



BUNTAI™ Overview

Buntai LLC. is a provider of end-to-end search marketing technology for Affiliate PPC marketers. BUNTAI is designed for today's complex SEM marketplace driven by quality score, opaque bidding and multiple search networks. BUNTAI is the only 3rd generation SEM platform that provides automated *Quality Management™* - a holistic approach to optimization that incorporates all aspects of a search program. A pillar of BUNTAI is its ability to drive superior program performance through Search Engine advertising. BUNTAI goes further by providing a unified campaign management layer over Google, Yahoo! and MSN and enables affiliate marketers to meet their goals through automated keyword expansion, algorithmic and rule-based bid management, and competitive intelligence and advanced reporting.

BUNTAI Features and Benefits

Advertising

Business Impact:

- **Higher Quality Score:** direct alignment between page content, ad copy and keywords are proven to enhance quality score and advertising relevance. This enables higher positions for lower CPCs as well as can drive up to 2x higher conversion rates by up to as the path to purchase is more relevant.
- **Lower CPC:** The *Quality Management* approach can drive the cost per click to be reduced by up to 50%

Unified Campaign Management

Affiliate marketers spend enormous amounts of time making changes across Google, Yahoo! and MSN. BUNTAI provides a unique campaign superstructure which enables affiliate marketers to act with single actions implemented across all three engines. This unified campaign management platform provides a translation layer for campaign objects (ads, keywords, negatives, etc.) so that affiliate marketers can easily create, clone and move anything to anyplace across engines. Its like working with AdWords editor with all the three major search engines.

Unified Campaign Management (Continued)

Business Impact:

- **Save Time/Resources:** affiliate marketers can now spend just 1/3rd of the time they previously used when managing programs across Google, Yahoo! and MSN.
 - **Drive Sales:** many affiliate marketers do not have the time to manage three different search engines simultaneously, so changes are staggered or in certain cases, never propagated beyond Google. BUNTAI drives fast time-to-market which in turn helps marketers meet their sales goals.
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Automated Long-Tail Keyword Expansion

BUNTAI detects new and converting keywords according to real search terms and can automatically add them to the campaigns. Affiliate marketers can choose to auto-expand keywords that convert or that receive clicks.

Business Impact:

- **Save Time/Resources:** affiliate marketers don't need to constantly monitor logs of poorly performing referring URLs and instead can review Buntai's suggestions and easily review, approve and send live to Google, Yahoo! and MSN simultaneously.
- **Higher ROI:** using dynamic expansion, affiliate marketers can migrate more of their program over to more targeted 'exact match' and 'phrase-match' inventory, thereby reducing inefficient broad-match and improving overall program ROI.
- **Drive Sales:** BUNTAI's dynamic expansion is based on ROI and enables marketers to focus on building out programs by what works, helping to drive organic profitable growth.

Dynamic Keyword Expansion

Once affiliate marketers understand the core keywords that are converting, they can use Buntai's patent-pending multilingual keyword expansion tool to automatically identify thousands of related keywords with no need for hours of effort. The BUNTAI keyword expansion algorithms use a wide array of online and offline sources as well as smart tagging and filtering to drive intelligent expansion.

Business Impact:

- **Save Time:** affiliate marketers no longer have to jump to two or three different applications to find potential keywords. They can easily expand around profitable keywords within a single-interface in the easy context of their day-to-day workflow.
- **Higher ROI/Sales:** by expanding around the profitable keywords (rather than looking at the universe of possible keywords), Buntai can drive profitable expansion through semantic adjacencies.

Premium-Path-To-Conversion

According to data from leading web analytics companies, users click on two or more advertisements prior to purchase more than 50% of the time. In most tracking systems, the last click in the conversion path gets all the credit. BUNTAI monitors the entire path from the first click to the conversion over multiple channels and provides you with detailed reporting on the search terms that participated in the path. BUNTAI enables keyword attribution and can automatically distribute conversion credit weights for all



clicks leading to conversions. This enables a more accurate approach regarding keywords and bid management and changes the traditional rule of “last click takes it all”.

Business Impact:

- **Drive Customer Acquisition:** by understanding deep customer behavior, affiliate marketers can shift spend to the first clicks that drive users to the site. Raising spend on these ‘bowling pin’ terms can drive higher new customer acquisition and leave competitors wondering how they are being out-marketed.
- **Drive Sales:** accurate tracking of all of the clicks that influence sales cause the bid management system to be more accurate in allocating budget throughout the path to conversion and ultimately drive more sales.

