

# TargetBrand

Protection Of Your Brand Online



## Trademark Protection Is Valuable

TargetBrand cuts your CPC cost on branded keywords, increases your click traffic, reduces traffic leakage to competitor sites, and limits use of brand keywords in ad copy to only organizations you authorize.

**TargetBrand saves money, increases traffic, and kicks out the competition.**



# TargetBrand

Protecting Branded Keywords Online To Reduce CPC's & Increase Traffic



## The Challenge:

- Competitors using your name in their ads and redirecting traffic to their sites
- Overpaying web traffic CPCs
- Competitors bidding up your cost



## The Opportunity:

- Distributor control
- Price protection



## The Solution:

**TargetBrand.** Implement your Trademark complaints effectively to get base price CPC rates and online trademark protection.



## Why TargetBrand:

TargetBrand by Target River builds, negotiates and expedites your trademark PPC complaint with Google and Bing. This process protects branded keyword campaigns with "official site" ads that lower CPC expenses and adds new authorization control over who can use your brand in their ad copy.

**CASE EXAMPLE: Swimwear Company**  
Cut CPCs from \$0.80 to \$0.12 on branded traffic searches  
and cut traffic going to competitors

## Next Steps

- 1) Get a free case evaluation from a Google Partner Agency
- 2) Find out which competitors are impacting your business
- 3) Assess monthly savings and risk reduction opportunities.

## Icing on the Cake



TargetBrand ensures you control those who can use your brand in their ad copy