

# Welcome to the Internet Retailer Conference & Exhibition 2008!

## Get Two FREE Months If You are Selected to Become a Beta Client for Keyword Control\*

MERCHANT  
ADVANTAGE<sup>SM</sup>  
Take Control of Your Marketing Channels!

### Keyword Control: Your Ad Word Assistant

Keyword Control allows you to manage your search engine marketing efforts and product feeds all from one interface while enhancing the capabilities of the search engine marketing functionality. You can simply manage campaigns and ads, or choose to bridge the gap between page marketing and product marketing, allowing for a better measure of Return on Ad Spend. Keyword Control may be the best assistant you've ever had.

- ✓ Automate the creation of Google text ads, image ads, mobile ads, and local business ads
- ✓ Automatically remove ads for products that have low inventory quantities or other sales limitations
- ✓ Automatically create ads for merchandise which has been introduced through your storefront
- ✓ Configure marketing maximums per ad, ad group, campaign, or even across all campaigns

### Partners and Affiliations



## Get Two Free Months if You are Selected to Become a Keyword Control Beta Client\*

Go to [MerchantAdvantage.com/IR2008](http://MerchantAdvantage.com/IR2008) or Call 800.550.9466 and use Promo: **IR2008K** to apply to become a Keyword Control Beta client.

\*You have to apply to become a beta client; if selected you will receive two free months. Offer expires 06/30/2008.

### Keyword Control Beta Application Form

Company Name\*

Company Website (URL)\*

City\*

State\*

Zip Code\*

Monthly Marketing Budget

SKU Count

Vertical

First Name\*

Last Name\*

Title\*

Email\*

Telephone\*

Fax

\*Indicates required fields

Fill out the form and fax it to us at 305.895.9475

# Do You Have the Advantage?

## MerchantAdvantage Additional Resources

MerchantAdvantage has built an information-rich resource center, providing awareness and understanding of innovative, industry-leading opportunities, which we are proud to offer exclusively to our merchants. These resources include: our blog; monthly newsletter, featuring expert guest contributors; enhanced partner discounts; live and online customer support; extended support of marketing strategies and data management through our Value Added Reseller program; and educational initiatives through our weekly client and monthly webinar series. In addition to state of the art software, we are here to help you make money and save time using any online marketing channel.



### Live and Online Support:

MerchantAdvantage clients automatically receive world-class, live technical support for the first 30 days. After 30 days, continued standard support is provided via a sophisticated online ticketing system for the life of the client, at no additional cost.



### Industry Educational Webinars:

CEO and Co-Founder Michael Lambert presents this informative and stimulating perspective on how best to utilize the vast opportunities available within the online industry. These webinars are presented quarterly and are open to the general public.



### Application Video Training:

MerchantAdvantage provides weekly webinars on maximizing usage of the Channel Management application exclusively for our merchants. All webinars are archived and accessible through the merchant backend to review at the merchant's convenience.



### Partner Offers:

MerchantAdvantage is pleased to introduce and offer its clients special offers from our strategic partners. We encourage you to check back frequently and take advantage of wonderful services and new product offerings that may better assist you in growing your online sales. Go to [merchantadvantage.com/offers](http://merchantadvantage.com/offers) to view offers.



### eTail dTail Blog:

eTaildTail.com was launched to help small to mid-sized online retailers grow their business efficiently, cost effectively, and intelligently. eTaildTail.com is now a daily stop for hundreds of online retailers looking to learn and help each other and get daily industry news. So, come visit and learn some tips and tricks.



### eTail dTail Newsletter:

MerchantAdvantage knows you have little time to research "best practices" in the online retail marketplace. As a **FREE** service to all of our clients, we provide a monthly newsletter to better educate our clients on important issues.



**Fill Out the Form on the Reverse and  
Fax it to us at 305.895.9475**