.trellian.com



FEATURES:

Trellian's Direct Search Network is an easy-to-use bid platform that offers numerous tools to make campaign management and optimization effortless.

- ✓ Simple PPC-style bidding platform
- ✓ Straightforward campaign creation
- ✓ Easy campaign activation and management
- ✓ Optimize bids in one click
- ✓ ROI tracking and reports
- ✓ Unparalleled customer support

BENEFITS:

The advantages of using Trellian's Direct Search Network over traditional search marketing will lead your campaigns to higher success with less overall spend.

- ✓ Low Pay-Per-Visitor costs with superior quality
- ✓ Zero-click instantly connects relevant users to your website
- ✓ No competition for audience's attention
- ✓ More intent-driven page views
- ✓ Higher conversion rates than conventional PPC
- ✓ Access to domain portfolios without the cost
- ✓ Millions of unique visitors every month

**DIRECT SEARCH VS PAY-PER-CLICK (PPC)**

Successful search marketing is about reaching your target audience and maintaining low costs.

While both direct search and PPC marketing utilize keyword targeting to generate traffic to your campaigns, direct search does so at a lower price tag, averaging **70% lower campaign costs**.

The average conversion rates speak for themselves:*

Direct Search:

4.23%

Pay-Per-Click:

2.3%

*Results found in a study by Web Side Story.

Here's how it works...**> Direct Search:**

Intent-driven domains are assigned specific keywords.

A domain is typed in the address bar that is associated with a particular keyword.

A visitor is redirected straight to a campaign's landing page – this is called a *zero-click visitor*.

**Pay-Per-Click Campaign:**

A keyword is typed in the search box.

A series of ads, including both organic and paid search, are displayed on a results page.

The user chooses which of the available ads they want to select.

User clicks chosen ad and is redirected to landing page.

Direct Search streamlines the process of delivering intent-driven visitors to your site which eliminates any chance of being overlooked because of search engine rankings.