Competitive Intelligence

BUNTAI provides affiliate marketers with unmatched competitive SEM intelligence. BUNTAI can run search queries against keyword sets on the search engines in real time and use its crawler technology to provide affiliate marketers the ability to view competitive ad copy when writing their own creative. Affiliate marketers can also leverage the unique crawler technology against their competitor’s websites to understand what products their competitors are carrying and what related keywords they could be running.

Business Impact:

- **Sales / ROI:** understanding the product offering and positioning of competitors can provide insights into competitive strategy and enable advertisers, marketers and merchandisers to take advantage of market opportunities.
- **Save Time/Resources:** rather than opening up multiple windows and manually running queries, BUNTAI does the work in the background and provides competitive intelligence in context to give affiliate marketers more time to get more done.

Algorithmic Bid Optimization

BUNTAI provides affiliate marketers a robust algorithm-driven bid management system to help automate actions to meet ROI and CPA-business goals. BUNTAI’s algorithms use advanced regression and decision tree methods to automatically find each keyword’s ideal position of maximum yield and drive to achieve goals given all available performance metrics. These algorithms take into account key optimization dimensions such as inventory (e.g. position, match type, time, geo), latency and statistical significance. The algorithms can be applied to an entire portfolio of keywords, to campaigns or even individual keywords.

Algorithmic Bid Optimization

BUNTAI’s bid management system also offers affiliate marketers a ‘preview mode’ to enable users to approve or trump decisions made by the algorithm. This can be particularly useful when external factors (promotions / catalog drops) occur outside of



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the system's sphere of data.

Business Impact:

- **Meet ROI/CPA/CPO:** BUNTAI can help to automate program changes to drive campaigns towards discrete objectives. This ensures that monthly / quarterly / yearly ROI, CPA/CPO goals are met.
- **Save Time/Resources:** bid automation can save innumerable hours of analysis and data manipulation. It also ensures that changes are made in a timely fashion (which in turn drives better ROI/CPA/CPO). It is unfeasible for affiliate marketers to manage long-tail programs without employing technological help.

Rules-Based Bid Optimization

BUNTAI enables users to set up specific bid policies based on fixed business rules. Buntai rules can change bids, landing pages and creative based on any number of program criteria. Customers can design their own rules based on such metrics as sales, conversion rate, ROI, impression and costs. To provide extreme flexibility, any Advanced Search & Replace function can be converted into an ongoing bid policy. BUNTAI also provides a number of intelligent bid policy templates that can be used to satisfy specific goals such as activating inactive keywords, removing zero-impression keywords and achieve lowest bid for position.

Business Impact:

- **Maintain business rules:** bid policies can automate program actions to keep programs in line with business rules (e.g. shut off keywords that are unprofitable for over 2 months).
 - **Time:** policies can automate daily tasks by enacting changes against all three engines on bids, creative or landing pages.
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Flexible Tracking System

BUNTAI offers a variety of methods to enable accurate and rich tracking of SEM performance in order to optimize programs. Affiliate marketers have four primary options for enabling Buntai to understand end-to-end program performance:

- Tracking Pixel/Javascript: customers can place BUNTAI javascript / tracking pixel on their merchant's/offer's check-out or thank you page (or any number of events on a site) and use dynamic values (e.g. sale amount) to feed Buntai.
- XML/CSV Data Import: marketers can use internal e-commerce or CRM data (email, ftp put or get) to power BUNTAI. This is the preferred tracking method as it is always accurate and can take into account all sales and conversions registered by the network (most of the CPA networks will provide such a report)
- 3rd Party Analytics: BUNTAI can utilize data from the engines themselves or 3rd party analytics tools. For example, if customers implement Google AdWords pixel tracking or Google Analytics-based tracking, it can piggyback off of those datasets.
- Affiliate Tracking: BUNTAI can utilize data from external parties such as Commission Junction, ClickBank with no additional effort. All that is needed are login credentials to pull data from those systems automatically.

Business Impact:

- **Accuracy:** BUNTAI can provide faster time to market by piggybacking off of other systems and increased accuracy by providing the ability to import enterprise data.
 - **Flexibility:** BUNTAI offers a variety of options to bring performance data into the platform. This can save time and effort from precious engineering resources.
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Advanced Reporting

The online report center contains integrated reports on all concurrent campaigns over each search engine displaying click distribution and ROI geographically, daily, hourly or on any other reporting level. The report center provides flexibility for users to create customized reports that can be viewed in the system, exported to Excel or emailed out of the system. Additionally, for Agencies or Marketers that need to provide reports to managers or external parties, BUNTAI provides a read-only report-center login.

Business Impact:

- **Visibility:** business users can easily get visibility into search programs to identify opportunities and cut poor performers.
- **Flexibility:** marketers can easily slice and dice data within BUNTAI as well as export granular data to external data-mining tools.

Advanced Search & Replace

Now you can perform any advanced search and replace operations on all your campaigns across all channels using a simple and intuitive interface. Change any item or set of items based on any criteria across all search engines with one easy action. Preview changes prior to execution and save common search and replace queries for future use. Use the Advance Search and Replace tool to quickly duplicate campaigns from one search engine to another. You can also leverage advanced searches to create custom bid policies.

Business Impact:

- **Save Time / Resources:** reduce time dramatically by flattening your entire SEM program and making quick changes across the board. Our clients tell us that it takes 1/10th the time to make large scale changes that it did with other systems.
 - **Drive Sales:** copy high performing campaigns from Google to Yahoo! and MSN and vice versa. Faster time to market gives you competitive advantage in the marketplace.
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**Negatives Intelligence
& Unified
Management**

Google, Yahoo! and MSN make substantial profit through their 'broad-matching' algorithms. While these matching algorithms drive revenue to the search engines, they do not always deliver the kinds of traffic that marketers are looking for. For example, a keyword such as 'Kodak' on broad match will often drive users searching for terms such as "Kodiak", "Chevy Kodiak" and "Kodak Dental". BUNTAI can help identify these non-relevant terms and enable affiliate marketers to add negatives across all engines – preventing poor traffic and saving money.

In KENSHOO Affiliate marketers can manage all of their Negative Keywords in one interface across all engines. Easily add Negative Keywords to any level of a campaign to avoid paying for keywords that are not relevant to across an entire program.

Business Impact:

- **Save Time / Resources:** 1/3rd the time spent on trafficking negatives means that affiliate marketers can spend more time on the strategic initiatives.
- **Improve ROI:** using BUNTAI's unified Negatives management system assures that you can easily and consistently cut out the poor performers across your entire program and driver higher ROI.

**Complete Audit Trail
and Undo/Rollback**

BUNTAI tracks all changes made to your campaigns so that you review historical changes and track performance. Additional, BUNTAI provides marketers an easy and powerful option to undo changes. This becomes extremely helpful when working with large programs and massive changes.

Business Impact:

- **Trust & Insurance:** the extended audit trail in Buntai that allows marketers to undo actions not only provides visibility into every single change, but provides a great insurance policy if you need to roll back some massive changes.





Multi-Channel Capabilities

BUNTAI can handle more than Search. It has been built from the ground-up to be a multi-channel advertising management platform. The BUNTAI tracking system can provide unified reporting for all marketing channels that use the Buntai tracking parameters and redirect server. As APIs are built out beyond search to expand to the Content Networks, Behavioral Networks, Video, Mobile and more, you can trust that BUNTAI will continue to incorporate these additional channels.

Business Impact:

- **Broad Reach:** a unified interface helps you take advantage of the broadest set of advertising inventory available through APIs. Drive more sales and manage to ROI targets more easily and efficiently with BUNTAI.
- **Single Command Center:** BUNTAI offers an integrated interface to track, analyze and optimize cross channel programs. Make better multi-channel decisions and save time executing across many networks and channels.

International Support

Marketers can use BUNTAI to take advantage of the global ad market. Use it to advertise globally across borders with different languages (Unicode) and currencies. BUNTAI is fully double-byte compatible with campaigns running in over 25 countries today. It offers dynamic currency conversion as a user-configured option for companies that want to see their multi-national program in a single currency.

Business Impact:

- **International Reach & Standards:** the extended audit trail in Buntai that allows marketers to undo actions not only provides visibility into every single
- **Global Unified Currency:** BUNTAI automatically performs currency conversion based on daily market rates and provides marketers with an easy way to compare performance and see opportunities across markets.

Powered by Keshhoo!

Buntai SEM system. Is powered by the technology of KENSHOO LTD (Kenshoo is backed by Sequoia Capital and Arts Alliance with offices in San Francisco, London and Israel).

